WHAT IS CATALYST KITCHENS?

A program of Seattle-based FareStart with the mission to end poverty, hunger, and joblessness.

Due to demand from communities outside of Seattle, FareStart established Catalyst Kitchens to help incubate, launch, and scale foodservice job training social enterprises across North America.

Catalyst Kitchens has worked with over 150 organizations since 2010 and supports a network of over 65 members transforming lives in their communities.

DEAR FRIENDS,

We would like to celebrate our members for hitting a major milestone. From 2010 through 2017, Catalyst Kitchens members have cumulatively supported the placement of over 10,000 individuals—who were experiencing homelessness or living in poverty—into jobs. The efficacy of these programs is proven even further by a job placement rate of 88 percent last year.

Catalyst Kitchens is here to support the work of our members and clients day-to-day and is committed to continuously improving our approach. In the past year, we have amplified our engagement by organizing and convening over 50 in-person and virtual learning opportunities for members. We’ve introduced new consulting offerings, such as our train-the-trainer workshops for frontline staff, and continue to find new ways of providing the services that are needed most.

In January 2018, we launched a Member Advisory Council to enhance member engagement and value. The council has identified key focus areas for 2019, including the development of more training opportunities for front line staff, introducing a mentorship program, supporting peer exchange, and accelerating access to program assessment, curriculum, and optimization services for our members.

While we celebrate the achievements of this network, we also recognize that middle and/or living wage jobs remain elusive for some of the individuals served through basic training, while the demand for jobs in foodservice continues to grow. That’s why we are committed to an increased focus on closing the gap with employers in the years to come through employer engagement, education, and career pipeline innovation.

As our collective impact continues to grow, we look forward to making a difference together in communities and the lives of individuals across North America.

Sincerely,

Renee Martin
Director of Catalyst Kitchens

Angela Stowell
CEO of FareStart
EMPOWERMENT THROUGH JOB TRAINING

DID YOU KNOW

7.6%* of the workforce is unemployed, underemployed, or has stopped looking for work.

THAT’S WHY

• Last year, our members enrolled 3,614 people facing barriers to employment,

• Helped 88% of people find jobs,

• And 3 months later, 76% were still employed.

Catalyst Kitchens members train people facing a variety of barriers to employment. AT A GLANCE, THE PEOPLE OUR MEMBERS SERVE ARE:

43% Experiencing Homelessness
41% In Recovery from Drugs and/or Alcohol
43% Formerly Incarcerated or Justice Involved
37% Experiencing Mental Illness
10% Physically Disabled

Inspiration Kitchens significantly grew enrollment for their job training program last year. They went from training 25 students in 2016 to training 96 students in 2017! During that time they also increased graduation and job placement rates for their students.

*Source: U-6 Unemployment Rate, Bureau of Labor Statistics, May 2018
Photo: Stevens & Gross & Associates Image of Inspiration Kitchens Student
SUSTAINABILITY THROUGH SOCIAL ENTERPRISE

A social enterprise is an organization that marries the social mission of a nonprofit or government program with the market-driven approach of a business.

The enterprises that Catalyst Kitchens members operate are diverse.

**HERE ARE THE TOP 3 TRENDS:**

- **49%** restaurants and cafés
- **78%** catering and specialty foods
- **98%** meal delivery to schools, shelters, senior homes

On average, Catalyst Kitchens members have a revenue model with the following breakdown:

- **48%** private funding
- **22%** business revenue
- **24%** public funding
- **6%** other funding

Last year, Catalyst Kitchens members generated **$47 MILLION** in revenue through foodservice enterprises, with surpluses invested right back into their job training programming.

In 2017, Model Member Homeward Bound of Marin focused on expanding their latest social enterprise, Wagster Treats. These all-natural dog treats are made by their culinary graduates and proceeds directly benefit their job training and housing programs. Already carried by over 120 pet stores, grocers, and retailers throughout California, Wagster Treats are set to grow even further. Check out their online store to treat your pup!

*Photo: Homeward Bound of Marin*
COLLABORATION THROUGH COMMUNITY ENGAGEMENT

GIVING BACK TO THE COMMUNITY

Because 1 in 8 individuals live in households without consistent access to adequate food.

PROVIDING VITAL SERVICES

Most Americans spend half their income on housing. For extremely poor families and individuals, that figure jumps to 75%.

75% of member organizations serve meals to the hungry.

75% of member organizations provide students with access to housing.

Preparing 7 million meals in 2017 to combat hunger in their communities.

PARTNERING LOCALLY TO ENSURE PROGRAMS THRIVE

Members convene local employer and partner councils to ensure their programs meet community needs.

In May 2017, Model Member UMOM New Day Centers acquired the Tumbleweed Center for Youth Development. This has allowed UMOM to expand its shelter, housing, and support services beyond individuals and families to also include youth experiencing homelessness in the greater Phoenix area. One month later, in June 2017, they opened Arizona’s first shelter designed exclusively for women experiencing homelessness. The Halle Women’s Center is a full-service shelter for up to 130 single women in the Phoenix, AZ area.

