

# potluck

Connecting People Through Good Food

## WEATHER RELIEF STAND



### 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](http://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.



# WEATHER RELIEF STAND

## What is our Weather Relief Stand?

In recent years, we've seen how the effects of climate change have impacted our society. And to help the residents of Vancouver's Downtown Eastside combat extreme weather, we thought what better way than to open our weather relief stand in July of 2022.



In the summer months of extreme heat this stand supplies members of the downtown eastside with a cup of refreshing & hydrating lemonade. This stand operates June through August, Monday-Friday on a "Pay-What-You-Can" system.

And not only does the stand provide community members with chilled beverages in extreme heat; our Extreme Weather Relief stand offers employment to individuals with barriers to traditional employment. And to keep on par with our mission of the lemonade stand, in the winter months we hosted a Hot Chocolate stand to combat the extreme cold.



# SOCIAL IMPACT OF THE WEATHER RELIEF STAND

2022-23

**8,714**  
BEVERAGES SERVED

In the 2022-23 season we supplied the community with 3,486 cups of lemonade, and 5,228 cups of hot chocolate.



2023-24

**45,984**  
BEVERAGES SERVED

In 2023-24 we saw the need for our weather relief stand quadruple, supplying 14,556 cups of lemonade and 31,428 cups of hot chocolate.

2024-25

**24,773**  
AND COUNTING

And in 2024 we supplied over 24,773 cups of lemonade this summer.



# 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 79,471 beverages** at our weather relief stand, we've created meaningful employment opportunities for individuals who have barriers to traditional employment.

Since July 2022 our Weather Relief stand has generated over **\$64,296 of peer employment income and 3,420 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**

“The Hot Chocolate stand is something that I look forward to each day when it's cold. It's an amazing service”

**Anonymous - Hot Chocolate & Lemonade Stand Patron**



“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**



# WINTER PROGRAM SPONSORSHIP

We are currently looking for a sponsor for our Hot Chocolate Weather Relief Stand for the 2024-2025 season.

The stand will run from Late November 2024-End of February 2025.

**Total Sponsor**  
**\$26,500**

**18 Weeks**

**720 Hours of  
Employment**

**\$13,536 generated in Peer  
Employment Income**

**44,000 Paper Cups**

**220,000 oz of Hot  
Chocolate**

**Labor Sponsor**  
**\$14,000**

**18 Weeks**

**720 Hours of  
Employment**

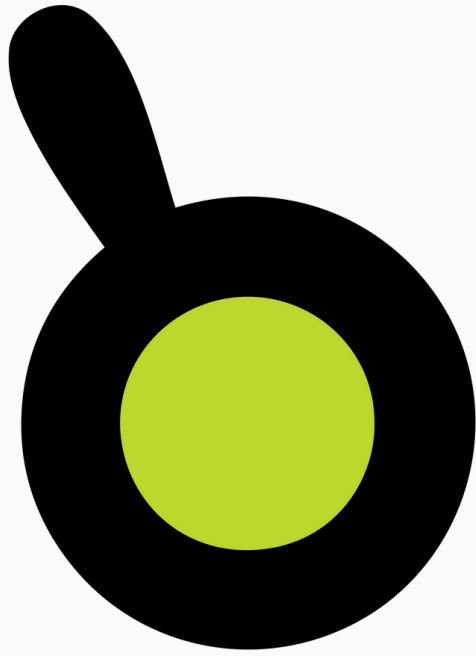
**\$13,536 generated  
in Peer  
Employment  
Income**

**Materials Sponsor**  
**\$12,500**

**44,000 Paper Cups**

**220,000 oz of  
Hot Chocolate**





**potluck**