

AN AUDIO DOCUMENTARY

A photograph of a cafe interior. In the foreground, a boom microphone with a black foam windscreen is suspended over a round, marble-topped table. A small black audio interface or mixer is also on the table. The background shows a cafe counter, shelves with various items, and a large window with a brick wall. A green plant is visible on the right side of the frame.

# THE BAKE SALE

FUNDRAISING & SOCIAL JUSTICE  
IN THE 21ST CENTURY

PRODUCED BY KELLY E. SPIVEY

# ABOUT THE BAKE SALE

This series documents the rise in bake sales as a response to recent civil rights violations and police brutality across the United States. Run by both pastry chefs and home bakers, these bake sales have formed a loose structure relying heavily on social media due to the COVID-19 pandemic, which began to affect the United States in earnest in March 2020, two months prior to George Floyd's murder and the subsequent rise in mainstream support for social justice groups such as Black Lives Matter.

## ABOUT KELLY

Originally from North Carolina, Kelly has lived in Savannah, Boston, and New Orleans before settling in her current hometown of Memphis, TN. She holds an MA in Southern Studies from the University of Mississippi and a BFA in Photography from SCAD. She is currently pursuing an MFA in Documentary Expression from the University of Mississippi.

Prior to her graduate studies, she was a pastry chef at multiple James-Beard nominated restaurants.

Her current documentary work focuses on baking within southern foodways and its intersection with labor and gender in domestic and professional kitchen spaces.

See more at [kellyespivey.com](http://kellyespivey.com)



”

**WE CAN REALLY  
REFLECT  
OUR VALUES IN  
ALL THE  
DECISIONS WE  
MAKE  
IN OUR BUSINESS -  
AND WE MAKE A  
LOT OF DECISIONS  
EVERYDAY.**

“

- SARAH O'BRIEN

”

**PEOPLE CAN  
MAKE A  
STATEMENT**

**- LIKE A SOCIAL  
MEDIA POST -**

**BUT THERE'S A  
LOT MORE THAT  
GOES INTO**

**ACTUALLY  
SUPPORTING  
BLACK LIVES.**

“

”

**I FEEL LIKE EVERYBODY  
WAS EITHER SPEAKING  
OUT  
FOR THE MOVEMENT  
OR AGAINST THE  
MOVEMENT.**

**THERE WAS VERY FEW  
PEOPLE STAYING SILENT**

“

-JONNI SCOT

”

***I AM A BAKER  
AGAINST RACISM.***

***I'VE BEEN A BAKER  
AGAINST RACISM.***

***I'M ON BOARD.***

“

-JARLEI DEL

A close-up photograph of two cinnamon rolls on a white surface. The rolls are drizzled with a thick, golden-brown caramel sauce and sprinkled with chopped pecans. The text is overlaid on the left side of the image.

BAKERS  
TRULY ARE  
SOME OF  
THE MOST  
GENEROUS  
PEOPLE  
YOU'LL  
EVER MEET.

-SARAH O'BRIEN



# BAKERS

IN THIS SERIES HAVE DONATED OVER  
\$100,000 TO :

**SOUTHERN  
RESTAURANTS  
FOR RACIAL  
JUSTICE**



**FAMILIES  
BELONG  
TOGETHER**



”

**YOUR  
EVERYDAY  
LIFE, EVEN  
WHEN YOU'RE  
CELEBRATING,  
CAN BE A  
PART OF A  
FIGHT FOR  
JUSTICE.**

“

