

SOCIAL EVALUATION REPORT



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Downtown Eastside Overview

- The Downtown Eastside of Vancouver is often referred to as Canada's poorest postal code
- Located within North America's most expensive city, according to the 2013 Worldwide Cost of Living Survey conducted by the Economist Intelligence Unit

Based on the city of Vancouver's local area plan executive summary

- Population 18,500
- With over 6,300 people living on some form of social assistance
- Unemployment rate DTES 12% compared to 6% citywide
- 67 per cent individuals are low-income
- Median household income \$13,691 compared to 47,299 citywide

Canada Stats

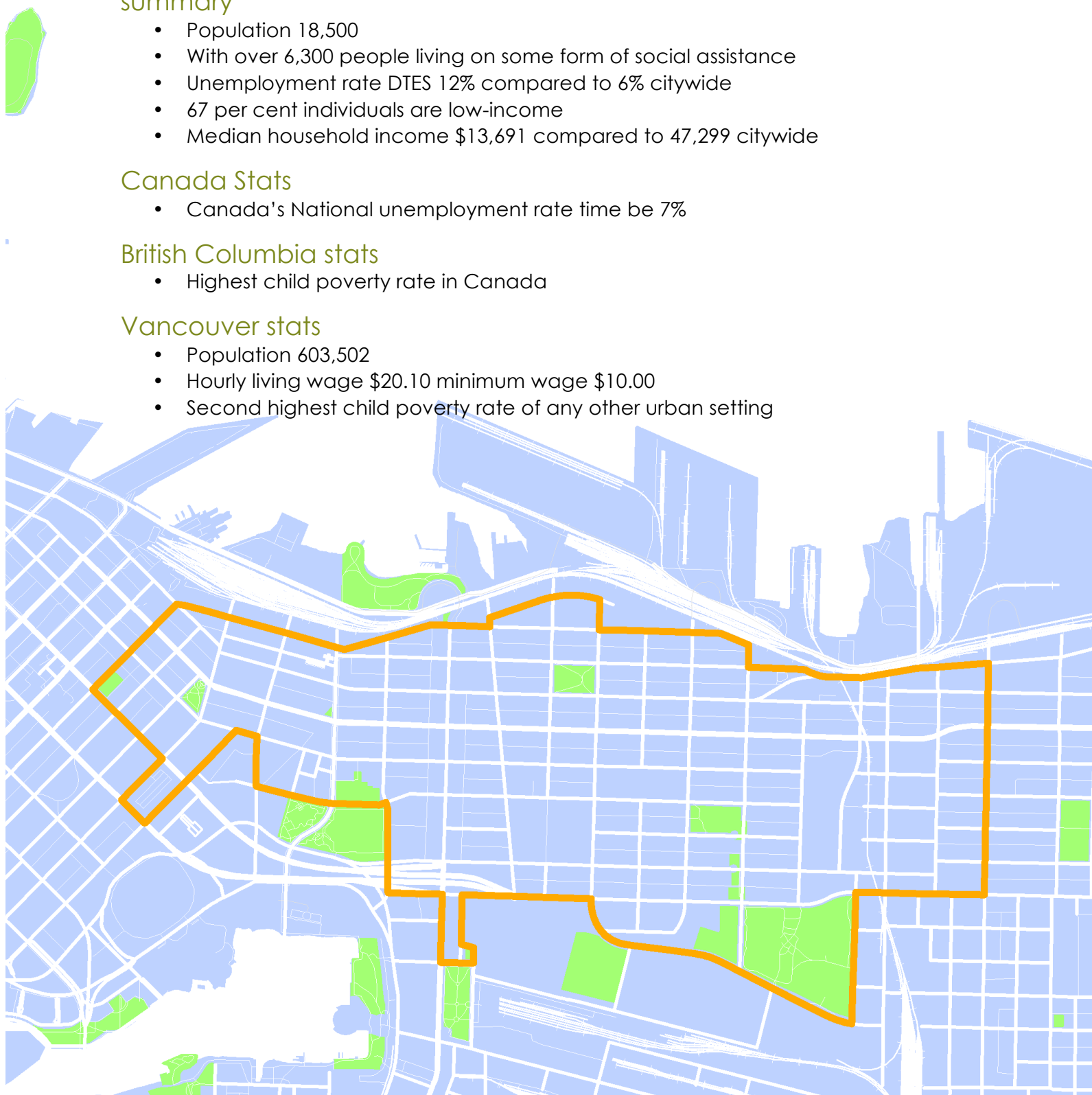
- Canada's National unemployment rate time be 7%

