

2015 CATALYST KITCHENS MEMBERS REPORT



**CATALYST
KITCHENS**
an initiative of FareStart

IF YOU WANT TO GO FAR, GO TOGETHER

The Catalyst Kitchens network has grown into a national movement of increasingly connected, continuously improving, and exponentially more impactful organizations working together to reduce joblessness, poverty, and hunger. We do this by **providing food service job training** for people facing barriers to employment, operating social enterprise businesses that **self-generate revenue** to offset program costs, and making **nutritious food** for people who are in need in our communities.

In 2015, Catalyst Kitchens welcomed **14 new members** into the network and celebrated **UMOM New Day Center's** progression to **Model Membership**. Catalyst Consulting worked with 21 organizations to **explore feasibility, incubate, launch, and scale** their job training programs. 2015 also marked Catalyst Kitchens' fifth anniversary! As a network, our greatest achievement is the cumulative impact of our members. Our impact has been significant so far.

Yet the need is greater than ever in the United States, where:

- 15.8 million people remain unemployed or underemployed
- 46.7 million people live in poverty
- 48.1 million people live in food-insecure households
- Most Americans will spend at least one year below the poverty line between the ages of 25 and 75

To help alleviate joblessness, poverty, and hunger, Catalyst Kitchens aims to launch 20 new programs and double our collective network impact by 2020. We aim for this to result in the following annual outcomes:



6000
individuals
trained



3500
direct job
placements



13 million
meals provided to
our communities



\$50 million
in social enterprise
revenues earned

Together, we will continue to make a significant difference in the interconnected social issues of joblessness, poverty, and hunger.

Together, we are a **catalyst for change,**

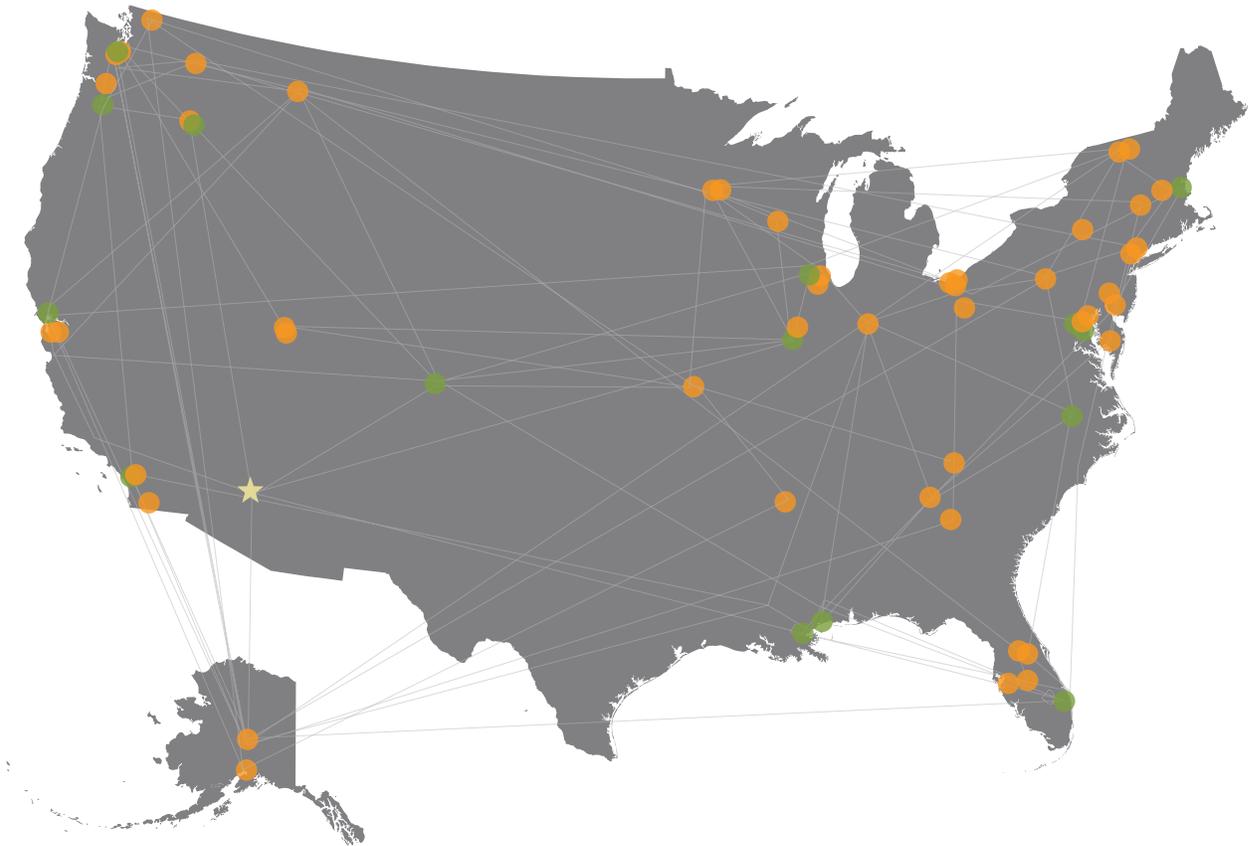
Renée & David
CK Directors



ARC Broward

Featured on cover: DC Central Kitchen

MEMBERSHIP



● Model Members
 ★ New Model Member:
 ◦ U MOM New Day Centers (Phoenix, AZ)
 ● Rising Members

