



FEED *the*
SOUL
FOUNDATION

2022 IMPACT REPORT



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Letter From Chairwoman

Expanding Outreach and Supporting the Next Generation

This is Feed the Soul's second year in operation and we increased our support and services. The food and beverage industry is still in recovery from the COVID-19 pandemic, adjusting to labor shortages, struggling with food supply chain issues, and a looming recession. With so much uncertainty, most organizations opted for a conservative approach to sustain basic operations. Yet, we chose to boldly expand our programs and services by adding support to the Latin community. We provided them with business development resources and partnered with Latin Restaurant Weeks to support the awareness of Latin-owned culinary businesses.

We also expanded our program to support the next generation of culinary and small business talent with our new internship program in Project NXT. Our goal is to ensure that the next generation of small business leaders are equipped to manage the challenges of owning a successful business.

I wholeheartedly thank our board of directors, staff, consultants, and community partners, who provided support for marginalized owned businesses and students in the culinary industry. We appreciate the generosity of our corporate partners: Grubhub Community Fund, Kendra Scott, Wicked Weeds, and J.P. Morgan Chase. These partnerships created critical direct impact of \$1,296,000 with tangible and visual improvements for the recipients. It brings me such happiness watching the direct impact we make on the community unfold before our very own eyes. As Booker T. Washington once said, "The happiest people are those who do the most for others."

Best Regards,

Falayn Ferrell, Feed the Soul Chairwoman

Board of Directors

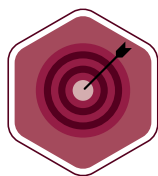
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|--|---------------------------------------|
| Falayn Ferrell,
Chairwoman | Justin Nicks,
Board Member |
| Maria Cruz-Garcia,
Treasurer | Julian Boyd,
Board Member |
| Derek Robinson,
Secretary | Sarah Freddie,
Board Member |
| Warren Luckett,
Board Member | Gerald Mcelvy,
Board Member |

Feed the Soul Foundation Staff

- Karina Fernandez,** Program Manager
Patricia Luckett, Administrative Assistant
Rosiland McRae, Program Coordinator



About Feed the Soul



MISSION

Provide a pathway of growth and sustainability to marginalized culinary businesses and students, through business development, education, grants and scholarships.



VISION

To build an ecosystem of support for Black-owned and Latin-owned culinary businesses and entrepreneurs.

2022 Financial Report

Revenue 2022



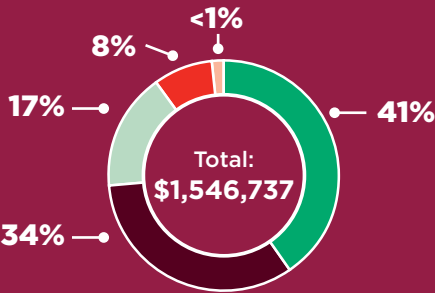
Charitable Contributions

\$5,875.85

Grants

\$1,500,000

Expenses



- Business Development
- Marginalized Culinary Community Awareness
- Management & General
- Project Nxt
- National Emergency Relief

\$0.87

of every \$1.00 goes towards programing



Thank You To Our Supporters



KENDRA SCOTT



A SPECIAL THANK YOU TO OUR COMMUNITY PARTNERS



MarketMan



Jolt

bamboohR



xtraCHEF

2022 Highlights & Key Achievements

Total Funds Distributed in 2022

 **\$1,296,000**

Total Funds Raised **\$1.725 million**

With continued partnerships from Grubhub Community Fund, Wicked Weeds, and Kendra Scott. Added a new partnership with J.P. Morgan Chase.

Total Invested in Business Development **\$638,000**

Launched 2nd cohort, expanded grant to Latin-owned businesses, provided over 6 months of business development support, and hosted Aroma Culinary Conference.

Total Awarded in Scholarships **\$51,000**

Scholarships were awarded to High School Culinary Programs, Historically Black Colleges and Universities (HBCU's), and Hispanic Serving Institutions (HSI's) to support culinary, hospitality, and business students.

Total Distributed in Student Stipends **\$59,000**

Developed an internship program and provided workforce training to 15 minority college students in the field of small business marketing, marketing research, and public relations.

Total Spent on Awareness **\$522,000**

Launch the Marginalized Culinary Community Awareness program to support the promotion and awareness of over 1,930 Black-owned and Latin-owned culinary businesses across North America.

Total Distributed in Relief **\$26,000**

Increased National Emergency Relief Funds to aid culinary businesses across the nation to assist with unforeseen emergencies and natural disasters.

Media Highlights & Outreach



Total Audience



Total Publicity

National TV



7,101,199



USD \$181,135

Local TV



213,523



USD \$50,123

Online + Print Audience



62,711,863



USD \$1,391,837

PROGRAMS & INITIATIVES

As marginalized culinary businesses continue to overcome challenges from pandemic recovery and now amid inflation, we recognize that it is through our collective impact and partnerships that we truly make a difference in the trajectory of the businesses we serve.

Our team saw 2022 as a year of growth and set forth a clear vision of our core initiatives to support Black-owned and Latin-owned culinary businesses as well as the next generation of hospitality, business, and culinary students.



Our core initiatives include:



Business Development & Education:

providing grants and business development education



Scholarships & Internships:

offering scholarships and paid internships to students from Historically Black Colleges and Universities (HBCUs) and Hispanic Serving Institutions (HSIs)



Industry Research & Data Collection:

developing a State of the Industry Report to better understand marginalized owned businesses needs and challenges



Creating Awareness:

providing community outreach and awareness of Black-owned and Latin-owned culinary businesses in our communities



Emergency Relief Funds:

providing national funding to Black-owned and Latin-owned culinary businesses affected by natural disasters or unexpected emergencies

With this in mind, Feed the Soul Foundation strategically created programs for the marginalized culinary community to support growth and sustainability.



