

MIND THE- -BAR FOUNDATION

Mind The Bar Foundation Annual Report 2025



Mind The Bar Foundation - Board of Directors 2025

Christina Cottell - Media Chair

Nicholas Box - President

Carmen Parry - Secretary / Treasurer

Johnny Bridge - Vice President

Sara Campbell - Events Chair

2024-2025 In Review

Looking back at a year is a difficult task. In some ways, it feels like nothing has changed since last year's AGM. On the other hand, I wonder if we even recognize ourselves in the mirror.

There were a few repeat events, and some very exciting new ones. We rebuilt the website. We added event supplies to our team in Victoria and Nanaimo. We expanded our team, bringing on a couple of new volunteers.

We're continually thanked for being a part of this organization, and reminded that it's such an important role to be doing. Our work is recognized, our efforts are appreciated - and that's coming from folks who know firsthand the hard work going on in the food and beverage industry each day. Yes, people need mental health support. The difference with us is that our industry needs it GREATLY as we are exposed to some very challenging situations and pressures. Yet, this support is not typically offered by employers as is the case in most other industries.



After meeting with the accountants to talk about operating our organization, it's pretty clear that the fundraising efforts are going well. We consistently see that companies are eager to contribute to our success when we get out to talk about the needs in the food and beverage industry. What we need to focus on is banding together. We need individual industry members to show up and agree that 'yes, we can do this together.'

Events & Connections

Cooks Camp

A new event for us was Cooks Camp last September. About 300-400 people from mostly lower mainland, but as far as Quebec, came together at North Arm Farm in Pemberton to sleep in tents, eat massive meals together, sit in on some industry specific discussions, enjoy lots of fresh air, and build community together. We had our tent and tables set up to show what we do to all of our peers. This is the kind of event we need more of, and that you should expect to see more of. We loved meeting other industry folks, walking people through sign-ups so that we can remain in touch, and explaining the ways that we can help. This is our industry, this is our focus. Cooks Camp is put on by Chefs' Table Society BC and more info can be found at cookscamp.ca.



Vancouver Cocktail Week

A fun new partnership for us was Vancouver Cocktail Week. Glacier Media (the ones behind Alchemist and Vitis magazines) organized a week of happy hours, cocktail dinners, bar industry seminars and galas. Mind The Bar was the charitable partner this year. We attended the closing gala, where we got to meet and chat with a lot of the guests and presenters (bartenders and brand representatives). Massive thanks to VCW for including us! If you are looking for more info, go to vancouvercocktailweek.com.

Holiday Dinner

In December we held an event at Gary's restaurant to offer a good ol' fashioned holiday dinner to our industry members. If you were able to get there and take home a meal, can we just take a minute to remember how delicious that was!? Again, huge thanks to our volunteers — the chefs who made the meals and the team who prepared boxes and organized pickups. We could not have done it without our amazing sponsors who supplied all the goodies. During such a busy season when everyone barely has any free time, Mind The Bar found a way to make sure at least a good meal was in the fridge/freezer, ready to warm up for some nourishing rest. It was so tasty! Stay tuned to our social media @mindthebarcanada as we'll surely want to do this again, but let's not think about winter yet.

Brewery & the Beast and Spot Prawn Festival

Mind The Bar continues to work with the fine folks putting on Brewery & the Beast, as well as Spot Prawn Festival. We enjoy these opportunities to spend a day with all the



attendees as we tell them about what our organization does. We are proud to tell guests that our fundraising efforts are entirely going towards bettering our industry. This year we managed to connect with the chefs at the tables serving brunch at Spot Prawn Festival and give them some materials to take back to the restaurant. Hopefully we can continue to do these events, and add more regular events. The public events are great for awareness and fundraising.

Beer Collaborations

Finally, a couple of beer collaborations happened. Coming from a foundation that stands for supporting our industry peers who may be dealing with alcohol abuse or misuse, this is a very sensitive subject that we treat with a lot of respect. Mind The Bar is connected to the alcohol industry, as it's part of the food and beverage industry, and we stand to support our people within.

We were quite excited to partner with Strange Fellows Brewing and create a low-ABV cream ale. This was a great seasonal release to offer and last we heard there are some 4-packs still available at their tasting room. We wanted a low-alcohol option as a reminder to be kind to yourself, your body, and your mind, while still offering a totally delicious and very refreshing brew.