British Columbia stats

- Highest child poverty rate in Canada

Vancouver stats

- Population 603,502
- Hourly living wage \$20.10 minimum wage \$10.00
- Second highest child poverty rate of any other urban setting



Community Impact

We believe that our people and our community are our most important resources. We strive to act in ways that nurture and encourage growth, development and ultimately success for our business and all of its stakeholders.

- 425,824 Meals served local single room occupancies (SRO) ongoing since July 2014
- 30% Staff identifies as having at least one significant barriers to employment
- 21,112 Tokens redeemed ongoing since July 2014
- 52% of the community coordinators time is spent brokering relationships
- 108 Students trained in culinary excellence
- 62.5% of small businesses using incubator space successfully moved into new space, in contrast 80% of traditional start-ups fail in the first 18 months
- 717 meals served daily to 10 meal program locations

SOM Mission

Save On Meats (SOM) is dedicated to being a strong community partner, and a supportive neighbour to those who reside in the Downtown Eastside. Save On Meats takes pride in being a socially responsible enterprise – acting as an inclusive establishment, catering to the diverse needs of the community in which it is located.

SOM 2015 Targets

Environmental

- Zero food wastage system
- Greenhouse gas reductions
- Increase sustainable and local sourcing

Social

- Increase individuals trained
- Increase hiring
- Creation of a new program
- Increase token sales, redemptions, and satisfaction

Certified B Corp

Save On Meats is proud to be a certified B Corporation.

In terms of social impact we scored 114.1 the average B corporation scores 97, and the average score for ordinary businesses is 51

- 1 of 5 restaurants in the world to be certified
- only Canadian restaurant to be certified

What Is A Benefit Corp?

A benefit corporation is a new way of doing business – a legal entity is required by law

to create a general benefit for society as well as for shareholders. Benefit corporations must create a measureable positive impact on society, and consider how their decisions will affect their employees, community, and the environment. These actions are recorded and measured against bench-markers to ensure that corporations are constantly working towards the betterment of society as a whole.

"systemic challenges require systemic solutions and the B Corp movement offers a concrete, market-based and scalable solution"

-B Corp officials

How We Measure Progress

What makes us a better company?		
B Impact Report		
Certified since: June 2014		
Summary:	Company Score	Median Score*
Governance	15	10
Workers	25	22
Community	67	32
Environment	8	9
Overall B Score	114	80
80 out of 200 is eligible for certification		
*Of all businesses that have completed the B Impact Assessment		
*Median scores will not add up to overall		

Creating Meaningful Social Change

Meal Program

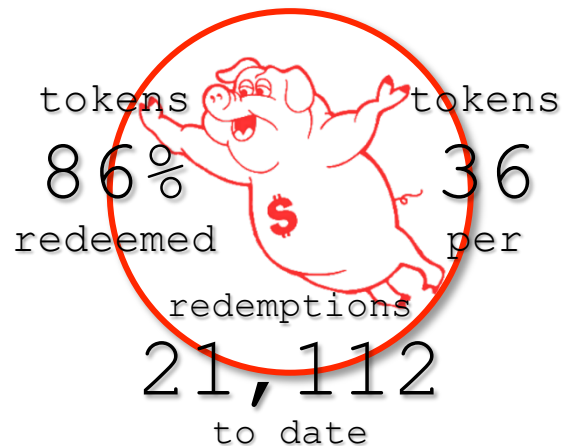
We recognize how the health of each individual can impact the overall health of our community. This recognition allows us to understand the importance of dignified, healthy, affordable meals for every person in our community. We work with the Atira's Women's Resource Society to provide 657 meals a day – 365 days a year to individuals living in local SROs (single room occupancies). The recipients of these meals play a vital role in creating the menu items. When providing these meals we are constantly striving to come up with interesting, new, ways to make delicious healthy food on a limited budget. Often this means partnering

