
CSR CHALLENGE

PUT YOUR

MONEY

WHERE

YOUR

MOUTH

IS.

TABLE OF CONTENTS.

CSR CHALLENGE

“Put Your Money Where Your Mouth Is”

3

WHO IS PAINTBOX?

Our Vision

4

HOW TO GET INVOLVED

5

IMPACT + INNOVATION

6

IMPACT DRIVERS

We are an Employment Social Enterprise

We are a B Corporation

We are Committed to Buying Local

We are Committed to Sustainability

7

TRACK YOUR IMPACT

11

Employment + Training Programs

Community Engagement

Incubation Program

OUR OFFERINGS

16

Paintbox Catering

Paintbox Bistro

Event Production

Event Space

JOIN OUR CSR CHALLENGE !

20

Become our Corporate Partner

CSR CHALLENGE.

PUT YOUR MONEY WHERE YOUR MOUTH IS



Corporate Social Responsibility (CSR) is a powerful tool for businesses and individuals to make positive social impact, simply by choosing products or services with a mission of social good.

Join Paintbox in our **“Put your money where your mouth is”** CSR challenge and directly contribute to our ongoing social enterprise efforts.

There is a challenge for all, from purchasing your routine morning coffee from the café, to booking Paintbox to cater your next corporate event.

WHO IS PAINTBOX?

Paintbox is a Toronto based award-winning hospitality hub and social enterprise featuring a bustling catering company, plant-based café and event space, established in 2011.

We are focused on serving creative and delicious local food and beverage options, and have a hiring mandate to provide employment opportunities to our local burgeoning community, Regent Park.

Paintbox has developed a unique for-profit business model that harnesses the power of business to affect positive change, and is Canada's first certified B Corporation catering company.

OUR VISION

01

Healthy and delicious food that supports a sustainable food economy

02

Quality training and career opportunities that build confidence & skill

03

Great customer and employee experiences that create a sense of community

HOW TO GET INVOLVED.

We are often asked what is the best way to join Paintbox and support its efforts at creating a better business model that provides opportunity.

It's simple:

“Put your money where your mouth is” and hire us!

HIRE US!

Hire Paintbox to increase your impact by making purchases your organization already intended to make such as catering.

OUR OFFERINGS

IMPACT + INNOVATION

The impact created by hiring and supporting Paintbox is astounding!

By choosing Paintbox you are voting with your dollars and directly supporting one of our many initiatives and a better business economy.

OUR IMPACT DRIVERS

IMPACT + INNOVATION.

Paintbox has adopted some unique business philosophies on its journey of developing a new and inclusive business model.

From its inception, the standards and ethics of Paintbox were built around the B Corp model to ensure that it was a fair and equitable company and has involved various innovative programs.



IMPACT DRIVERS.

01

WE ARE AN **EMPLOYMENT SOCIAL ENTERPRISE**

We are an Employment Social Enterprise which is a business that creates training and employment opportunities for people facing systemic barriers to obtaining employment.

We have demonstrated success in increasing employees' income, increasing attachment to the labour market, improving health, increasing housing security, and minimizing interactions with the criminal justice system.

02 WE ARE A B CORPORATION

We are a proud certified B Corporation and part of a global community using business as a catalyst to affect positive social change in their local communities.

[BCORPORATION.NET](https://www.bcorporation.net)

BEST FOR THE WORLD

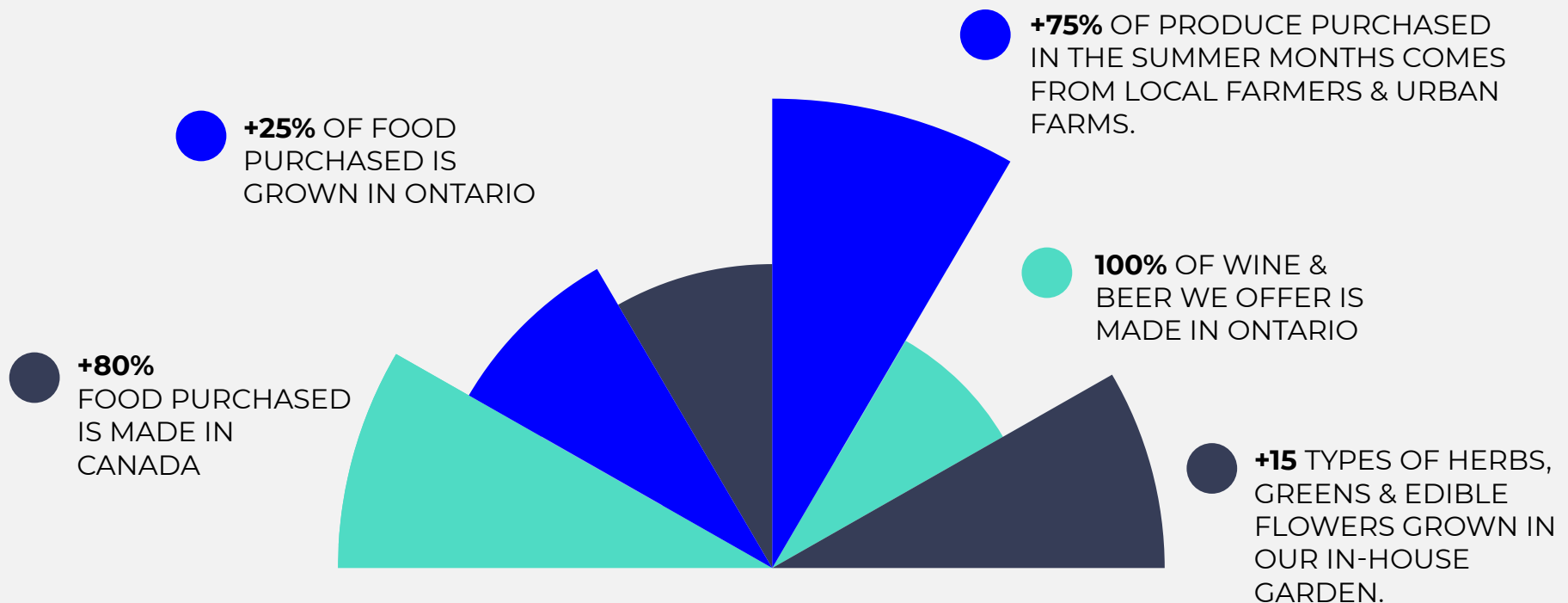
Our successes have earned us B Corp's "Best For The World" award in 2016, 2017, 2018 & 2019 due to our impact and innovative hiring and training practices.