2015 Network Outcomes



3,181
individuals
trained



82%
direct job
placements



10,858,153
meals provided to
our communities



\$43 million
in social enterprise
revenues earned

Cumulative Network Outcomes (2010-present)



12,493
individuals
trained



81%
direct job
placements



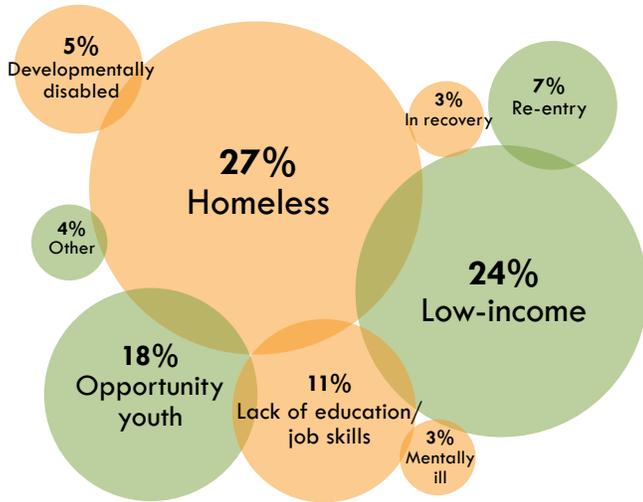
37.5 million
meals provided to
our communities



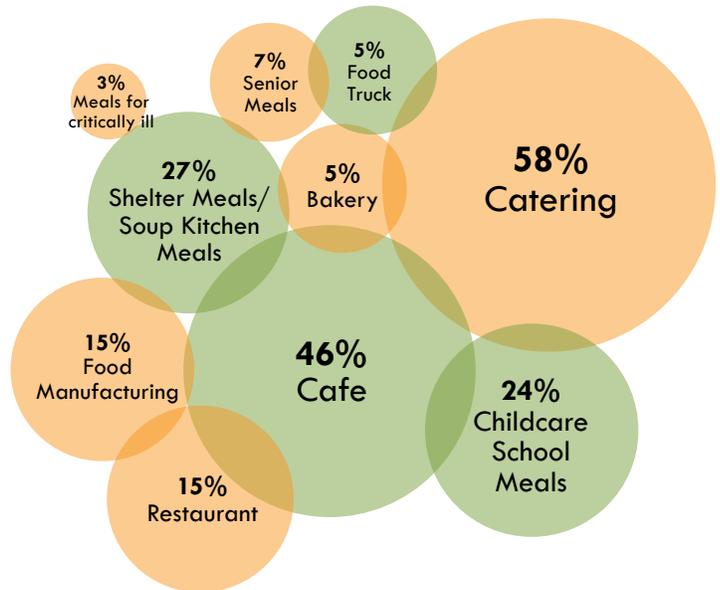
\$125.5 million
in social enterprise
revenues earned

MEMBER DEMOGRAPHICS

Primary Populations Served

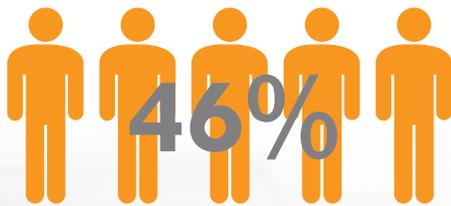


Social Enterprises



Age Demographic

Serves Adults



Serves Adult & Youth



Serves Youth



Liberty's Kitchen

MEMBER BENEFITS

Catalyst for Change Award



In 2015, Catalyst Kitchens introduced the Catalyst for Change Award, which celebrates individuals from the network whose **outstanding service** and **dedication to empowering lives** through job training has made **significant impact** on their communities and the field of food service social enterprise. Catalyst Kitchens proudly presented the first annual Catalyst for Change Award in recognition of Chef Marianne Ali, Director of Culinary Job Training at DC Central Kitchen. Chef Ali's achievements include the following:

- 102 annual graduates, a new organizational best
- Graduated 100th culinary class
- Graduates' average starting wage increased by more than \$1.00/hour
- Developed innovative new scorecard

Model Member Spotlight

Member: UMOM New Day Centers

Location: Phoenix, AZ

Established: 1964

Primary Population Served: Homeless Families and Women

Food Service Social Enterprises Operated: Café, Catering



Mission: UMOM's mission is to prevent and end homelessness with innovative strategies and housing solutions that meet the unique needs of each family and individual.