BUSINESS DEVELOPMENT PROGRAMS

“Imaging the community impact that small culinary businesses could have, if provided the right training, support, access to capital and mentorship.”

- Karina Fernandez,
Feed the Soul Program Manager



Restaurant Business Development Program

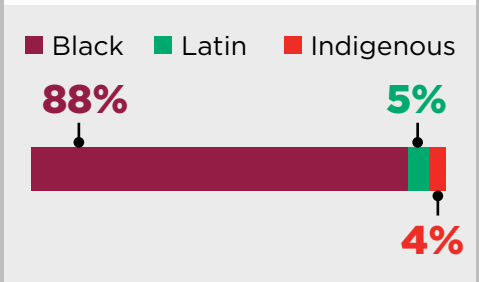
According to a study by the National Restaurant Association, 60% of culinary businesses will not survive past the three year mark, and rolling out of the pandemic and into inflation that percent might be closer to 75%. With well over 415 applicants, the challenging task was choosing the second cohort. All applicants faced many challenges and were in dire need of resources and assistance. Feed the Soul Foundation developed the Restaurant Business Development Program(RBDP) to provide the right training, support, mentorship and \$10,000 in financial assistance to small culinary businesses, to help them grow.

2022 APPLICATION SNAPSHOT

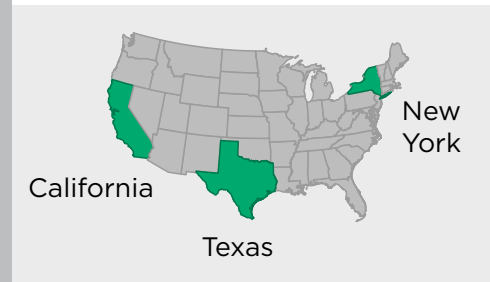
GENDER



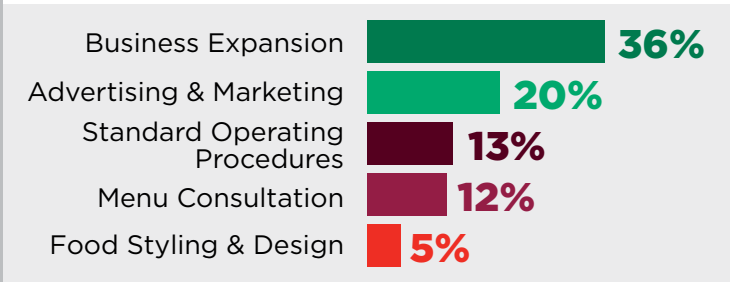
RACIAL IDENTIFICATION



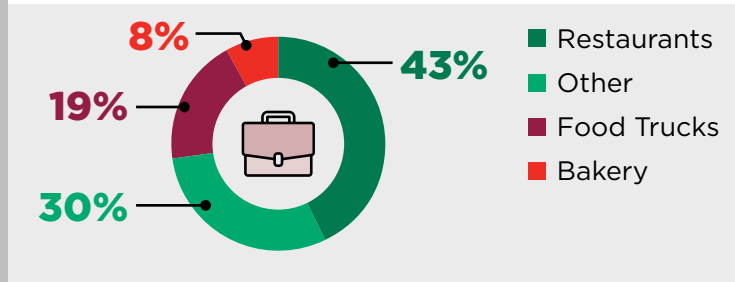
TOP 3 STATES



AREAS OF NEED



BUSINESS TYPES



2022 Restaurant Business Development Program Cohort

In 2022, Feed the Soul Foundation set out for a second year to invest in the growth and sustainability of 29 culinary businesses across the nation.

21 Black-owned

8 Latin-owned

\$23,603,858
total revenues of
participating businesses

\$627,320
total invested in
participating businesses

20
cities the program
reached

GEOGRAPHIC AREAS SERVED

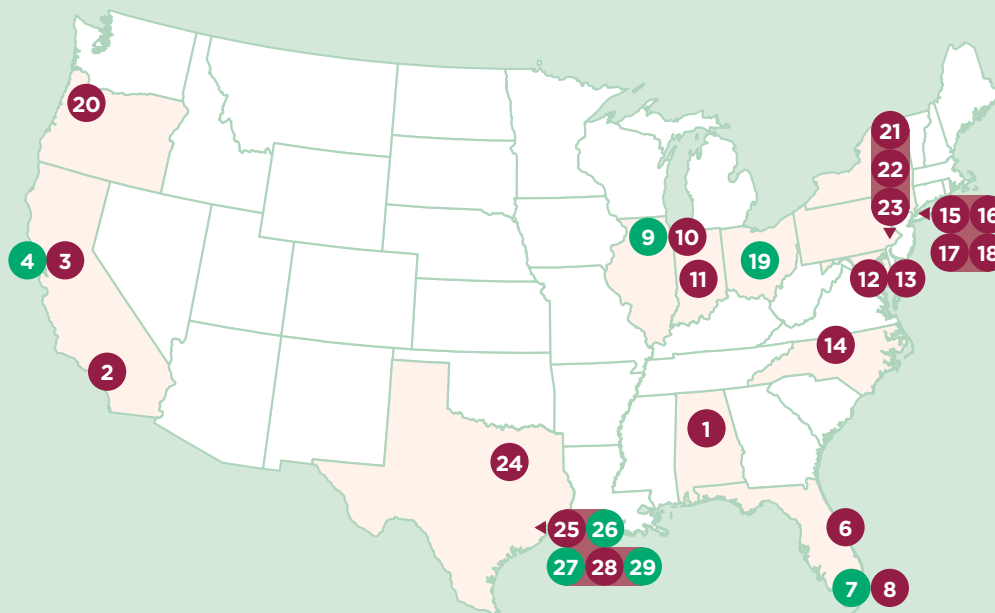
Total States Served:

