

PROJECT

POULUCK

HELLO! WE ARE PROJECT POTLUCK...

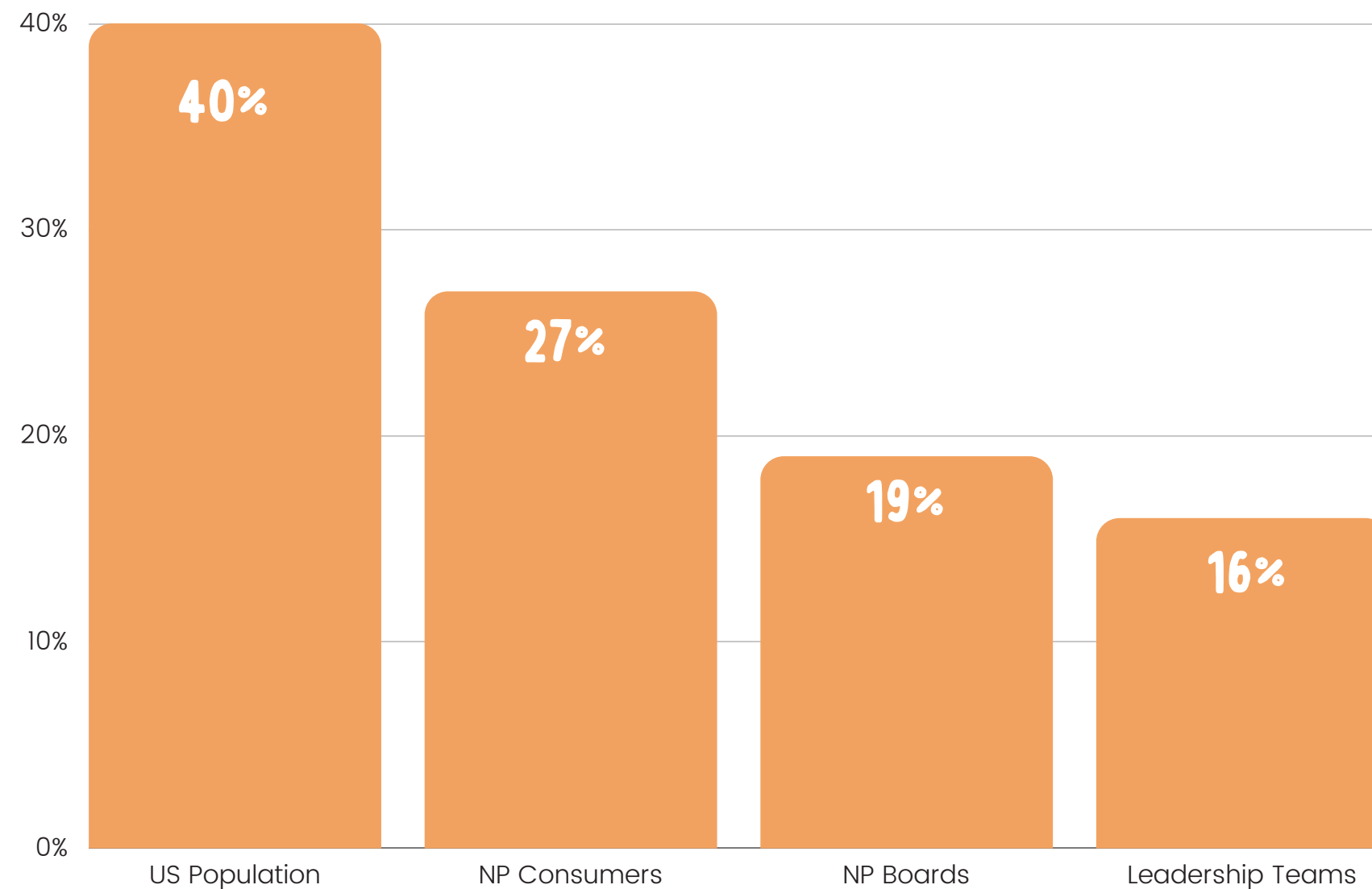
**A PROFESSIONAL COMMUNITY FOUNDED BY POC FOR POC WITH A SINGULAR MISSION:
TO HELP POC BUILD SUCCESSFUL COMPANIES AND CAREERS IN CPG**

We envision a future where the People of Color who purchase, eat, drink and use products on their hair, skin and body are represented on the shelf.



CPG IS RIPE FOR CHANGE

PERCENTAGE OF PEOPLE OF COLOR



Source: US Census, JEDI/New Hope Benchmarking Survey (2019)

REPRESENTATION MATTERS

People of Color face systemic barriers to accessing social, human and financial capital.

As a result, today's CPG industry, especially Natural Products (NP), is not representative of the US population or the consumers that support and purchase products.

