

**neighbors**  
CAFE + COMMUNITY



**AFFORDABLE MEALS. STRONGER  
COMMUNITIES**

**WHERE GOOD FOOD BUILDS STRONGER NEIGHBORHOODS.**



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# About Us

Neighbors Cafe + Community is South Los Angeles's first single-price community cafe, dedicated to addressing food insecurity through \$2 nutritious meals. This innovative model makes healthy eating accessible while providing a welcoming space for community-building and social support in an area facing economic challenges. Founded by Leila Ortiz, Neighbors Cafe seeks to create a sustainable impact model that can inspire similar initiatives across underserved communities.



**The 1st Single-Price  
Cafe is L.A. County**



## The Problem

# Addressing Food Insecurity in South LA



### Food Insecurity Crisis

Over 30% of households in South LA experience food insecurity, unable to consistently access nutritious food. This issue is compounded in areas designated as food deserts, where affordable, healthy food options are limited.

### Economic and Health Impacts

Food insecurity is directly linked to chronic health issues, increased healthcare costs, and socioeconomic disadvantages. Without affordable, nutritious food options, the cycle of poverty and poor health perpetuates.

### Education and Opportunity Loss

Food insecurity limits focus, academic achievement, and job performance, reducing opportunities. This ongoing challenge weakens the community's economic potential and limits pathways to a stable, prosperous future.

### Community Need

There is a significant lack of community-oriented spaces providing affordable, healthy meals, as well as social programs that support the local economy and provide employment opportunities.



# Neighbors Cafe: Community– Centered Dining and Empowerment Hub



## Our Solution

### Single-Price Menu

Every item on the menu is priced at just \$4 removing financial barriers and making nutritious food accessible to all. We are the only cafe in the city with a single-price menu concept.

### Community Focus

Beyond food, Neighbors Cafe serves as a gathering place that hosts free community programming like free breakfasts for children, a community fridge and pantry, and movie nights.

### Job Training and Employment Opportunities

Provides local residents with job training and employment within the cafe, helping build skills and economic stability within the community.

### Women's Culinary Incubator

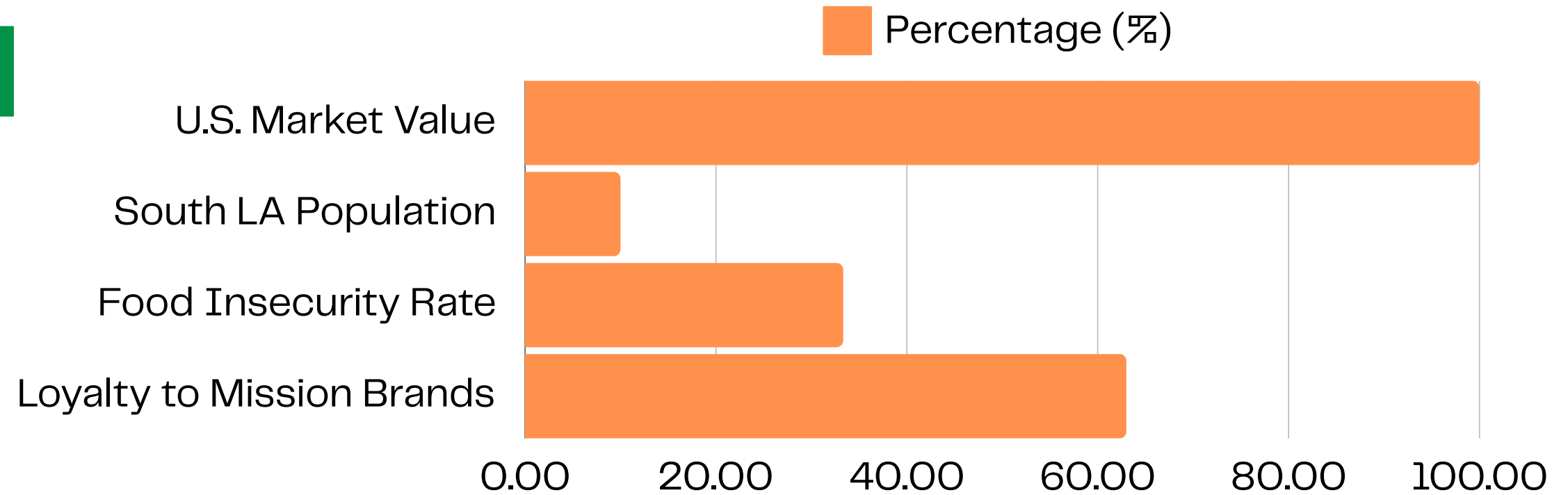
Providing mentorship, resources, and opportunities for women entrepreneurs in the culinary space, helping them launch or scale their own food-based businesses.