12

Alabama
California
Florida
Illinois
Indiana
Maryland
North Carolina
New York
Ohio
Oregon
Pennsylvania
Texas

● Black-owned ● Latin-owned

- 1 **Underground Vegan:**
Birmingham, AL
 - 2 **Sky's Gourmet Tacos:**
Los Angeles, CA
 - 3 **Cocobreeze Restaurant:**
Oakland, CA
 - 4 **Yo Soy Ceviche:**
San Francisco, CA
 - 5 **Kina's Kitchen and Bar:**
Sonoma, CA
 - 6 **Cool Runnings Jamaican Restaurant:** Daytona, FL
 - 7 **Original Rio Cristal Restaurant:** Miami, FL
 - 8 **Smoothie Express Miami Shores:** Miami, FL
 - 9 **Tacotlan:** Chicago, IL
 - 10 **Windy City Ribs & Whiskey:** Chicago, IL
 - 11 **The Missing Brick:**
Indianapolis, IN
 - 12 **England Eatery Cafe:**
Baltimore, MD
 - 13 **Deddie's Mini Donuts:**
Pikesville, MD
 - 14 **Forsyth Seafood Market and Cafe:** Winston Salem, NC
 - 15 **Lakou Cafe:** Brooklyn, NY
 - 16 **Miss Mamie's Spoonbread Too:** New York City, NY
 - 17 **Tsion Cafe:**
New York City, NY
 - 18 **The Nourish Spot:**
Queens, NY
 - 19 **Dos Hermanos Taco Truck:**
Columbus, OH
 - 20 **Jelena's Bake Shop:**
Hillsboro, OR
 - 21 **Aksun Cafe:** Philadelphia, PA
 - 22 **Brotherly Grub:**
Philadelphia, PA
 - 23 **Star Fusion Express:**
Philadelphia, PA
 - 24 **Blends Daiquiri Lounge:**
Dallas, TX
 - 25 **Alfreda's Soul Food:**
Houston, TX
 - 26 **Cochinita & Co:** Houston, TX
 - 27 **Gusto Gourmet:** Houston, TX
 - 28 **STUFF'd Wings:**
Houston, TX
 - 29 **Sweets by Belen:**
Houston, TX