OUR SOLUTION: GROWING CAREERS & COMPANIES

LEARNING & GROWTH

- Educational speaker series
- Open forum for help and advice
- Jobs Board

ACCESS & VISIBILITY

- Open forum to share opportunities and resources
- Trade Show Programming
- Exclusive membership deals and offers

DEVELOPMENT

- Mentorship Program
- Career Coaching Program
- Executive Coaching Program

OUR FOUNDATION: COMMUNITY

- Online Community Portal
- Member Directory
- Intimate events intended to foster connection

ALL PROGRAMMING PROVIDED AT NO COST TO MEMBERS!

EVENTS & PROGRAM SNAPSHOT

POTLUCK PARTIES are monthly gatherings that bring members together for small-group connection and guided conversation.

REAL TALK is a quarterly virtual events series that focuses on demystifying complicated aspects of the CPG industry and providing exclusive access to information and/or people to help make them successful. This year we are focusing on the topics of retail and fundraising.

PASS THE MIC events happen once or twice a year virtually and amplify the stories of inspirational People of Color in the industry.

EXPO EAST & WEST we work to amplify our members at these shows, as well as gather for social and educational events hosted in conjunction with our industry partners.

MENTORSHIP PROGRAM we connect around 100 members a year to our year-long mentorship program where they are paired with incredible industry veterans and a group of their peers.

MEMBER DIRECTORY, ONGOING CONNECTION & ACCESS TO CURATED RESOURCES & OPPORTUNITIES is available to our members 24/7 on our Community Portal.

REDUCING BARRIERS FOR POC TO RECEIVE SUPPORT

**PARTICIPATING IN PROJECT POTLUCK
COSTS MEMBERS NOTHING!**

\$166

**YEARLY COST OF
PROJECT POTLUCK
PROGRAMMING FOR
ONE MEMBER**

VS

\$0

**OUT-OF-POCKET COST FOR
PROJECT POTLUCK MEMBERS**

OUR BOARD: INDUSTRY EXPERTS LEADING CHANGE



Unilever



IBRAHEEM BASIR

Founder & CEO,
A Dozen Cousins



ARNULFO VENTURA

CEO
Alter Eco Foods



AYESHAH ABUELHIGA

Founder & CEO
Mason Dixie Foods



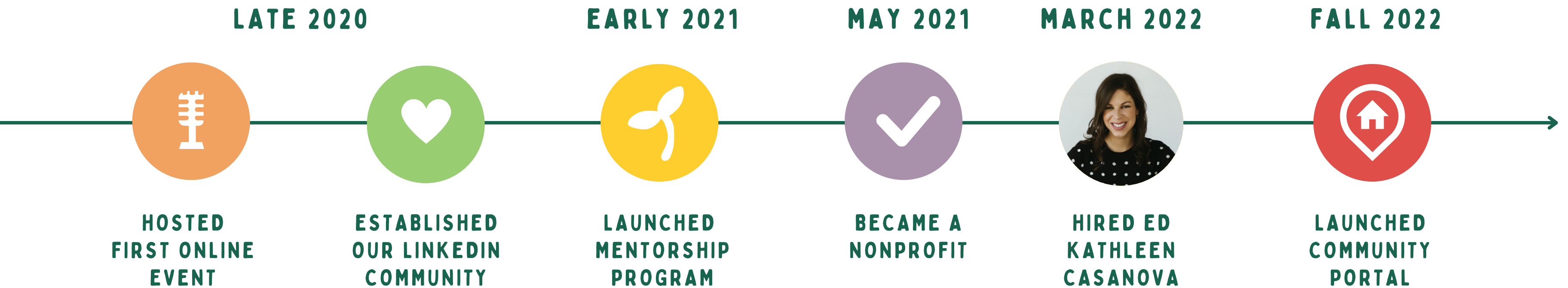
TOSHIBA



PEPSICO



OUR GROWTH: FROM GRASSROOTS TO GROUNDSWELL



IMPACT TO DATE:

600+

COMMUNITY MEMBERS

300+

OPPORTUNITIES & JOBS SHARED

230

MEMBERS IN/THROUGH MENTORSHIP PROGRAM

200

MENTOR APPLICATION RECEIVED

25

EVENTS HOSTED

OUR BUZZ: RECOGNITION FOR PROJECT POTLUCK

NOSH

NOSH > Headlines > Top Feature >

Project Potluck Brings on Executive Director to Lead Next Phase of Development

 Carol Ortenberg | May. 18, 2022 at 5:41 PM

"There's no way I'd be where I am today without this community. They have been supportive from the start. Now I want to help others the way they've helped me."

- Theresa Black, Bon AppéSweet

INSIDER

Former PepsiCo and General Mills employees just launched a new program aimed at lifting up minorities in the overwhelmingly white consumer goods and food industry

Alex Bitter Sep 24, 2020, 1:29 PM



"Having a mentor who is an expert in the industry has been invaluable to me. This opportunity led me to creating a road map and direction for the brand. I improved my retail strategy and have become a better leader."