03 WE ARE COMMITTED TO **BUYING LOCAL**

Paintbox is committed to sourcing and serving most of our food and beverage products locally from Ontario.

We choose to work with local and family owned suppliers, and support neighbourhood gardens and food security programs.



04

WE ARE COMMITTED TO **SUSTAINABILITY + GREEN PRACTICES**

Paintbox has committed to an ongoing effort to go green and employs a number of sustainable initiatives in our daily practices.

LOCAL PURCHASING

We use local and sustainable food and beverage products as much as possible. We support local farms, farmer's markets and retailers and rely on the abundance of the amazing produce available right here in Ontario.

IN-HOUSE ORGANIC GARDEN

We pride ourselves on our own in-house organic garden that grows produce such as kale, mint, edible flowers and hot peppers.

FAIR TRADE + ORGANIC COFFEE

Purchasing local, fair trade and organic products as much as possible is very important to us. We are very proud that the coffee we serve ticks all those boxes, thanks to our supplier and family-run business Classic Gourmet Coffee.

GREEN ENERGY

We are proud to be powered by Bullfrog Power since 2017, which is Canada's leading green energy provider.

WASTE REDUCTION

We opt for non-disposable packaging and platters, and charge a fee for using disposable items. We are aiming to eliminate all single-use plastics from our bistro and catering operations by the end of 2020.

TRACK YOUR IMPACT.

WHAT EXACTLY IS YOUR BUSINESS SUPPORTING?

EMPLOYMENT +
TRAINING PROGRAMS

01 LOCAL HIRING PRACTICES

Part of our social mandate is to hire from our surrounding neighbourhood of Regent Park.

We allow people to self-identify with needing our assistance to gain meaningful employment and we also work with third party employment agencies like **Dixon Hall** to ensure that we are providing opportunity to our community members who need it the most.

We have a particular focus on partnering with agencies like **Addus** that provide employment and individualized community based supports for young adults with developmental disabilities.

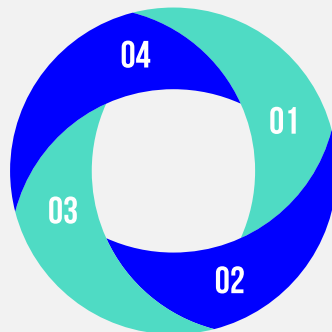
02 MENTORSHIP PROGRAM

At the core of Paintbox's Catering services and Bistro operations is our social mandate: To provide training and career path opportunities to individuals facing systemic barriers to employment.

Through our mentorship program, Paintbox encourages team and community members to have open conversations about their career goals while offering development and training opportunities.

03 IN-HOUSE STAFFING AGENCY

We love to host parties and are great at providing quality service. Paintbox hires and trains local residents to work events in various roles that provide valuable job skills and training opportunities such as culinary team members, bartenders, servers and roles in event production.



We aim to:

- 01** Create A Culture Of Learning
- 02** Encourage Continual Growth
- 03** Encourage Leadership & Career Planning
- 04** Offer Support And On The Job Training Opportunities

04 CULINARY TRAINING PROGRAM - CASE STUDY

In collaboration with George Brown College

The initial cohorts of Paintbox staff received training at George Brown Chef School. Students were selected through a job fair and interview process targeting residents of Regent Park and other marginalized communities in Toronto.

The hiring was coordinated in partnership with Toronto Employment and Social Services (TESS) and Dixon Hall Employment Service. Training included courses in large and small-quantity cooking, math, business English and nutrition, as well as safe food handling and first aid.