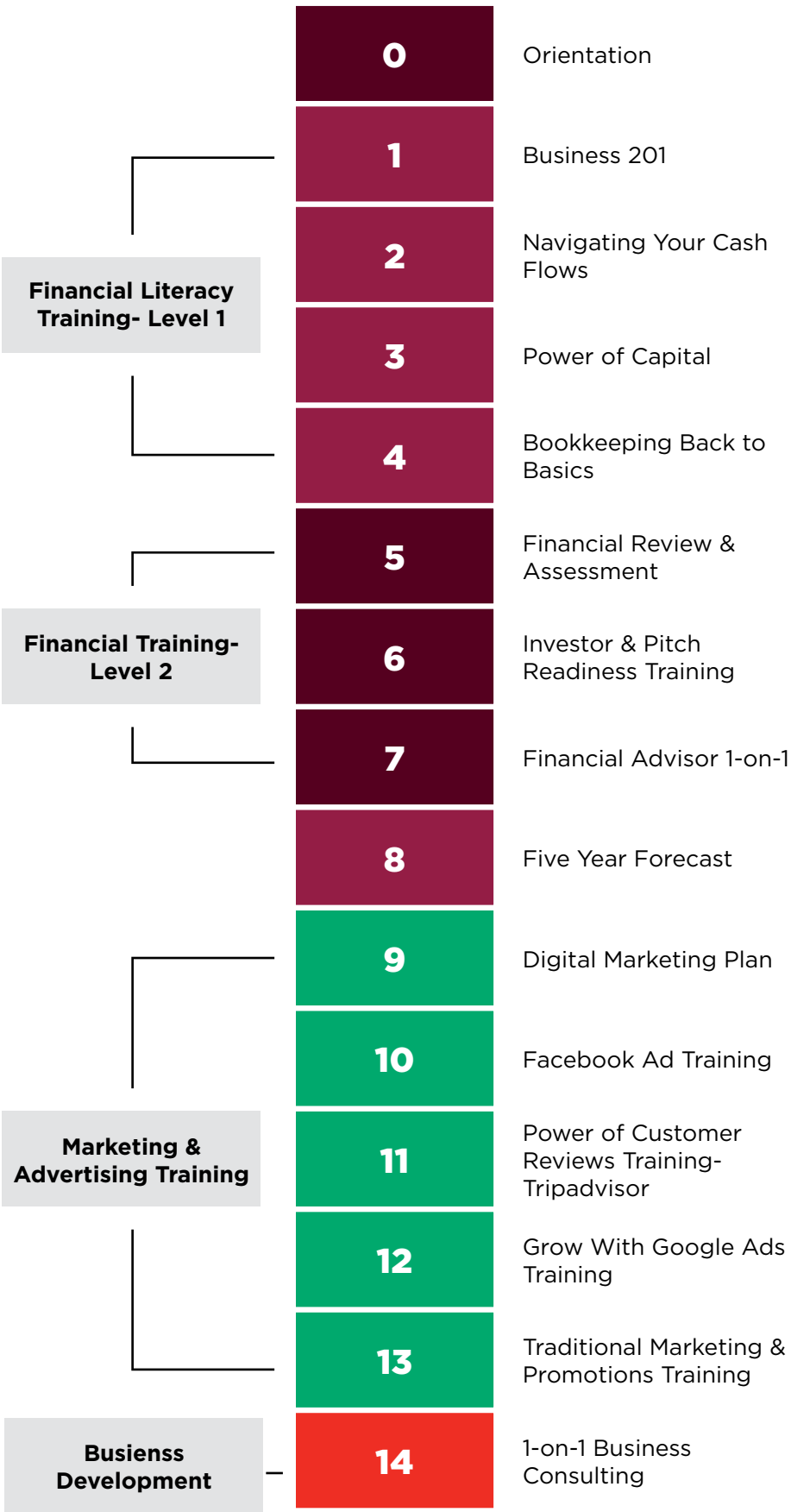


Program Overview

This year we created a two track system. Our data shows that some businesses are **On the Road to Sustainability (Level 1)** and others are **Ready to Grow (Level 2)**. Therefore, our 6-month program kicked off with 8 weeks of Financial Literacy or Preparedness Training in collaboration with J.P. Morgan Chase and one-on-one financial consulting from Blackbridge CPA's and financial advisors.

Businesses then spent 4 weeks immersed in Marketing and Advertising training including Google Ad training, Facebook Ad training, and digital marketing plan development.

The final phase of the program allowed businesses to work one-on-one with industry experts from across the nation. This intensive consulting period enabled businesses to gain guidance in various areas including, but not limited to, Human Resources, Standard Operating Procedure development, Food Styling and Branding, and more. As an added component to this year's curriculum we partnered with technology apps like Jolt, MarketMan, and XtraCHEF to help alleviate some of the operational or inventory challenges some businesses might face.



Financial Literacy Highlights: Phase 1

Feed the Soul partnered with J.P. Morgan Chase and BlackBridge Consulting to provide financial literacy training and financial review to the cohort members.



received 1:1 financial advisement about their business



noted an Increase in financial knowledge



noted Overall improvement of business' finances



6 businesses began new financial bookkeeping services

Financial Literacy Success Stories

BlackBridge Consulting, LLC, owned by Ryan Hopkins, offered his firm's services to consult all 29 businesses during the 6-month Restaurant Business Development Program. Through his consultations BlackBridge provided insight and data on the overall financial state of our cohort, as well as insight on the future success and sustainability of the businesses.

Data below provided by BlackBridge Consulting, LLC



Many businesses were great at generating Revenue but lacked understanding on how Operating Expenses really impacts their business. We worked diligently on providing strategies and recommendations on how to improve their bottom

line by monitoring labor cost and controlling their operating expenses."