Program Description: UMOM New Day Centers is a family homeless shelter serving over 500 meals daily. Their food service training program, Homegrown, is a nine-week program that incorporates three tiers of training. HELPINGS is UMOM's café and market as well as the location of their six-week barista training program, which is staffed by UMOM's clients and recruits from partner agencies. Graduates from both of these programs are assisted by UMOM's employment services department, which provides resume development and job placement assistance.

2015 Outcomes: UMOM trained 80 individuals, with an 80% direct job placement rate, and earned almost \$460,000 in social enterprise revenue. UMOM migrated to Model Membership in 2015 after passing their Standards Review with flying colors!

Sponsor Spotlight: Starbucks

Starbucks believes strongly in Catalyst Kitchens' mission of empowering individuals to break down barriers to employment by **building communities** that **provide food service job training and placement**. In 2015, Starbucks provided **savings of over \$270,000 to 22 members** across the United States. These discounts allowed members to provide high-quality coffee for their customers, while redirecting those savings back into their training programs.



Benefit Summary

- Participation in a **global alliance** with like-minded organizations
- **Peer-to-peer connections, learning** and **engagement opportunities**
- Leverage collective impact for **funding opportunities**
- **Program assessment** to scale impact and progress toward Model Membership
- Access to **tools** and **resources** available only to members
- Industry **sponsorships** and **discounts from world-class food service organizations**
- Opportunities to increase your **local** and **national leadership**

CATALYST CONSULTING

Catalyst Consulting provides technical assistance to organizations as they explore feasibility, incubate, launch and scale food service job training programs.

Our Impact in 2015

In 2015, the Catalyst Consulting team **explored feasibility** with 9 organizations, **incubated** 11 food service job training programs, **launched** 3 programs and 5 social enterprises, and **scaled the impact** of 4 organizations.



9

Feasibility
Evaluated



11

Programs
Incubated



3

Programs
Launched



4

Programs
Scaled

Our Cumulative Impact

Over the years, the Catalyst Consulting team has worked with more than 100 organizations at various levels of program development. Our cumulative impact is represented below.



101

Feasibility
Evaluated



65

Programs
Incubated



48

Programs
Launched



16

Programs
Scaled



Success Story: St. Matthew's House

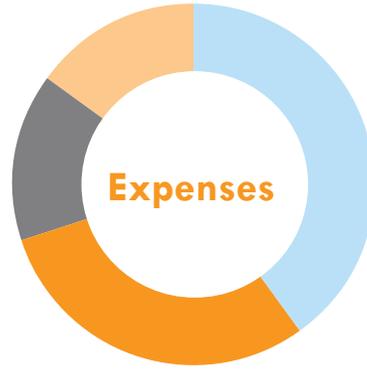
St. Matthew's House began as a homeless shelter and feeding operation in the early 1990s. Over the past couple of years, Catalyst Consulting has supported SMH's growth through social enterprise development assistance, formalized program design, curriculum materials, and Starbucks discounts.

Today, individuals going through SMH's 12 month drug and alcohol recovery program receive job training as well as transitional employment in SMH's social enterprise businesses – SMH operates six thrift stores, a catering business, three cafés, a conference and retreat center, as well as a car wash.

FINANCIALS



- **Catalyst Membership Dues** \$92,615
- **Catalyst Consulting Revenue** \$130,899
- **Support from foundations and individuals** \$282,637



- **Providing members with dedicated support** \$202,460
- **Outreach, incubation, and launching of new member programs** \$151,845
- **Administration of funding provided to CK members** \$79,923
- **General Administration** \$75,923

2015 ADVISORY COUNCIL

Christopher Alston
Paul Fordham
Kristi Marchbanks
Gregg Johnson, Chair

Mike Curtin
Ken Glass
Linda Nageotte

Shawn DiGruccio
Ruth Jones
Chris Schenck

Kelly Duffin
Jonathan Liebert
Nicole Trimble

Thank you to **David Carleton** for more than 13 years of service to Catalyst Kitchens and FareStart. We are grateful for his leadership in launching and growing this national initiative and we are looking forward to David remaining a part of the extended Catalyst Kitchens family.

THANK YOU

Many thanks to the numerous friends, supporters, donors, advisors, and member organizations that bring wisdom and resources to the Catalyst Kitchens table.

Special thanks to our sponsors CDN, Component Hardware Group, KNG, Mercer Cutlery, National Restaurant Association, Social Enterprise Alliance, and Starbucks.

Together, we strengthen our impact and transform our communities.





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