with other community organizations to source low-cost, local produce. In addition to our attempts to provide food security to our neighbours we also hope to facilitate a sense of community around food access, we do this by hosting free meals at our venue and inviting these residents to join us.

- 717 meals served daily to 10 local Single Room Occupancies
- 425,824 individuals served ongoing since July 2014

Token Program

The meal tokens solve the dilemma that many people find themselves in. The reality is that people are hesitant to give money rather than food to people who they see on the street. With the Meal Tokens, donors can rest assured that what they give will provide much needed sustenance to community members and at the same time, support Save on Meats' social enterprise. People can choose to distribute them directly, or purchase the tokens and have Save on Meats give them to one of its dozens of community partners to share amongst their organization. The program acts as a bridge between people who want to give and people who need the support.



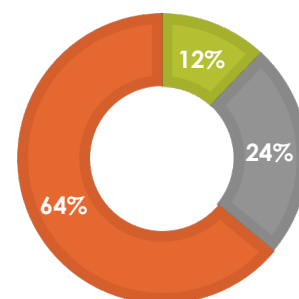
- Token sales 22,814 ongoing since July 2014
- Tokens redeemed 21,112 ongoing since July 2014
- 83.5% redemption rate
- 64% of tokens purchased on site individuals decide to distribute them themselves rather than donate them, leading to 1-on-1 community engagement

Tokens Donation Recipients

We partner with many local organizations in the distribution of donated tokens. Individuals who chose to donate their tokens are helping to build relationships within our community, donated tokens are often used as outreach tools by organizations that incentivize individuals to access vital services including health care. Token distribution partners include but are not limited to:

- Atira Women's Resource Society
- Vancouver Police Department
- Vancouver Women's Health Collective
- Rainer Hotel
- Vancouver Food Bank
- Union Gospel Mission
- Vancouver Coastal Health Nursing Team
- PACE Society
- Pender Clinic
- Portland Hotel Society

- Womens only resource centre
- Outreach tool
- One-on-one Community Engagement



Quotes

"I can't quite express the importance of this program. I have worked in Patrol for approximately 19 years. We are faced with homelessness and despair on a constant basis. As you drive by and see

people rummaging in garbage containers, it is easy to keep going. You can tell yourself that they are getting bottles to support a drug/alcohol addiction. Many of these people we check have a criminal record, but have not been charged for many years. Too many times to count when I speak with one of these individuals they are thrilled because they found some discarded pizza or other food stuff in a garbage. The dumpsters near Tim Hortons and pizza places are gold. In my opinion, this program allows front line officers to make a difference. We have the ability to have a significant impact on person's day, when they get to eat fresh, wholesome and most of all hot food. When we hand out tokens, I believe we show these people that **they are not faceless and they have not been forgotten by the society. They are not regarded by the police and society as a nuisance.** Please pass on these stories because they are just 3 out of the first 20 tokens. We are quite happy to say D1 T1 is out of tokens and we are requesting more."

Beverly Mitchell – Vancouver Police Department

"SAVE on MEATS has been extremely generous in providing us with food tokens for over a year. They are available to clients in the resource centre when using the space and utilizing our many services. The token program has encouraged women to access our services as well as assisted in our outreach program. More importantly women are able to purchase food from the kiosk as a regular customer would otherwise standing in line at a soup kitchen, etc. Community organizations such as the VWHC benefit from business programs such as yours by bridging the gap between poverty and social awareness. Thank you a million times over..."