— BlackBridge Consulting, National Consultant

Outcomes of the Financial Consultation

Top 2 Black-owned businesses with projected sales increase

Jelan's Bake Shop
is projected to see a

206%
increase in sales

5 YEAR PROJECTION

- Over **\$240K** Gross Margin
- Over **\$160K** Operating Expense

The Nourish Spot
is projected to see a

166%
increase in sales

5 YEAR PROJECTION

- Over **\$225K** Gross Margin
- Over **\$166K** Operating Expense

Top 2 Latin-owned businesses with projected sales increase

YoSoy Ceviche
is projected to see a

166%
increase in sales

5 YEAR PROJECTION

- Over **\$238K** Gross Margin
- Over **\$182K** Operating Expense

Gusto Gourmet
is projected to see a

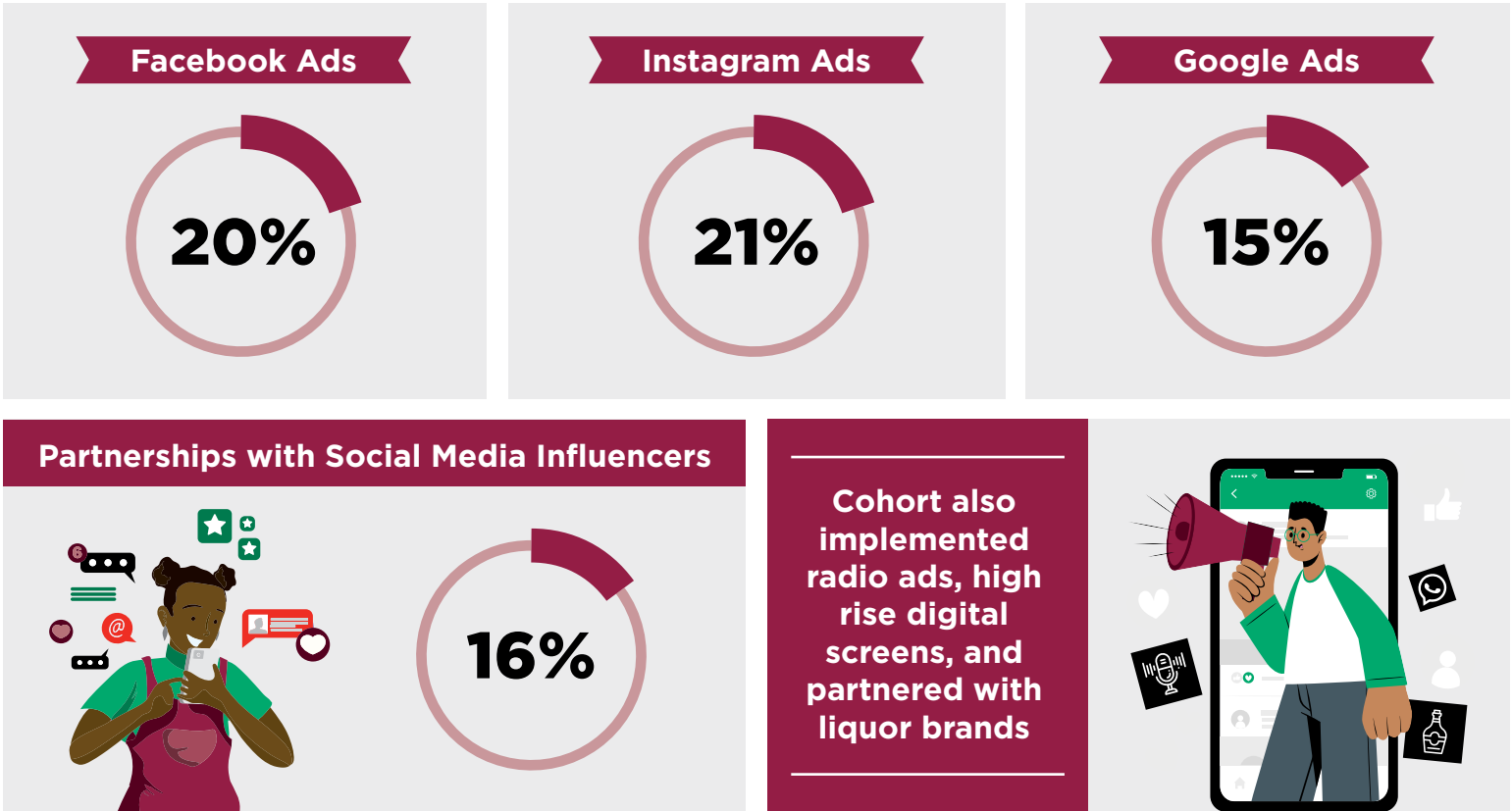
93%
increase in sales

5 YEAR PROJECTION

- Over **\$552K** Gross Margin
- Over **\$367K** Operating Expense

Marketing & Advertising Training Highlights: Phase 2

Following the marketing and advertising training businesses in the cohort implemented the following:




Through the above-mentioned implementations, the businesses in the cohort noticed the following:


👍 Increase in new customers

👍 Increase in social media followers


👍 Increase in social media likes, shares, and repost

👍 Increase in website visits





And **60%** of the cohort expressed a likelihood of hiring a Marketing & Advertising consultant



Business Development Highlights: Phase 3

Businesses receive the following business development support during the program:



3+

received website designs
or redesign



7

received photography
including food photography



3

New menu
development



8

received new business
technology



4

Inventory
Management



3

Advertising &
Marketing Plan



5

Human Resources
Development

Success stories

HUMAN RESOURCES

Aksum Cafe, Philadelphia, PA

Business Needs: Staffing
Solutions

Solution: Aksum Cafe and HR
Consultant-Rika Lee, worked
to develop detailed and
professional job descriptions,
reached out to local culinary
schools, created hiring marketing
materials, and posted jobs on
Indeed.

Outcome: "My staffing goals
were met. We now have a full-
time Restaurant Manager, a Chef,
2 line cooks, and a server." - John
Neufville, Aksum Cafe

BRAND DEVELOPMENT

**Deddle's Mini Donuts, Baltimore,
MD**

Business Needs: Website &
Professional Food Photography

Solution: Deddle's was paired
with food photographer,
Madelynne Ross, and branding
coach Toni Brown. Together they
revamped the Deddle's website
branding and food photography.

Outcome: "Our brand and website
now have a very professional first
impression, and has scored us
major catering opportunities and
a possible additional location with
Armark." -Robin Holms, Deddle's
Mini Donuts

BUSINESS EXPANSION

**YoSoyCeviche, San Francisco,
CA**

Business Needs: Expansion from
Food Stand to Food Truck

Solution: YoSoyCeviche was
paired with HR Consultant-
Rachel Ramsey and the Jolt
App. Together they developed
business procedures to assist the
transition from a pop-up into a
food truck.

Outcome: "I am eternally grateful
we opened our food truck and
we now have an automated hiring
and onboarding process with
the Jolt App." -Nory Michelle,
YoSoyCeviche

National Consultants

- Branden Morris, J.P. Morgan Chase
- Brenda Boral, Boral Agency
- Brian Diggs, Web Apps
- Carolyn Hood, Radio One
- Casey Renae, Snipes Design
- Chef Briana Riddock, Dope Girls Cook
- Chef Shanne Tune, Craft Burger
- Chef Victoria Andrews, Queen of Yum
- Chip Joyer, Joyner Ventures LLC
- Christina Strong, Open Lock Marketing

- David Doty, Jolt App
- Emely Rodrigues, Business Services Unlimited
- Fabrizio Orlando, Tripadvisor
- Joy Hutton, Joy of Consulting
- Karen De Amat, Social Behavior
- Lamont Johnson, The Art Department
- Madelynne Ross, Bites and Bevs Photography
- Marie Elgamal, POP Studios PR
- Montserrat Almaraz, XtraCHEF by Toast

- Omar Pereney, Culinary Matters
- Patricia Boral, Boral Agency
- Rachel Ramsey, Measured HR
- Rasheedah Luqman
- Rika Lee
- Ryan Hopkins, Blackbridge
- Tiffany Fields, Structure Group
- Tom Schneider, theBulletin.io
- Toni Brown, Brand Coach
- Tristen Sutton, Tristen Sutton Consulting
- Woody St Juste, WSJ Service

Business Development Program Testimonials



The program has given us the momentum to hire a new bookkeeper to monitor cost controls, opened our eyes to new menu changes, operations & other streams of income options for our business; launching our national shipping platform.

— Virginia Hardesty, Forsyth Seafood Market & Cafe

As a small business owner who took over the family business during the pandemic, I felt a bit lost as to how to run the business. The program has been invaluable as it has empowered me to take control of the business.

— Elizabeth Ana, Original Rio Cristal Restaurant

The support goes beyond the money; it's the calls of support and guidance that have allowed me to stay focused. This is not your typical accelerator program. I can't express how valuable this program is for businesses like mine.

