



HOpe Café

IMPACT REPORT

REDUCING THE STIGMA OF MENTAL ILLNESS IN THE WORKPLACE

The HOpe Café is a social enterprise owned and operated by the Canadian Mental Health Association North and West Vancouver. It was created through a partnership between Vancouver Coastal Health and Blenz the Canadian Coffee Company.

OUR MANDATE: To build a sustainable social enterprise business that provides a supportive work environment and competitive employment opportunities for people with lived experience of mental illness.

Since opening in 2014, the café has provided competitive employment opportunities for 19 people with lived experience of mental illness and is on track to meet both social and financial objectives after three years of operation.



Canadian Mental Health Association
North and West Vancouver
Mental health for all

In partnership with





“[The HOpe Café] serves the community in eroding the stigma around mental illnesses. It serves to empower and activate patients on their pathway of recovery by providing them meaningful employment. And it also serves as a model of HOpe for the community.”

Dr. Allan Burgmann
Medical Director for Acute Psychiatry at the HOpe Centre

LEARNING FOR WORK AND LIFE

Through ongoing workplace supports, our employees learn to tackle employment barriers and other life challenges. These evidence-based practices promote value, meaning and self-confidence, and help our employees thrive in the workplace—now and in the future.

In a recent survey, 100% of employees indicated they were satisfied with their job and felt more connected to the community as a result of their employment. Eighty percent said they felt better able to manage their daily tasks and have more confidence in their skills and abilities.

The café employes nine part-time baristas, one assistant manager and one café manager. All of our employees have lived experience of mental illness. To develop skills and confidence, all employees receive on the job training and are Food Safe certified. Ongoing work experience provides valuable, marketable skills that can be used in many other workplaces.

CREATING EMPLOYMENT WITH A SENSE OF HOPE AND PURPOSE

2017 EMPLOYEE SURVEY RESULTS

% of employees that agreed or strongly agreed



100%
WERE SATISFIED
 with their job



100% FELT
MORE CONNECTED
 to community



100%
IMPROVED SKILLS
 related to
 employment



80% FELT
BETTER EQUIPPED
 to manage daily
 challenges



80% FELT
MORE CONFIDENT
 in their skills and
 abilities

BUILDING SUSTAINABILITY

The HOpe Café was established three years ago and we are proud to be able to celebrate our success as a sustainable social enterprise. We are growing our business, increasing revenues and building partnerships—and we are on track to meet our financial goals and targets.

The HOpe Café is a franchised, full service coffee shop that provides quality coffee, tea and a quick service food menu in an environment where we consciously build a positive message of hope and inclusion. As a team, we take great pride in our achievements and it consistently shows in our results.

Partnerships have also been important to our success and we are grateful for the ongoing support we have received. As a franchisor, **BLENZ** has worked with the café to establish effective business processes and manage costs.



IN 2017, HOPE CAFÉ WAS RANKED 2ND OUT OF 70 BLENZ FRANCHISES

CONNECTING WITH COMMUNITY

We are building strong connections to our community with the support and warm welcome of **VANCOUVER COASTAL HEALTH (VCH)**. The café is situated on the ground floor of the new Greta and Robert H.N. HO Psychiatry & Education Centre (the HOpe Centre) at Lions Gate Hospital in North Vancouver. VCH helped us launch the café and they continue to provide mentorship, advice and on-the-ground support whenever we ask. Their involvement and championing of our work has been pivotal to our shared success.

“HOpe Café is a relaxed, informal coffee shop that is a great place to go when you need to escape the office to re-charge your batteries.

When you step inside the bright airy space it feels a million miles removed from a traditional health care facility and on any given day you will find staff, patients, visiting families and local residents enjoying a great cup of coffee.

Thanks to the warm, welcoming atmosphere created by staff, HOpe Café has become the heart and soul of the HOpe Centre.”

Judy Savage
President and CEO, Lions Gate Hospital Foundation

RESULTS SUMMARY

2017 FISCAL YEAR



10% increase in retail customers



10% increase in total sales



47% increase in catering sales

BLENZ TECHNICAL REVIEW 2017



CREATING GREATER IMPACT

The HOpe Café has been successful in building a sustainable business that includes an evidence-based practice that underscores the value of work in recovering from mental illness. Our business operations are stable, we have developed our capacity in the café and we continue to generate interest in the community about our work.

We are always looking for opportunities to expand our impact and community reach. One example is the growth of our catering services—last year we reached over 7,000 people through our catering services and events. Not only does this positively contribute to our bottom line, but it helps us reach more people in the community to share our message of hope.

**LET US CATER ONE OF
YOUR UPCOMING EVENTS**

Contact us at
hopecafe@cmha.bc.ca

**JOIN US FOR OUR MENTAL
HEALTH BREAKFASTS**

Find out more at
hopementalhealth.ca

HOPE TO SEE YOU SOON!

HOpe Café is located on the ground floor of the HOpe Centre at Lions Gate Hospital, 1337 Andrews Avenue, North Vancouver

Hours: Monday to Friday, 6:30 am to 5:00 pm

CONNECT WITH US

 [CMHA.NWV](https://www.facebook.com/cmha.nwv)  [CMHA_NWV](https://twitter.com/CMHA_NWV)

www.northwestvancouver.cmha.bc.ca