Anita Smith- Vancouver Women's Health Collective

Incubator Kitchen

The Vancouver incubator kitchen was developed in partnership with Save On Meats, City of Vancouver, and Vancouver Community College, and Vancity Credit Union. The incubator kitchen leverages existing relationships and coordinates activities within one centralized space. It allows the community to facilitate education, business development, and skills training within what was previously underutilized space. As part of SOM community engagement philosophy the concept of an incubator kitchen was created to strengthen the local food economy and to further local food resiliency by assisting established and aspiring food entrepreneurs in our community.

The following table outlines all community and business use of the VIK.

Organization	Incubator/ Community	Use	Results	Date
VCC	Educational	Culinary training	Pre-incubator 5 cohorts Post-incubator 2 cohorts	07/01/2014 11/14/2014
PHS	Community	Fundraiser- to make jam and sell it	One time event successful fundraiser - 8 youth	7/14/2014
Strive	Community	Youth transitioning out of foster care learning life skills such as shopping & cooking	Returned three times waiting on more funding. 6 youth	06/24/2014 07/16/2014 9/17/2014
Hastings Sunrise	Community	Community kitchen with local organizations	Returned four times waiting on more funding- 8 people per session	07/25/2014 08/21/2014 09/25/2014 11/20/2014
Skipper Otto's	Mixed	Cooking workshops teaching sustainable fishing and cooking practices	One time event - successful	6/14/2014
Cuban cultural night	Community	Preparation of traditional Cuban food to provide be provided a the Vancity theater in celebration of Cuban heritage	One time event - successful 200 people fed	12/18/2014
Q shi Q	Business	Small restaurant opening up needed to do menu testing	One time event - successful	2/18/2015
Cricket protein bars	Business		Waiting for funding	N/A
Cerebral Palsy Programs	Community	Looking for space to teach food prep and nutrition to individuals with cerebral palsy	Didn't come to fruition	N/A

Roy chef and wife teacher	Mixed	Teach students studying English as a second language where to shop; how to cook. Giving them an opportunity to eat together giving them further learning opportunities other than those learned in the classroom	Waiting for a proposal	N/A
Liwhen Directions YS	Community	Teach cooking skills in a competitive way to homeless youth. Teaching cooking skills and giving them the opportunity to build community while learn basic cooking skills. Using rescued food.	Project need board approval	N/A
Skipper Otto's	Mixed	Workshops teaching culturally diverse methods of cooking and prepping local seafood in a sustainable way	Returning in March with 2 work shops a month	N/A
Psychiatrist	Mixed	Learning and teaching space while cooking together	Waiting for a proposal	N/A
Burrito Project	Community	Montreal based non-profit looking to expand to Vancouver 100 burritos went to feeding the community		2/28/2015
ABLF Beauty Nights	Community	ABLF volunteers provide 150 sandwiches to beauty nights weekly 2 nights a week.	2 days a week 100 sandwiches. Increased number of attendees since sandwiches have been provided. ABLF volunteers report an increase trust between recipients of sandwiches and themselves – contributing to community building	Began 2/16/2015 every Monday and Tuesday following

Urban Pocketknife	Business	Catering bridal shower	One time use	TBD
DTES Women's Centre	Community Kitchen	Community kitchen space	No funding came through	N/A
Sorella House	Mixed	Women selling home made goods	Exploratory conversation	N/A

Quotes

"We are pursuing shared goals, project partners are making food preparation space available to emerging food enterprises on a flexible and affordable basis,"

"We are proud to support the advancement of a vital community food hub in the Downtown Eastside neighbourhood."

Mayor Gregor Robertson

"This innovative incubator kitchen will serve as an experiential learning environment where students can interact with industry professionals, community members, and non-profit organizations."