— Terri L. Evans, Windy City Ribs & Whiskey



Keeping my records accurate and up to date will open me up to more opportunities and a better sense of where I am versus where I need to be.

— Tanesha Trippett, Brotherly Grub

Feed the Soul provides key expertise and resources to small businesses that really is a vital tool in the life cycle of local minority businesses. It levels the playing field for underserved businesses allowing them to thrive in an extremely challenging and competitive market.

— Annabelle Goodridge, Cocobreeze Caribbean Restaurant and Bakery



I gained knowledge of profit/ loss, QuickBooks training, and knowledge of how to categorize expenses. [This is the first time my business has any type of financials].

— Laquisha Wimberly, The Missing Brick

Aroma Culinary Conference

In 2022 we hosted the second annual Aroma Culinary Conference in partnership with Black Restaurant Week and Latin Restaurant Weeks to grow and improve underrepresented culinary businesses nationwide. The conference provided insight to restaurants and other culinary businesses on ways they could recover financially from the pandemic. The goal was to show businesses how to grow and expand their business operations to become more profitable. Topics include merchandising, real estate, financing, human resources, and technology.

Sessions included

- ✓ Educating how to grow businesses with Financing Opportunities
- ✓ Growth opportunities with Concessions presented by Levy Restaurants
- ✓ Intro to Quickbooks for Small Businesses
- ✓ Independent Restaurant Coalition’s advocacy movement to have Congress replenish the Restaurant Revitalization Relief Fund.
- ✓ Managing Human Resources with Bamboo HR
- ✓ Creating national distribution for culinary products with Legendary Burgers

Conference Stats



323 Registrations



180 Live Attendance



56% Turnout

Testimonials



LEVY is a great partner. We had the awesome opportunity to work with them in Summer 2021.

— Dawn Kelly



We at Jamaica Pon Di Road Street Kitchen are so inspired by this conference and each panelist that dedicated their time to this cause!

— Danielle Powell



This was an awesome experience

— Randy Powe



From Dat Fire Jerk Chicken, thank you, this was a wonderful experience. This might be one of the best conferences that I have attended!

— Simone Kirlew

Aroma CULINARY CONFERENCE

TWO DAYS OF VIRTUAL PANELS & DISCUSSIONS TO **HELP GROW** YOUR RESTAURANT.

JANUARY 24 & 25, 2022

PRESENTED BY

Soul Sessions

The Soul Sessions are an excellent resource for aspiring culinary business owners or individuals looking to maximize their knowledge in business development.

This series utilizes our partnerships and features our national consultants with knowledge in various areas related to business development and the culinary industry, including budgeting, franchising, business expansion, marketing, accounting, and much more!

Grow with Google - Learn How to Grow Your Online Presence with Google

July 25, 2022

Hosted by Google Digital Coach, Joy M. Hutton, Principal Consultant, Joy of Consulting

Overview

Restaurant owners learned tips and tricks to get the most out of their online presence. Businesses learned how to reach more customers and grow their business with Google Ads.

Businesses were taught how to create an account and set up an ad campaign, how to improve ad performance, and how to measure success. Google Ads offer many ad format options, including text ads, image ads, shoppings ads, dynamic search ads. This virtual session provided a detailed understanding of the different types for businesses to implement in their marketing plans.



Soul Session: Grow with Google

Learn the basics of Google Ads

In this workshop you will learn how to reach more customers and grow your business with Google Ads. We will cover how to create an account and set up an ad campaign, how to improve ad performance, and how to measure success.

SOUL SESSION: GROW WITH GOOGLE

DATE: July 25, 2022
TIME: 9:30am PST
11:30 am CST
12:30am EST
HOST: Joy M. Hutton,
Joy of Consulting

Scan to join via Google Meet

TALKING POINTS:

- 1 Businesses large and small use Google Ads to appear on search results pages, on web pages, with videos, and in apps.
- 2 To connect with your target audience and get results, you need to be found online, where potential customers can see you. Online advertising can be particularly effective when those potential customers are looking for information about the types of products and services you offer.
- 3 There are many ad format options with Google Ads, including text ads, image ads, shoppings ads, dynamic search ads, call-only ads, and video ads.

49% of shoppers surveyed said they use Google to discover or find a new item or product.

59% of shoppers surveyed said they use Google to research a purchase they plan to make in-store or online.

SOUL SESSIONS
Grow with Google
DIGITAL COACHES

FEED the SOUL FOUNDATION
www.feedthesoulfo.org

Google/Trends, Global, Global Retail Study, Base total sample (n=4,206), online 1b+ who shopped in the last week, countries included: AD, AU, BR, CA, CZ, FR, DE, IN, ID, IT, JP, KR, MX, NL, PL, PT, RU, SA, ZA, ES, SE, TH, US, GB, U.S., AE, VN, Feb. 2020.

The Power of Reviews presented by Tripadvisor

July 11, 2022

Hosted by Fabrizio Orlando, Tripadvisor- Global Industry Relations, Associate Director

Overview

Businesses learned how to claim their business on Tripadvisor, provide relevant information & photos, and order Tripadvisor-branded stickers to help generate reviews for their business.

Businesses also received insight research, and best practices on how to maximize their online presence and grow their business.



YOU'RE INVITED

JULY 11, 2022 1:00PM CST

Feed the Soul Foundation and Tripadvisor invite you to attend our Grow Your Business Webinar where restaurant owners can learn tips and tricks to get the most out of their online presence.

