

potluck

Connecting People Through Good Food

COMMUNITY MEAL PROGRAM



Potluck Café Society

Potluck Café Society owns and operates Potluck Café and Catering, a leading social enterprise and Vancouver catering company that serves clients in Vancouver and Burnaby, with 100% of our catering sales going right back into Potluck Café Society, our not-for profit.



604-609-7368



www.potluckcatering.org

VISION

A DTES community where people enjoy opportunities for employment and self-determination despite obstacles and have dignified access to quality, nutritious food.

MISSION

To improve the quality of life and economic vitality of the Downtown Eastside community by providing life skills, sustainable training, job opportunities, and accessible, nutritious meals to DTES residents.

VALUES



DIGNITY



COMMUNITY
FOCUS



SUPPORTIVE
EMPLOYMENT



ACCEPTANCE



RESPECT



COLLABORATION



OUR HISTORY



RECOGNITION

Potluck is dedicated to cultivating an inclusive workplace characterized by integrity, respect, dignity, and transparency across all levels. Our team represents diverse backgrounds and navigates various challenges, from health concerns and financial constraints to immigration status and single parenthood.

We are proud to be acknowledged for our efforts by receiving the following accolades:



The Untapped Trico Award for Inclusive Workplace

Trico - 2011

Awarded for social entrepreneurship that uses market-oriented production and sale to provide public benefit.



The Untapped Workplace Award

Open Door Group - 2022

In recognition of the economic benefits provided to vulnerable populations on the Downtown Eastside.



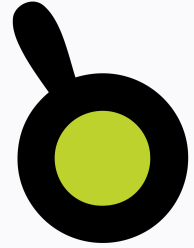
The Inclusive Hiring Workplace Award

WorkBC - 2023-24

Presented to person-centered organizations offering employment opportunities to barriered employees.



COMMUNITY MEAL PROGRAM



What is our Community Meal Program?

The Downtown Eastside (DTES) of Vancouver is home to one of Canada's most marginalized populations. This community faces high rates of poverty, homelessness, mental health challenges, and substance use disorders.



Over 20% of people in the Downtown Eastside (DTES) face homelessness and struggle with hunger, especially in the evenings when food programs are scarce. Hunger hits hard, particularly among Indigenous people, who face systemic barriers and generational trauma. Community meal programs are a lifeline, providing warm, nutritious meals to those in need.

These programs do more than fill empty stomachs—they foster hope, dignity, and a sense of connection. By improving health through better nutrition, they help people gain the strength to pursue work and other opportunities. Reducing hunger also decreases desperation, helping to lower crime and create a safer, more supportive community.

Community meal programs are essential for addressing food insecurity and supporting the most vulnerable residents of the DTES.

SOCIAL IMPACT OF THE COMMUNITY MEAL PROGRAM



2022-23

30,486
MEALS SERVED

In the 2022-23 season we supplied the community with 30,486 warm & nutritious meals and generated 1207 hours of peer employment



2023-24

30,755
MEALS SERVED

In the 2023-24 season we supplied the community with 30,755 warm & nutritious meals and generated 1438 hours of peer employment

2024-25

19,366
AND COUNTING

And in 2024-25 we have already supplied over 19,366 warm & nutritious meals and generated 868 hours of peer employment



IMPACT OF THE WEATHER RELIEF STAND ON EMPLOYMENT & TRAINING



In the Downtown Eastside, job stability is a challenge for many residents.

As well as **supplying over 80,607 warm and nutritious meals** at our weather relief stand, we've created meaningful employment opportunities for individuals who have barriers to traditional employment.

Since April 2022 our Community Meal Program stand has generated over **\$66,044 of peer employment income and 3,513 hours of employment** to individuals from the Downtown Eastside.



Peer Employment Program

Potluck's Peer Employment Program involves hiring individuals that face barriers to traditional employment and reside on the downtown Eastside. Our peer staff work amongst the community by engaging in social programs; like the weather relief stand, that are developed to, empowering them to work within the community. They are essential for our social programming, including the Community Meal Program, Extreme Weather Relief Stands, and other Society Community Events.

Potluck has provided **\$4.4 million in wages**, equivalent to 350,000 hours of employment, to individuals residing in the poorest neighborhood of Canada.

COMMUNITY TESTIMONIALS



“I am a single mother myself and it was an opportunity to give back to mothers and to provide an opportunity for moms and kids to have a good time, all the while it was an opportunity for us to give back. It feels rewarding and is a genuinely good feeling to finish a day's work knowing that I might have made a difference in one person's life.”

Jillian - Peer Staff

“It's not just about standing in a busy corner to hand out meals, other organizations are doing that. It's about building relationships with people we are giving meals to, checking to see what they need, and sharing that information back with work. There is a dignity to doing the work.”

Shawn - Peer Staff



“This was the first time I have worked at a job that has a purpose and it's not just a paycheck. I have also worked at the hot chocolate stand and from what I have seen, with Potluck, there is a purpose to everything that we do.”

Matthew Black - Peer Staff

PROGRAM SPONSORSHIP

Through Potluck’s Community Meal Program, we are providing nutritious meals to the homeless while offering employment opportunities to community members facing barriers. By supporting our community meal program, donors & sponsors help combat food insecurity and create meaningful pathways to stability and inclusion. Together, we can nourish hope and resilience in one of Canada’s most vulnerable neighborhoods.

Platinum Sponsor

\$5,000
PER WEEK

500 Warm & Nutritious Meals

500 Water Bottles

500 Forks, Knives, & Napkins

\$630 generated in Peer Employment Income

\$860 generated in Community Employment Income

Gold Sponsor

\$2,500
PER WEEK

250 Warm & Nutritious Meals

250 Water Bottles

250 Forks, Knives, & Napkins

\$315 generated in Peer Employment Income

\$430 generated in Community Employment Income

Silver Sponsor

\$1,000
PER WEEK

100 Warm & Nutritious Meals

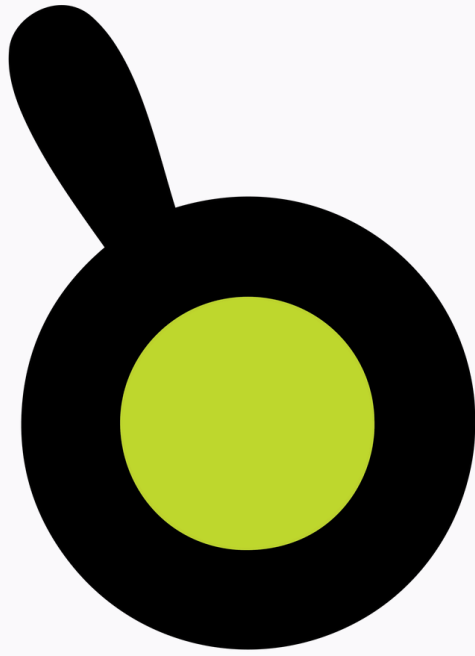
100 Water Bottles

100 Forks, Knives, & Napkins

\$126 generated in Peer Employment Income

\$172 generated in Community Employment Income





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