- Regina Trillo, Nemi Snacks

Forbes

FOOD & DRINK

Potluck With Purpose: New Mentorship Network By Startup CEOs Connects CPG Leaders With BIPOC Talent

Shayna Harris Contributor @

"Being a part of Project Potluck helps me professionally, but more importantly it makes me feel seen, validated and connected in the industry."

- Nancy Ly, Partake Cookies

Forbes

FOOD & DRINK

New Nonprofit Supports Black And Brown 'CPG' Entrepreneurs, Promotes Diversity In Natural Foods Industry

Robin D. Schatz Contributor @
Prize winning business and health care journalist who writes about the future of food, sustainability and plant-based eating.

Aug 30, 2022, 07:00am EDT

New Hope NETWORK

News Products and Trends Market Data and Analysis Business Resources People and

NATURAL PRODUCTS EXPO

Ibraheem Basir of Project Potluck receives Justice Award at Expo West



New Hope Network's new Justice Award honors organizations such as Project Potluck for supporting people of color in the natural products industry.

Fran Schoenwetter | Apr 04, 2022

OUR PARTNERS: POWERFUL INDUSTRY LEADERS



PROGRAM PARTNERS & DONORS



OUR MENTORS WORK HERE



PREPARING FOR OUR BIGGEST YEAR YET

BY THE END OF 2023 WE PLAN TO...

MORE THAN DOUBLE our membership from **600 to 1,500**

CONNECT 1.5X as many members to mentors/coaches **230 to 345**

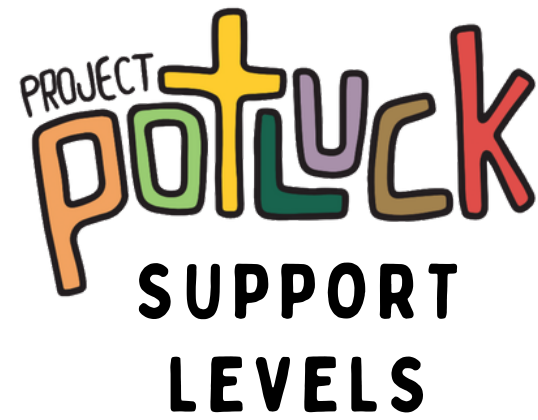
SHARE 2X the opportunities from **150 to 300** a year

HOST 5X as many virtual events from **3 to 15** a year

HOST IN-PERSON EVENTS at Expo West and Expo East

**CONTINUE TO OFFER ALL PROGRAMMING
AT NO COST TO MEMBERS!**

JOIN US IN CHANGING CPG FOR GOOD



	FOUNDING PARTNER \$75,000+	GAME CHANGER \$20,000	LEADER \$10,000	ALLY \$5,000	FRIEND \$2,500
OPPORTUNITY FOR CUSTOMIZED OPPORTUNITIES	✓	✓			
EVENTS	SPONSORSHIP OF & INVITATIONS TO TWO IN-PERSON EVENTS	SPONSORSHIP OF & INVITATIONS TO TWO IN-PERSON EVENTS	SPONSORSHIP OF & INVITATIONS TO ONE IN-PERSON EVENT		
RECOGNITION	NAME & LOGO ON HOME PAGE, PARTNERS PAGE, PORTAL & EVENT MATERIALS	NAME & LOGO ON SITE, PORTAL & EVENT MATERIALS	NAME & LOGO ON SITE & EVENT MATERIALS	NAME & LOGO ON SITE	NAME & LOGO ON SITE
ABILITY TO MAKE AN EXCLUSIVE OFFER TO PP COMMUNITY	✓	✓	✓	✓	DOESN'T INCLUDE COORDINATED PROMOTION
ACCESS TO JOBS BOARD	✓	✓	✓	✓	✓

A La Carte Event Opportunities (available for Leader Level and above):

Pre-Event Virtual Gathering | \$5k
Event Swag Bag | \$5k - \$15k

Meeting Room Programming for One Day (at Expo East or West) | \$5k - \$10K

*A Founding Partner gift can be given over 1-5 years with a minimum of \$20,000 a year

HELP LEAD CHANGE AS A SUPPORTER

WHY SUPPORT PROJECT POTLUCK:



ESTABLISH INDUSTRY LEADERSHIP

Show your commitment to creating a diverse and inclusive industry.



CATALYZE CHANGE

Help make real and lasting change in this industry.



MAKE A DIRECT INVESTMENT IN POC CAREERS & COMPANIES

Your donation ensures membership is free for POC in CPG.



TOGETHER WE
CAN BUILD A MORE
COLORFUL CPG!

WWW.POTLUCKCPG.ORG

KATHLEEN@POTLUCKCPG.COM

(512) 658-7067