Following graduation from George Brown, students received additional health and safety training at Paintbox premises, as well as basic skills development applicable to working in restaurant and catering services (front of house). Ongoing employment support was provided by TESS and Dixon Hall.

This collaboration and training program was one of our most successful with 85% of participants still working in the hospitality industry today.

COMMUNITY EVENTS

ENGAGEMENT

REGENT PARK EVENTS

Paintbox is an active sponsor and supporter of events in the Regent Park community, especially those involving youth. Access to space and funding are 2 main challenges experienced by local residents and when this was identified, the Paintbox team opened its doors and provided ongoing support for various community efforts.

COMMUNITY EVENT HUB

We attract community members of all socio-economic backgrounds and our events feature food items, handmade goods, dinner experiences, musical events and art-based programming suited for all. These events are coordinated with the guidance of an in-house event planner and provide local residents with event management and entrepreneurial experience.

COMMUNITY BUFFETS & EVENTS

We partner with local residents that prepare delicious cultural food offerings from around the world and invite them to cook for events, under the guidance of the Paintbox culinary team in our production kitchen.

Regent Park is made up of residents from many different countries and the community buffets provide an opportunity for all locals to gather, eat and socialize with neighbours. This experience provides culinary skills to the guest chefs and insight on food service in a hospitality setting. Meals are offered at an affordable price and the offerings are healthy and delicious with an emphasize on fresh produce.

INCUBATION PROGRAM



FOOD + BEVERAGE PRODUCT INCUBATION PROGRAM

The Paintbox culinary team works alongside incubator clients that have a food or beverage-based business idea they would like to develop. Participants are provided with dedicated access to the Paintbox production kitchen in order to test, develop and scale a concept.

They receive hands-on support from the Paintbox team and are introduced to our clients via our retail outlet in the restaurant or by being featured at a catered event.

Successful incubator clients have developed products like gelato, hot sauce, salad dressing, kombucha and cold pressed juices. Once a product is developed it is sold at Paintbox and other retail locations in Toronto.

OUR OFFERINGS.

01 **PAINTBOX CATERING**

Paintbox Catering offers a wide variety of delicious and healthy food options suitable for any event or occasion. We love to cater corporate functions, private galas, community gatherings, fundraisers, weddings and everything in between.

We specialize in focusing on added touches and creative offerings that showcase all of the yummy flavours of local and seasonal Ontario produce. Our all VQA wine list and Feast ON certified menus bridge the gap between the flavours of Toronto's multicultural landscape and Ontario's abundant produce and livestock.

[BOOK YOUR EVENT](#)

02 **PAINTBOX BISTRO**

Paintbox Bistro was one of the first local businesses to open in the newly developed neighbourhood of Regent Park. Like our surrounding community we have undergone a few changes as we adapt to the needs of our developing neighbourhood.

We converted our restaurant to serving plant-powered vegetarian and vegan options in 2017 in an effort to reduce our environmental footprint and to provide local and healthy food in an area filled with over-processed fast food options.

Our bright and modern café serves up a delicious menu, fresh baked pastries, espresso and coffee beverages and house-made pantry items. The space also features large reclaimed wooden tables perfect for gathering with friends and family or for pulling that all day work session.

[MAKE A RESERVATION](#)

03 **EVENT PRODUCTION**

We added Event Production to our list of services in 2014 and since then have worked with our clients to create one of kind fabrications, unique menus, creative staff uniforms and entertainment. We love working on events that allow us to show our creativity and enjoy building and developing custom structures and popup events. We opt to use reclaimed or recycled materials when possible in our event production and utilize our in-house designer to produce beautiful and chic designs.

04 **EVENT VENUE**

Regent Social is our fully accessible private event space housed at Paintbox and features a licensed and stocked bar, sound system and portable stage. The bright space with floor to ceiling windows and light wood finishes is the perfect backdrop for your next event. The private patio and book nook add to the charm and versatility of the space that can accommodate up to 150 guests.

[BOOK OUR EVENT SPACE](#)

CLIENTS + PARTNERS.

Paintbox collaborates with amazing companies and organizations that share our values and impact targets.

UNIVERSITY OF TORONTO

The University of Toronto is a globally top-ranked public research university in Toronto.

BDC

BDC is the only bank devoted exclusively to entrepreneurs. They offer financing, venture capital, growth & transition capital and consulting services.

REGENT PARK SCHOOL OF MUSIC

Regent Park School of Music is a community music school. They are here to give as many kids as possible a music education, by removing the financial obstacle.

B LAB

B Lab is a nonprofit that serves as a global movement of people using business as a force for good.

MARS

MaRS supports Canada's most promising startups - helping them grow, create jobs and solve society's greatest challenges.

BMW FOUNDATION

The BMW Foundation Herbert Quandt promotes responsible leadership and inspires leaders worldwide to work towards a peaceful, just and sustainable future. Our President and Director of Impact & Operations are both members.

JOIN OUR CSR CHALLENGE TODAY !

We know you have many choices for a caterer or event space in Toronto, but how many of them can provide you with quality food and service while using the power of their business as a force for good? Join Paintbox and take part in our CSR challenge today.



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