Changing Lives with Coffee

A business with a cultural purpose

When others gave up on the homeless, addicts, and survival sex-workers in Vancouver's Downtown East Side, East Vancouver Roasters saw an opportunity to heal a forgotten community.

East Vancouver Roasters aimed to:

- Provide low barrier employment
- Run a business with a social conscious
- Improve community esteem

"Where chocolate is more than candy; *it is a symbolic representation of healing and community esteem"*

By creating this **"zone of acceptance"**, the shop gave dozens of vulnerable women homes, careers, as well as a sense of **agency, stability,** and **dignity.**