



MATTERS

Renewing lives.
Reclaiming hope.

UNVEILING



CITY BEET KITCHENS



Project Renewal's social purpose catering company has become a go-to source for New York City institutions, corporations and event planners who want to support a good cause while serving up delicious food. Now, we're making it even better, with major upgrades and a new name: **City Beet Kitchens.**

To celebrate, our executive chef has crafted a new menu to make your mouth water and meet all your culinary preferences. We have fresh local ingredients, customizable dishes, special treats, and options for those with dietary restrictions, including gluten-free and vegan food.

You can now order for 10 or more people, quickly and easily, on our new website—citybeetkitchens.org—powered by Spoonfed.

Most important, our mission remains the same: helping homeless New Yorkers renew their lives. City Beet Kitchens employs formerly homeless and unemployed men and women who have graduated from our award-winning Culinary Arts Training Program. So, every dollar you spend with City Beet Kitchens gives life-changing opportunities to your neighbors in need.

Join us in the fight against homelessness and order from City Beet Kitchens for your next corporate meeting, cocktail reception, wedding, or special event.

2 **Jamel's Journey:**
City Beet Kitchens' sous-chef.

Why We Use City Beet Kitchens:
Satisfied customers
Capital One and NYU.

3 **Farm to Table:**
Help Renewal Farm expand.

By the Numbers:
Our jobs programs' impressive results.

4 **Thank You:**
City Council supports Project Renewal.

A Memorable Night:
Our gala raised \$1.39 million!



DID YOU KNOW?

City Beet Kitchens employs formerly homeless and unemployed men and women who have graduated from our award-winning Culinary Arts Training Program.



ORDER NOW

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WHY WE USE City Beet Kitchens



INVESTING for Good™

“Our associates believe in the mission of Project Renewal, and City Beet Kitchens is a true testament of life changing opportunity. All that aside, the food speaks for itself and always receives rave reviews. Great food for a great cause!”

Jessa Thomas

Community Affairs, Capital One



“We chose Project Renewal’s catering company because its mission to help formerly homeless New Yorkers thrive in the culinary industry aligns with the NYU Silver School of Social Work’s commitment to the belief in the dignity and worth of all individuals. This is in addition to the delicious food they prepare, their phenomenal customer-service orientation, and their dedication to a high quality product.”

Ben Sher

Director, Office of Global and Lifelong Learning at NYU Silver School of Social Work

JAMEL’S JOURNEY

from Inmate to Sous-Chef



Dan Foley, of Tailored Ink, interviewed **Jamel Woods, sous-chef at City Beet Kitchens** and a graduate of Project Renewal’s Culinary Arts Training Program. The following is part of their conversation.

Jamel is a large man with a broad smile. His voice has a lightness to it that is pleasant, almost intoxicating. I ask him to share his story.

“When I was in my twenties, before I was with Project Renewal, I was incarcerated for criminal possession with a weapon. Hanging around with the wrong people. Making the wrong decisions.” He considers his own statement for a second. “Wrong decisions can feel like the fun decisions at the time.”

I ask him when things turned around for him.

“Pretty much first day I got out on bail.

I got to look at my family. My son’s face. My baby mother’s face. I told myself, ‘I can’t do this to them again.’”

I ask him what was the next move.

“I was working through a mandatory drug program and anger management classes. Got a job at a furniture store. Was working over there for six days straight. Lady fired me because I was too slow.

After that, a friend I was locked up with told me about [Project Renewal].”

I met with them ... We got talking and they asked me what I liked to do. I said, ‘I do a lot of cooking.’ They asked if I wanted to work in the kitchen. ‘I’ll give it a shot,’ I said.

“Working in the catering department? Best thing in my life. I’m learning everyday. I’m a sous-chef now, up on 42nd street.”

FARM TO TABLE

Our Renewal Farm program in Garrison, NY helps men recover from addiction and find jobs at twice the rate of similar programs nationwide. Key to participants' success is therapeutic farm work, growing fresh produce for the local farmers' market, restaurants and other charities.

Now we want to raise \$10,000 for new greenhouses that will enable the men to grow enough crops to supply fresh herbs and vegetables to Project Renewal's Culinary Arts Training Program and City Beet Kitchens.

To contribute to the greenhouse crowdfunding campaign – and score some tasty rewards – visit supportrenewalfarm.causevox.com.



“Working in the catering department? Best thing in my life. I’m learning everyday.”

What do you like to make?

“I like platters, salads. I love hors d’oeuvres. They take a lot of time and patience, but they taste so good. And I love the environment. Working with Chef Anthony, Eddie, Isaac. Part of me loving my job is loving my coworkers. If things get hectic, we find a way to work it out together.”

When I went into jail, my son was one. He was six when I got back. That’s not something I want to go through again. I think we all have moments where we can change. I had a lot of moments to change and say ‘I’m not going back to that.’”

He smiles. “I see more, now. I see the future.”

BY THE NUMBERS

5,000

Since 2000, our Culinary Arts Training Program and Next Step employment program have placed more than **5,000 homeless and at-risk New Yorkers** in jobs.

2X

Through these two programs, we place clients into jobs at **twice the national average** for similar programs.

23%

Our clients' average wage is \$11.71 per hour – **23% higher** than the New York State minimum wage.

Thank You, **CITY COUNCIL!**

We are extremely grateful to the New York City Council, in particular Speaker Melissa Mark-Viverito and Council Member Eric Ulrich for providing \$300,000 to our Culinary Arts Training Program and Veterans Initiative for FY2017. We also thank Council Members Daniel Garodnick, Robert Cornegy, Jr., and Mark Levine for their continued support of Project Renewal.



“The New York City Council is proud to support Project Renewal’s award-winning Culinary Arts Training Program for homeless and at-risk New Yorkers. With its rigorous combination of classes, internships and employment services, it’s no surprise that CATP is twice as successful as programs nationwide when it comes to placing participants in jobs. Programs like Project Renewal’s are crucial to providing career opportunities that break the cycle of poverty and homelessness in communities like East Harlem and the South Bronx.”

MELISSA MARK-VIVERITO, Speaker, New York City Council



“As the chairman of the New York City Council Committee on Veterans, I’m proud to support Project Renewal’s Culinary Arts Training Program, which trains former service men and women to begin a career in the culinary arts. This program helps our veterans enter a profession that offers competitive jobs with the opportunity for advancement. I’m grateful to Project Renewal for their continued commitment to making our city a better place to live for our large and diverse veterans community.”

ERIC ULRICH, New York City Council Member



SAVE THE DATE

Join the Project Renewal Junior Board at our

10th Annual Fall Ball

to support our health, housing and jobs programs for homeless New Yorkers. The festivities will feature food tasting stations, an open bar, auction, raffle, DJ, photo booth and more!

A Memorable Night

Our 26th Annual Project Renewal Gala Benefit + Auction raised **\$1.39 million**, which includes enough money to keep Renewal Farm open for another year, until permanent funding is secured. We are incredibly grateful to the event’s co-chairs Russell Berman, Anita Friedman Berman, Jim Davidson and Lyn McHugh, the host committee, volunteers and, of course, our donors.



10th Annual Fall Ball hosted by the Project Renewal Junior Board

Friday, November 11, 2016 – 9:00pm to 2:00am
The Bowery Hotel – 335 Bowery, New York, NY 10003

Get your tickets starting in October at events.projectrenewal.org