FEED the SOUL FOUNDATION

tripadvisor

GET A SNEAK PEAK INTO WHAT WE'LL BE COVERING:

- ✓ **Your customers are looking for you online.** Learn how to claim your business on Tripadvisor, provide relevant information & photos, and order Tripadvisor-branded stickers to help generate reviews of your business.
- ✓ **Your online reputation is important.** From reviews and photos to detailed and accurate info, your restaurant's digital footprint is key to success. Receive valuable information on how to meet your customers where they are.
- ✓ **Build your brand.** Receive insights, research, and best practices for how to maximize your online presence and grow your business.

WWW.FEEDTHESOULFOU.ORG

PROJECT NXT PROGRAM

Project NXT supports the next generation of students excited to shake up the culinary industry, through:



Mentorships:

maximizing the opportunities in the industry by pairing up the next generation of culinary business professionals and industry leaders.



Scholarships:

providing students who are under-resourced and need financial assistance for college or culinary school.



Internships:

providing access to students who need hands-on experience and training in hospitality, business, marketing, and public relations.



FEED the
SOUL
FOUNDATION

PROJECT
NXT

11/16/2022

DATE

PAY TO THE ORDER OF UH CONRAD N. HILTON COLLEGE OF GLOBAL HOSPITALITY LEADERSHIP \$ 10,000

TEN THOUSAND

DOLLARS

FOR SCHOLARSHIPS

FEED THE SOUL FOUNDATION

Scholarship Program

Feed the Soul awarded a total of **\$51,000** assisting in the education and training of culinary, hospitality, and business students.

\$40,000 to Florida A&M University, Morehouse College, Texas Southern University and University of Houston's Conrad N. Hilton College of Global Hospitality Leadership to support scholarships and student entrepreneurs.

\$10,000 in scholarships went to deserving minority students in the Careers through Culinary Arts Program, Inc. (C-CAP) across the nation.

\$1,000 was gifted to Dr. Kirk Lewis Career and Technical High School to support their culinary careers program with supplies.



About the 2021-2022 Scholarship Recipients

C-CAP Scholarships



3 students were from California



2 students were from New York



1 student was from Illinois



Internship Program

In 2022 we established an Internship Program and provided 15 college students hands-on experience in marketing and public relations from Historically Black Colleges & Universities (HBCUs) and Hispanic Serving Institutions (HSIS).

Internship Highlights



11
University of
Houston



2
Texas Southern
University



2
Florida A&M
University

Interns skills gained



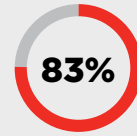
Marketing



Public Relations



Social Media
Strategy



Communications

Projects accomplished

- Created radio ad scripts for Black Restaurant Week & Latin Restaurant Weeks campaigns
- Coordinated culinary businesses to participate in special activations for HBCU Homecoming Experience, NASCAR, OWNTV, and Atlantic Records
- Activated Atlanta, a new market for Latin Restaurant Weeks
- Scheduled appearances of restaurant owners for media opportunities
- Drafted press releases and creating media lists
- Scheduled food drop offs to radio station for Feed the DJ program
- Created and launch of Latin Restaurant Weeks newsletter
- Created content of articles, reels, images for website and social media accounts

“

I learned a lot regarding project management and what goes into event planning. It is important to stay organized and communicate efficiently when working on multiple projects at once so that everything can run smoothly.

— Marketing Intern

“

The most rewarding thing about my internship was being able to really help small Latin-owned businesses gain more visibility. It was amazing to see how much we could help even from a different city.

— Market Research Intern

“

I found the overall internship experience rewarding. I was able to meet some great people, learn new skills, solidify my decision to go into PR and contribute to a worthwhile cause.

— Public Relations Intern



State of the Industry Report

Priorities and Addressing the Challenges Facing Small Businesses

We must think big and optimize our resources, networks and foster innovation to move the needle of addressing the challenges facing Black-owned and Latin-owned culinary businesses. In 2022 we partnered with the University of Houston’s Conrad N. Hilton College of Global Hospitality Leadership and graduate students to make headwinds on our quest to survey our community of Black-owned and Latin-owned businesses.

We know that the #1 issue for Black-owned and Latin-owned culinary businesses will continue to be access and lack of capital, but very little data is available to really tell us at the granular level, how the lack of capital affects their business operations.

Feed the Soul Foundation is developing a State of the Industry Report, to capture industry specific data from Black-owned and Latin-owned businesses. We are currently working on a 3 Phase report:

1

DISPARITIES IN CAPITAL ACCESS

The first report will study how the lack of capital affects Black-owned and Latin-owned culinary businesses operations- we want to survey an estimated **500-700** Black-owned and Latin-owned culinary businesses to confirm this disparity.

2

EFFECTS OF INTERVENTION

The seoncd report will explore interventions and effects- compare businesses who have participated in Feed the Soul Foundation programs and initiatives compared to non-program participants. We have had 2 successful cohorts who have completed our Restaurant Business Development Program with a total of **54** Black-owned and Latin-owned businesses.

3

A PATH TO SUSTAINABILITY

The final report will provide recommendations to support businesses long term. Trace business success of program participants in a long term and conduct longitudinal analysis. This will show the Foundation’s long term effect on minority-owned businesses.

Our advisory board is composed of a cross-sector of community leaders, industry experts, past cohort members, corporate partners, and higher education professionals.

Advisory Board

Alfred Castillo, Sysco

Chip Joyner, JVEN LLC

Erika Polmar, Independent Restaurant Coalition

Julian Boyd, Feed the Soul Board Member

Robyn Wallace, Statistician & Owner of Local Green Atlanta GA

Ryan Hopkins, Blackbridge

Samantha Stinson, Grubhub

Dr. Tiffany Legendre, University of Houston Conrad N. Hilton College of Global Hospitality Leadership

Ty Adams, Texas Restaurant Association

Zachary Wallace, Local Green Atlanta GA

ADDITIONAL PROGRAMS

Feed the Soul provides additional programming to support small food businesses with awareness and during times of emergencies.

