Ring the bell!

When Catalyst Kitchens was launched in 2011, CK staff gave me a bell inscribed with the words ‘Collaborate. Empower. Transform’. We ring this bell to celebrate milestones along the way: for each new program launched, each new member joined, each new dollar and benefit secured to support and sustain CK Members.

In 2014, we had so many milestones the bell was ringing non-stop!

We welcomed 15 new members to our network, including 4 new Model Members: Homeboy Industries, Community Servings, and former Rising Members Homeward Bound of Marin and Goodwill of the Olympics & Rainier Region. We provided consulting services to 24 inspiring organizations across the country to develop and launch 6 more foodservice social enterprise programs. Catalyst Kitchens also provided $1.15 million dollars in CK Grant Awards to increase the impact our members have on joblessness, poverty and hunger in our communities.

We also introduced a new initiative to identify and understand our network’s impact on Opportunity Youth, a critical demographic of young people aged 16 to 24. We found out that more than 35% of all trainees across the CK Network are part of this demographic. We see this as an opportunity to better understand and further focus our efforts to provide a tangible, life-transforming path.

And certainly not the least important milestone was our 3 day Catalyst Kitchens Members Summit hosted by AspenPointe in Colorado Springs. Our biennial summit was an amazing success, with over 80 attendees from the US, Canada and Scotland. This report celebrates the hard work and dedication of each of you and your contributions to this powerful network.

Let’s keep it ringing,

David Carleton
Director of Catalyst Kitchens

AspenPointe rings the bell to celebrate their progression from Rising to Model Member at the 2014 CK Members Summit.

Featured on cover: Graduates of the Community Kitchen Academy, a program of the Vermont Foodbank that is operated in partnership with Chittenden Emergency Food Shelf and Capstone Community Action.
2014 MEMBER IMPACT

2014 Member Map

Model Members

New Model Members:
- Homeward Bound of Marin (Marin, CA)
- Goodwill of the Olympics & Rainier Region (Tacoma, WA)
- Homeboy Industries (Los Angeles, CA)
- Community Servings (Jamaica Plains, MA)

Rising Members

2014 Member Social Enterprises

- 60% Catering
- 40% Cafe
- 21% Childcare School Meals
- 19% Shelter Meals/Soup Kitchen Meals
- 4% Senior Meals
- 7% Bakery
- 13% Food Manufacturing
- 6% Food Truck
1% Concessions

Trainee Ages

Adults 65%
Youth 35%

65 Total Members
3,155 Trainees Served
1,801 Job Placements
10.4 Million Meals Served
$40 Million Revenue Earned
MEMBERSHIP BENEFITS

Members Summit

On Oct 6-8, Catalyst Kitchens Member organizations convened at AspenPointe (Model Member, Colorado Springs, CO) to connect, learn and explore successes and challenges in developing successful job training programming, foodservice production and social enterprise operations. Attended by over 80 individuals representing 40+ member organizations, this event provided an inspiring opportunity to celebrate the collective power of this network and envision its continued potential.

Sponsorships

In 2014, members had access to a variety of discounted and in-kind products and services from purveyors such as Starbucks, Social Enterprise Alliance, Mercer Cutlery, and more. Throughout the year, CK Members saved a combined $255,000 on those products and services.

Starbucks

Starbucks believes strongly in Catalyst Kitchens’ mission of empowering individuals to break down barriers to employment by building communities that provide foodservice job training and placement. In 2014, Starbucks provided savings of over $170,000 to 15 members in 18 locations. These discounts allowed members to provide high-quality coffee for their customers, while redirecting those savings back into their training programs.

The money saved through this Starbucks sponsorship has enabled us to redirect funds into our training programs, deepening the support for disadvantaged adults who are working their way out of homelessness. Thank you!”

Mary Kay Sweeney, Executive Director, Homeward Bound of Marin

I personally learned so much from you all and the other amazing members of this network. I really came away with a broader and deeper appreciation for the catalytic power of the network as a whole. You’ve built something really special here and I can’t wait to see what’s next.”

2014 Summit Attendee
CK Grant Awards

Catalyst Kitchens re-granted $1.15 million to 35 members seeking funding to support established workforce development programs and/or Supplemental Nutritional Assistance Program (SNAP) outreach and education. Grants averaged around $30,000 and have already had an incredible impact on the success of our members and the communities they serve.

Grantee Spotlight

Grantee: Life’s Kitchen
Location: Boise, ID
Established: 2003
Primary Population Served: At-risk Youth
Foodservice Social Enterprises Operated: café, catering, childcare/school meals, food manufacturing, food truck
Mission: Life’s Kitchen is a community-based nonprofit dedicated to transforming the lives of at-risk young adults by building self-sufficiency and independence through comprehensive foodservice and life skills training, as well as job placement in the foodservice industry and continued education.

Project Description: Employer Engagement and Trainee Outcomes Project
Life’s Kitchen used their grant to create an internship dedicated to increasing outreach and engagement of foodservice businesses, and to develop an in-house database that tracks trainee progress during and after the program.

Outcomes: Partnerships have been developed with 20 local foodservice businesses. These partnerships have improved training opportunities, job placement rates, and organizational financial sustainability. The database has allowed Life’s Kitchen to electronically track each trainee and their progress, including post-program statistics such as employment and housing status.

“...we receive daily calls from local restaurants looking for employees, but all of our graduates are already employed.”
Life’s Kitchen
CONSULTING SERVICES

Catalyst Kitchens provides customized consulting services based on a proven model and the best practices of our members. These services are designed to guide members with time-saving tools and technical expertise, ultimately improving outcomes and creating lasting change.

In 2014, we supported 24 organizations and communities in their efforts to incubate, launch, and scale foodservice job training programs and social enterprises.

Consulting Services Provided by Catalyst Kitchens in 2014

- **Incubation 63%**
  Laying the groundwork for the launch of a successful social enterprise, community feeding or training program

- **Launch 25%**
  The piloting, course correcting and change management phase associated with a new or revised social enterprise, community feeding or training program

- **Scale 33%**
  Increasing the impact of an existing social enterprise, community feeding or training program

Services Spotlight: BOOM!Health
(Rising Member, Bronx, NY)

BOOM!Health engaged Catalyst Kitchens consulting services to support the incubation and launch of new foodservice social enterprises and integrated culinary and barista training programs for at-risk communities including LGBT youth. Over the past year, Catalyst Kitchens has assisted BOOM!Health with visioning and feasibility as well as strategic planning and financial modeling for BOOM!Cafe and Catering. In addition, Catalyst Kitchens has provided guidance around program structure, support services and organizational development to support both business and program growth.

When BOOM!Health began exploring the possibility of creating a social enterprise around food, Catalyst Kitchens’ name surfaced as “the go to” organization to seek expertise and advice. From our first visit to Seattle we understood why. Their commitment to raising the standards of those most disadvantaged through job training and skills building while maintaining the highest quality foodservice possible is parallel to none. I know that our BOOM!Café and Catering will be a success thanks to the thoughtful guidance of Catalyst Kitchens!”

Jose M Davila, President & CEO, BOOM!Health, Bronx, NY
Special thanks to the many friends, supporters, donors, advisors and member organizations that bring wisdom and resources to the Catalyst Kitchens table. Together, we strengthen our impact and transform our communities.

**2014 Advisory Council**

**Gregg Johnson, Chair**
Johnson Consulting Associates, LLC

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