



Turning a Crisis Into a Community

Newcomer Kitchen is a young non-profit organization dedicated to creating economic and social opportunity for Syrian refugee women in Toronto.

By inviting Syrian refugee women to prepare and sell meals in local restaurants, we have transformed a simple idea into an exciting new pop-up food concept that turns newcomer talent into delicious food, economic opportunity, meaningful work and a bridge between cultures. Even more exciting is the potential of a new model that could work with any newcomer community, in any kitchen, in any city in the world.

Key Figures

- 4000+** meals served
- 55+** Syrian families participating
- \$53K+** earned by newcomer women
- \$64K+** sales revenue
- \$74K+** fundraising revenue
- 24** Food Handler Certifications

Media

The project has garnered tremendous support on social media as well as remarkable local, national and international media coverage including NOW, CBC, Toronto Star, Globe and Mail, CTV's The Social, VICE, Huffington Post, City Lab at The Atlantic, Middle East Eye, Al Jazeera English, Arte/TV5 (France), Saveur, The Guardian (UK), and TIME.

- 27K+** website visits
- 2450+** Facebook Group members
- 950+** Instagram followers
- 450+** FundRazr donors

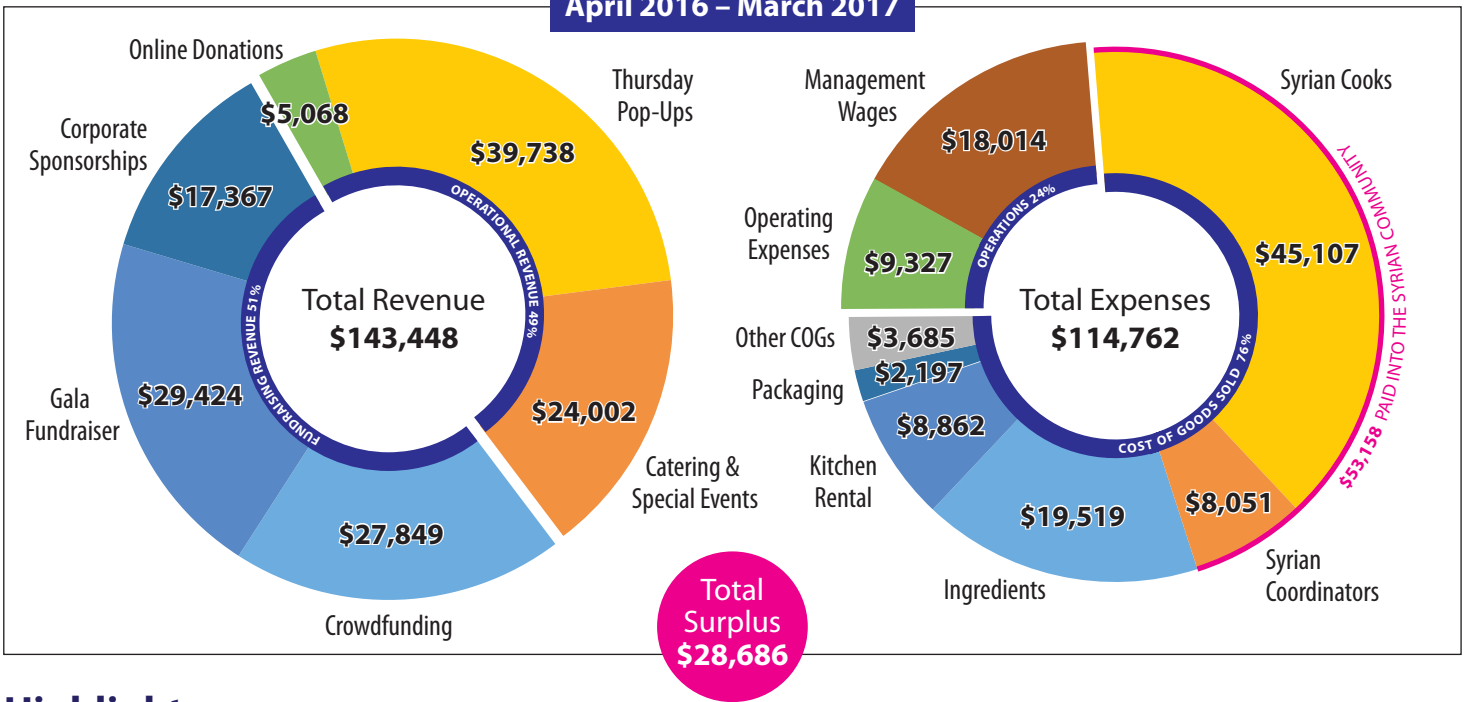


[above] Prime Minister Justin Trudeau meets some of the Newcomer Kitchen families after hosting a Syrian roundtable discussion with Matt Galloway for the CBC at The Depanneur.



[left] Newcomer Kitchen is featured in Chevrolet Canada's Canadian Dream campaign, with over 1.7M views to date.

April 2016 – March 2017



Highlights



Prepared and sold 500+ food items at Luminato Festival — during Ramadan! — and we'll be back this year with an Iftar dinner for 200+



Catered a VIP Canada Day Iftar for Kirstine Stewart, Zaib Shaikh and Mayor John Tory



Acclaimed photographer Sandy Nicholson shoots family portraits at NK's party celebrating our successful \$25k+ crowdfunding campaign



Held interactive workshops and catered 7 performances of Theatre Complicité's Like Mother, Like Daughter with Koffler Arts



Hosted and catered a lavish Syrian banquet for Sofra Dayma, a gala fundraiser at the Gladstone Hotel, raising nearly \$30k



Co-hosted an interactive Dinner & Dialogue with HotDocs Documentary Film Festival for City of Ghosts, a film about citizen journalism in Syria

For all the amazing accomplishments of the last year, Newcomer Kitchen has yet to secure any sustainable funding to support our staff, operations and growth. Our small surplus will not last long; your support is still very much needed. Please visit us online to learn how you can help.