Then out of nowhere we suddenly were brought in on a collaboration with Steel & Oak Brewing, along with Pidgin restaurant and Urban Experience Alliance. UEA connects architects and developers with restaurants and other groups who create culture in neighbourhoods. UEA thought it would be fun to produce a beer, so they reached out to S&O and got some help from Pidgin bringing in rice from Abbotsford to make a rice lager. Some kegs are still available, ask us if you'd like to connect.



Again, with the alcohol consumption being an area to be sensitive about, we wanted to make sure the focus was in the right place. Both of these collabs were in the name of sharing Mind The Bar's goals. We ensured our staff room poster and handbills were included with deliveries to local restaurants and bars. We trust that the printed materials and the beers were well received, and that we were able to familiarise folks with our brand and mission.

We've said it before and we'll say it again, we cannot do these efforts without volunteers. Social media, MTB Talks, event presence, potential board positions... and more. For anyone interested in volunteering please reach us at info@mindthebar.com.

Continued Support

Telus Health Employee Assistance Program

If you haven't yet signed up for it, Telus Health EAP is a fantastic resource to get you free counselling sessions, offers a huge amount of articles on many subjects related to mental health, has app-based and web-based modules to help you work through challenges, and even includes some discounts through its partners for a bit of financial relief. Members of Mind The Bar get access to Telus Health for free. You can sign up easily through our website at mindthebar.com/get-involved.

ClassPass

ClassPass is something we offer access to as well. It is a credit-based subscription to a number of studios and classes in many cities. Essentially you can pay a monthly fee to ClassPass and then choose boxing gyms, yoga classes, sauna, spin class, dance, etc. using up a handful of credits each, at your pace and schedule. Mind The Bar is subsidizing our members to sign-up for ClassPass - the cheapest option is free to MTB members, and then two higher tiers (more credits) are offered at a discounted rate. Get started on our website at mindthebar.com/get-involved.



We are excited to offer these programs to you, and we're open to hearing of other ideas out there. If you have suggestions on other services we could offer members, we're listening. Please connect through info@mindthebar.com.

Financial

We continue to receive donations year after year, and for that we're so incredibly grateful. You'll see the details in the financial report on our website - put together by the accounting team at Ribeyre Chang Haylock.



Thankfully we're still drawing funds as a non-profit that people care to support. It is such a kind gesture - that people can align with our vision and mission and wish to support us financially. Every dollar goes to making this foundation better. Thank you for your support, for spreading the word, and for being a part of our community! With Vancouver Cocktail Week being a huge donation partnership, and the two beer collaborations bringing in some serious contributions, we're already ahead of last year's numbers. It's incredible to see the funds continue to come in.

While that is happening, where is it all going? The Telus Health EAP and ClassPass member benefits are an investment in our peers' wellbeing. Our organization's operational expenses include website and email hosting, accounting services, and legal fees. There's some money spent on promotional materials and events. With our low overhead costs to operate, Mind The Bar chose to invest some funds in a Guaranteed Investment Certificate (GIC) that last year gained us nearly \$800 in interest. I'd like to think we are investing in your future.

If you would like to donate to Mind The Bar Foundation, you can do so at www.mindthebar.com/donate or send us an email if you'd like to collaborate or partner with us for something more.

Thank you, thank you, thank you - to all that donate, those facilitating the fundraising efforts, and those donating their time.

Mind The Bar Foundation

2024 Balance Sheet

As at 31 December, 2024

ASSETS		
	2024	2023
CURRENT		
Cash	\$95,383	\$103,836
LIABILITIES AND NET ASSETS		
CURRENT		
Accounts Payable	\$5,095	\$1,708
SURPLUS	\$90,778	\$102,128
	\$95,873	\$103,836

Refer to Mind The Bar Foundation Financial Statement 2024 for additional information

On behalf of the Board:



Nich Box
President

**MIND
THE-
-BAR
FOUNDATION**

Thank you all for your continued support & involvement!

Sincerely,
Mind The Bar Foundation's
2025 Board of Directors

info@mindthebar.com

www.mindthebar.com