"This partnership provides an incredible opportunity for us to expand our culinary programming and promote job growth while supporting community groups and emerging entrepreneurs."

Irene Young, VCC Interim President

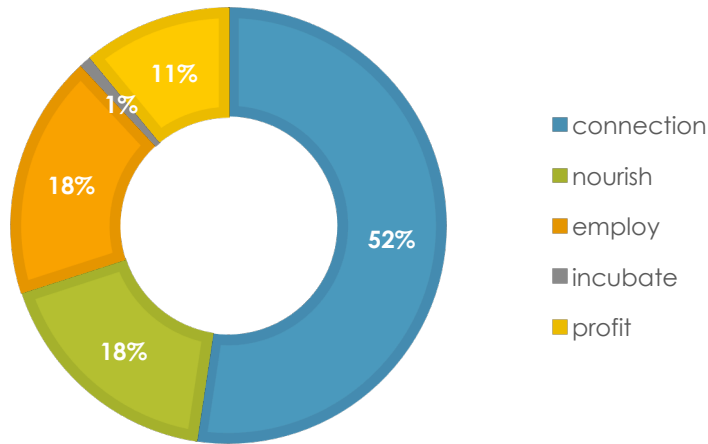
Connections/Collaborations

Save on Meats is a big picture business – we are committed to serving our community by continually searching for opportunities to bring people together and make meaningful connections. By brokering relationships we aim to create strategic introductions that will foster synergy between organizations, businesses, community members and government officials. This approach allows us, as a community, to capitalize on our strengths while simultaneously creating a sustainable and bright future for our neighbourhood.

Relationship brokering helps to:

- avoid duplication of services and resources
- creates and maintains community relationships

- build strong, sustainable communities
- 52% of Save On Meats time is spent brokering relationships



Commitment to Community

Our commitment to our community means supporting our community through a variety of ways whether that is hosting events for artist or providing emergency meals in time of need.

- 800 sandwiches - 20 sandwiches bi-weekly for two years to youth hip-hop class
- 200 sandwiches Downtown Eastside Women's Centre (DTESWC) after they experienced a flood
- Donated space to Eastside Boxing club for training when they didn't have the space
- Sweets to DTESWC and Vancouver Women's Health Collective for beauty nights and community events
- Free community meals thousands fed

TED

Ideas worth spreading

TED Talks are inspiring
scientist, engineers,
designers, and social
entrepreneurs across
multiple generation
around the world.



Information Sharing

Consistent with our commitment to changing the status business quo, Save On Meats team is dedicated to information sharing. We hope that by sharing what we know we can help to perpetuate the movement towards standards for more socially responsible business practices.

- Save On Meats tours- Average of 5 tours a month for the past three years
- Participation in studies – 6 studies
- Field trips

Create Social Change

We intend to create social change by being part of a movement to change status business quo. We hold a vision for the future where all businesses are operating with a framework that is concerned with their profit but also with making positive social and environmental change.

Open Hire Program

Work experience can help to instill a sense of purpose, meaning, and accomplishment in ones life as well as increase an individual's social wellbeing. Unfortunately, some individuals experience barriers to employment and this can make it difficult for many to enter the workplace effectively. Barriers to employment include but are not limited to, low basic work skills, incarceration, learning disabilities, lack of recent work experience, English as second language, lack of work readiness, and discrimination related to physical disabilities, health limitations, substance abuse, or mental health issues. Save On Meats is dedicated to hiring individuals who are currently faced with these barriers. Partners that help us achieve this goal include: H.A.V.E. Café, Pot Luck Café, PLEA community services, Ministry of Family Service, WorkBC, RainCity housing, and Disabilities Association of Vancouver. In addition to working with employment referral agencies we work directly with individuals that live in our community who have barriers to employment, but have not had the opportunity or do not wish to connect referral agencies.

