

# GOOD FOOD FOR ALL: CAREERS IN FOOD PROGRAM

## GOOD FOOD FOR ALL

A non-profit organization founded in 2015 with the mission to improve healthy- food security in the Downtown Eastside by increasing access, interest, and knowledge of nutritious foods <sup>1</sup>



## CAREERS IN FOOD PROGRAM

A program launched by Good Food For All designed to provide career guidance for youth aged 13-19 in Vancouver's Downtown Eastside to obtain secure jobs in the food industry and ultimately break the poverty cycle

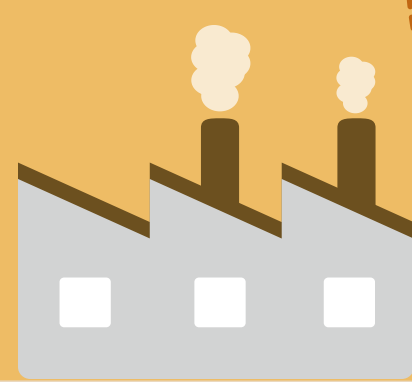
## THE ISSUE

**JOB INSECURITY**  
amongst vulnerable youth in Vancouver's Downtown Eastside (DTES)

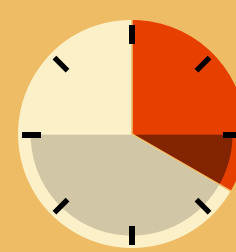
66%  
of employers think that youth are unprepared for the workplace<sup>2</sup>



<40%  
of the DTES residents identified as being part of the formal workforce<sup>3</sup>



60%  
of the population in the DTES is low-income with a median income of only \$13,700<sup>3</sup>



## WHY IT MATTERS



- The Careers in Food program aims to tackle the issue of food insecurity present in the DTES by increasing the amount of youth working towards higher paying careers in the food industry
- This career program equips youth with the necessary experience and skills to be competitive and excel in the workforce.

## OUR OBJECTIVE

Create marketing assets for the Careers in Food Program which includes:

- A Program Guide
- A Sponsorship Package



## OUR APPROACH



### PROGRAM GUIDE

- Researched and condensed key career resources into a easily navigated program guide.



### SPONSORSHIP PACKAGE

Outlined possible partnership opportunities through:

- Sponsorship
- Job placements
- Mentorship

## OUR FINDINGS



- Free training programs for youth to work in the food industry
- Sponsorships and partnerships with organizations are essential for youth success
- Quality mentorship and professional guidance greatly increases youth success

## TAKE HOME MESSAGE



- Important to publicize available resources for youth to utilize
- Important to actively recruit sponsors using the sponsorship package
- There are multiple factors that contribute to income stability and food security
- Success is achieved through professional guidance, support, and proper resources

### SOURCES

(1) Our Mission. (n.d.). Retrieved from <https://goodfoodforall.org/>  
(2) Social Development Canada. (2017, May 30). 13 Ways to modernize youth employment in Canada. Retrieved November 22, 2018, from <https://www.canada.ca/en/employment-social-development/corporate/youth-expert-panel/report-modern-strategies-youth-employment.html>  
(3) Downtown eastside plan. (2014, March 15). City of Vancouver. Retrieved from <https://vancouver.ca/files/cov/downtown-eastside-plan.pdf>.

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