MARGINALIZED CULINARY COMMUNITY AWARENESS

Relieving businesses of the financial burden of marketing activities

Marginalized Culinary Community Awareness program supports the promotion and awareness of marginalized owned culinary businesses. The Marginalized Culinary Community Awareness program provided marketing support (radio, billboards, digital ad campaigns) in partnership with Black Restaurant Week and Latin Restaurant Weeks to promote marginalized-owned culinary businesses across the nation.

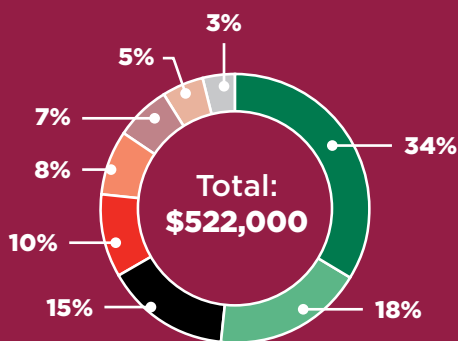
Through the Marginalized Culinary Community Awareness our mission supports businesses with:

- Brand Awareness by creating specialized content such as articles, videos, photography, and social media content to create brand awareness of marginalized owned businesses.
- Amplify Promotions of culinary businesses participating in Black Restaurant Week and Latin Restaurant Weeks to drive economic impact to marginalized owned businesses.
- Promote Feed the Soul Programs to greater community and culinary businesses participating in Black Restaurant Week and Latin Restaurant Weeks to drive awareness and increase revenue to small culinary businesses.

Program Highlights >>>

- ✓ Promoted **1,683** Black-Owned Culinary Businesses across North America
- ✓ Showcased **250+** Latin-Owned Culinary Businesses in Atlanta, Chicago, Houston, and Miami
- ✓ Big Freedia's Favorite Black-Owned Restaurants In New Orleans video had over **268K** views on YouTube
- ✓ Launched new campaign market for Latin-owned restaurants in Atlanta

Budget Snapshot >>>



- Radio
- Social Media Ads
- Operations
- Advertising and Promotions
- Public Relations
- Content Marketing
- Event Marketing
- Influencer Marketing



NATIONAL EMERGENCY RELIEF FUND

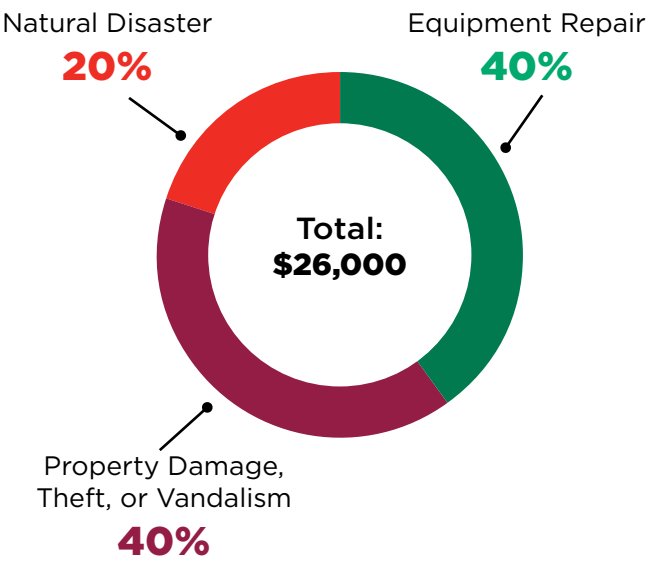
Feed the Soul continues to assist businesses impacted by natural disasters, unforeseen circumstances such as break-ins, theft, vandalism, and equipment repair.

In 2022, two major natural disasters affected our communities, beyond that we saw a 200% increase in property damage, theft and vandalism. Feed the Soul was able to grant **\$26,000 to businesses around the nation** impacted by natural disasters and unforeseen circumstances.

Providing relief during Natural Disasters

Jackson Mississippi Water Crisis: A public health crisis in and around the city of Jackson, Mississippi, began in late August 2022 after the Pearl River flooded due to severe storms in the state.[1] The flooding caused the O. B. Curtis Water Treatment Plant, to stop the treatment of drinking water indefinitely. This resulted in approximately 150,000 residents of the city being left without access to safe drinking water.

Hurricane Ian: Hurricane Ian made landfall on the southwest Florida coast on 28 September 2022 as a strong Category 4 storm. Severe flooding and widespread damage occurred from the Naples-Immokalee-Marco Island metropolitan area north toward the Tampa metro area. The storm then moved northeast across the state, leaving behind damaged infrastructure and flooding from Orlando to the Deltona-Daytona Beach metro area.



Our restaurant caught fire early Tuesday morning due to an exterior electrical malfunction. The fire fighters acted quickly so we are very fortunate that only part of the building is damaged. We are estimated to be closed for at least 2 months. Thankfully no one was hurt because it was during the night. Several of our items were damaged and we have a large hole on the side/roof of our building. We are concerned for our employees since they will be out of work and will probably have to go find another job. We are eager to re-open in 2023, thank you for the immense support.

— Taco del Julio, Pasadena, TX



A young man grabbed a rock and threw it directly through our front door. The door was completely shattered and had to be replaced. The young man then proceeded to run into the restaurant headed towards our cash register. Once we arrived we were able to assess the damage for ourselves. We then had to place plywood over the entrance so that we would still be able to open and make sure our staff did not lose work. We are so incredibly thankful for organizations such as yours that work to help support the restaurant community.

— Twisted Soul Cookhouse and Pours, Atlanta, GA

Interested in partnership
support opportunities?

Please email
chair@feedthesoulfou.org

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