Hiring Individuals with Barriers

A report conducted with Atira's Property Management Inc. and Ernst Young found that hiring individuals from a specific target group has a 1:3.69 social return investment on every dollar spent.

Key target employee groups include individuals who belong to one or more of the following groups: resident of the DTES Vancouver; unemployed or underemployed; received government income assistance prior to employment, or; living in a Single Room Accommodation (SRA).

Going above and beyond

- 30% staff having barriers
- SOM provides training to all new staff on mandates and attitudes of tolerance

surrounding working with those who may have struggles both within the workplace and within the area we do business.

- SOM provides all staff resources should they need to address personal issues.

Resource referrals consist of but are not limited too

- Admittance into detox & treatment
- Referrals to counselling services
- Medical services, escorts to doctors appointments
- Advocacy for housing, resources for housing
- Assistance in executing aftercare plan post treatment and psychiatric evaluations, liaising to case workers and parole officers, scheduling around jail-time with court system to maintain employment
- Second job referrals
- Grant referrals for work experience training and education
- Financial Planning

Awards

Award for excellence in employment -Partners for workplace inclusion 2013

Golden Plates 2013

Best Diner – 1st Place

Best Butcher – 2nd Place

Best Budget Restaurant – 3rd Place

Environmental Sustainability

Zero Food Wastage Systems

Our community is faced with the reality that many individuals do not have enough to eat. A lack of affordable, dignified, food resources in the Downtown Eastside is an issue that is impacting the health and well-being of our neighbours. As a way of being mindful of this issue, we are constantly working towards establishing a zero food wastage system. This system would allow us to utilize all food that enters our establishment.

Reduce, Reuse, Recycle & Compost

Save On Meats is reducing waste and environmental footprint by partnering with Vancouver's recycling alternatives to help us reduce the amount of waste we send into landfills by recycling and composting all appropriate materials. In addition to this recycling practice we also aim to reduce the amount of waste we create by using energy efficient hand dryers in our washrooms and requiring staff to use re-useable glasses and mugs for staff drinks. Lastly, Save On Meats also opts for compostable take-out containers.



Sourcing Organic & Local

We know the importance of supporting our neighbours, contributing to the growth of our local economy, and cutting down on green house emissions. When at all possible Save On Meats diner and butcher shop purchases organic and local product.

Emission Reduction

We are dedicated to lowering the amount of harmful emissions we contribute into our atmosphere through our day-to-day operations. We do this in several ways. First, by making it easier for our staff to make environmentally responsible transportation choices by providing space inside our establishment for bicycles. Second, by using emission free delivery, continuing with our dedication of lowering our environmental footprint we partner with [Shift tricycle delivery system](#) for our daily food program deliveries. In addition to our emission free delivery we also use [Phantom bicycle couriers](#) to deliver any corporate files within the Vancouver's lower mainland. Lastly, by using Skype, Go To Meeting and Podio as virtual interactive meeting spaces for corporate meetings, thus reducing corporate travel.

How to Get Involved

Contact Us

Employing a community resource coordinator is a reflection of our commitment to working with our community. This positions allows for us to create new partnerships

WORK BCRAIN CITY HOUSING
RECYCLING ALTERNNATIVES PACE
VANCOUVER WOMENS HEALTH CENTRE
FRESH ROOTS RAINIER
HAVE CAFE PORTLAND HOTEL SOCIETY
VCC WHITE CAPS FC STRIVE
A BETTER LIFE FOUNDATION
AFG CITY OF VANCOUVER
COCOS PURE ATIRA PLEA
EAST SIDE BOXING
NURSE SHIFT SORELLA HOUSE
TEAM
SOLE FOODS POTLUCK CAFE
GREATER VANCOUVER FOOD BANK SOCIETY
UNION GPSKIPPER OTTO VPD
MINISTRY FAMILY SERVICES
DTEs WOMENS CENTRE
TACAFINO PENDER CLINIC