Photo: UMOM New Day Centers
CONSULTING
WE BUILD PROGRAM STRENGTH IN ALL THREE AREAS OF OUR MODEL.

TRAINING
At Cultivate Culinary in South Bend, IN, we established core competencies, installed a new curriculum, and worked with leadership to create program structure.

SOCIAL ENTERPRISE
We worked with Grand Street Settlement in New York City to help prepare their new café job training program. Our work helped to build out their basic business plan, operational structure, financials, and marketing.

COMMUNITY ENGAGEMENT
We worked with Paul’s Place in Baltimore to convene community and industry partners and establish strong local relationships. Paul’s Place now meets monthly with these partners to maintain a collaborative environment and stay connected to their community’s needs.

NEW SERVICE OFFERINGS:

Our Social Enterprise Immersion Workshop provides a deep dive into our specific culinary training model. Participants see FareStart programming first hand and meet with top executives.

This year, we started our Train-the-Trainer Workshops, geared towards culinary trainers. This workshop is all about how to teach students in the kitchen and the classroom.
CONSULTING
WE SUPPORT ORGANIZATIONS FROM BEGINNING TO END.

OUR IMPACT IN 2017

We worked in 16 communities
We prepared 4 programs to scale
We prepared 2 programs to launch
We saw 8 clients become members

To date, Catalyst Consulting has prepared 56 programs to launch and 30 programs to scale across the country.

This year, we teamed up with Catholic Charities USA to support their job training programs. Four affiliates were selected to join our first ever Foodservice Social Enterprise Accelerator. This Accelerator cohort met up around the country to develop their programs.

CATHOLIC CHARITIES OF
- Las Vegas, NY
- Louisville, KY
- District of Columbia, DC
- Rochester, NY

Photo: The Catholic Charities USA Cohort in Seattle, WA
Catalyst Kitchens members span **over 60 communities, 28 states and the District of Columbia, and 2 provinces**

**Regional Summits:**

We’ve been organizing regional workshops for Catalyst Kitchens members and their community partners. Since launching this new initiative in 2017, we’ve held Regional Summits around the country. Where we’ve been:

**WE'RE GROWING!**

**18 NEW MEMBERS SINCE 2016:**

- Coast Mental Health, Vancouver, Canada
- Cosmos Group, Red Deer, Canada
- My House, Wasilla, AK
- Santa Fe Youthworks, Santa Fe, NM
- Houston Food Bank, Houston, TX
- First Baptist Church, Abilene, TX
- LA Kitchen, Los Angeles, CA
- Café Reconcile, New Orleans, LA
- Operation ABLE, Detroit, MI
- Project I CAN, Baltimore, MD
- City Seeds, Baltimore, MD
- Maryland Food Bank, Baltimore, MD
- Project Renewal, New York, NY
- Foodlink, Rochester, NY
- Catholic Charities USA Cohort
MEMBERSHIP
OUR WORK

Launched a Member Advisory Council with 12 representatives from Model Member organizations across our network.

Released the first episode of our new podcast, Catalyst Kitchens Radio.

Piloted initial benchmarking reports for members to compare outcomes against network averages.

Published our Reframing Reentry report to explore how members are serving those returning from prison.

READ MORE ABOUT OUR COUNCIL
CLICK HERE TO LISTEN

EXPLORE OUR COLLECTIVE IMPACT DATA
CLICK HERE TO READ
CATALYST FOR CHANGE AWARD

Each year, we award an individual from the network whose outstanding service and dedication to empowering lives through job training has made significant impact on students, their community, and the field of food service social enterprise.

Idalia Nuñez, Life Skills Education Manager at Second Harvest Food Bank of Central Florida in Orlando was this year’s recipient. In her role, Idalia:

- Maintained a 100% job placement rate for graduates
- Saw 76% of students retain their jobs for at least one year
OUR FINANCIALS

REVENUE

- Member Dues: $123,847.00
- Consulting Fees: $172,993.00
- Private Fundraising: $143,973.00
- In-Kind Contributions: $8,986.00

EXPENSES

- Incubating and Launching New Programs: $152,325.00
- Member Network Support: $179,720.00
- Community Outreach: $44,929.00
- General Administration: $40,437.00
- Impact Measurement: $31,886.00

A very special thanks to our donors:

- Focusing Philanthropy
- The Goodwin PEP Fund
- Schultz Family Foundation
- Starbucks Foundation
- Tableau Foundation
- Bank of America
- The Harry and Jeanette Weinberg Foundation, Inc.

Including:

- Denise M. Anderson
- Boston Foundation
- Bruce T. Burger
- Paul & Karen Menzel
- Lyn Tangen & Dick Barbieri
- Elizabeth Ruth Wallace Living Trust
- Gregg & Nancy Johnson

And preferred vendors:

CDN, KNG, Gravity Payments, Márcon Cutlery, National Restaurant Association, Social Enterprise Alliance, and Starbucks.
THANK YOU

Many thanks to the many friends, volunteers, donors, advisors, and members organizations that bring wisdom and resources to the Catalyst Kitchens table.

Together we strengthen our impact and transform our communities.