# Tapping into an Underserved Market

- **Market Size:** The U.S. market for affordable, healthy food is valued at approximately \$20 billion, with rapid growth in demand for community-focused, socially impactful business models.
- **Local Need:** South LA is a food desert, home to 500,000+ people, with 1 in 3 residents affected by food insecurity. The combination of low income and limited access creates a strong demand for Neighbors Cafe's model.
- **Loyalty to Mission-Driven Brands:** Research shows that 63% of consumers prefer to buy from companies with a strong social mission, indicating a competitive advantage for Neighbors Cafe in creating loyalty and community support.

## Market Opportunity

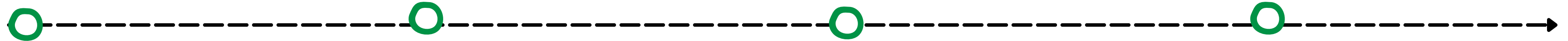


\* This chart highlights the strong demand for affordable, healthy food and community-focused initiatives. With a \$20 billion U.S. market, 500,000 residents in South LA face food desert conditions, and 33% experience food insecurity. Additionally, 63% of consumers prefer brands with a social impact, positioning Neighbors Cafe as a trusted, mission-driven solution for local needs.



## Our Business Model

# Diverse Revenue Streams Supporting Sustainable Growth



### Single-Price In-Store Sales

Every item on the in-store menu is priced at \$2, allowing customers to enjoy nutritious meals without financial strain. This unique pricing model encourages high customer volume, fostering a welcoming, inclusive environment accessible to all. The single-price approach also simplifies ordering and supports streamlined, efficient operations, making nutritious dining an easy choice for the community.

### Space Sharing + Rentals

The cafe offers its space for community use during non-business hours, hosting events like workshops, local group meetings, and creative gatherings. By sharing space with local organizations and residents, Neighbors Cafe generates additional income while enhancing its role as a community hub. This rental model deepens relationships with community partners and invites a broader range of people into the cafe's mission of connection and support.

### External Sales Events

Neighbors Cafe regularly participates in pop-up events, markets, and catering opportunities, which increase brand visibility and reach new customer segments beyond the cafe's walls. These external events introduce Neighbors Cafe's mission to a wider audience, building awareness and engagement across diverse communities. Catering also provides tailored offerings for special events, allowing customers to experience the cafe's quality and mission in various settings.

### Online Retail

The cafe's online store features branded merchandise and a coffee subscription service, enabling customers to support Neighbors Cafe remotely. Branded items, such as hats, totes, and mugs, reinforce the cafe's identity and foster a sense of community ownership. The coffee subscription service provides a steady income stream and offers customers regular access to ethically sourced coffee, building loyalty while expanding Neighbors Cafe's impact online.



## Community Impact

# Building Community Through Service



### Monthly Free Breakfast Program

Provides school-aged children with nutritious breakfasts at no cost, ensuring they start the day with the energy needed for learning and growth. By offering consistent access to balanced meals, the program helps bridge gaps in food access for children in the community.

### Free Community Fridge and Pantry

Accessible to everyone, offering free food options for those facing financial hardships and creating a resource for residents to find fresh and shelf-stable essentials. This initiative reinforces the cafe's mission to address food insecurity, while fostering a culture of sharing and mutual support.

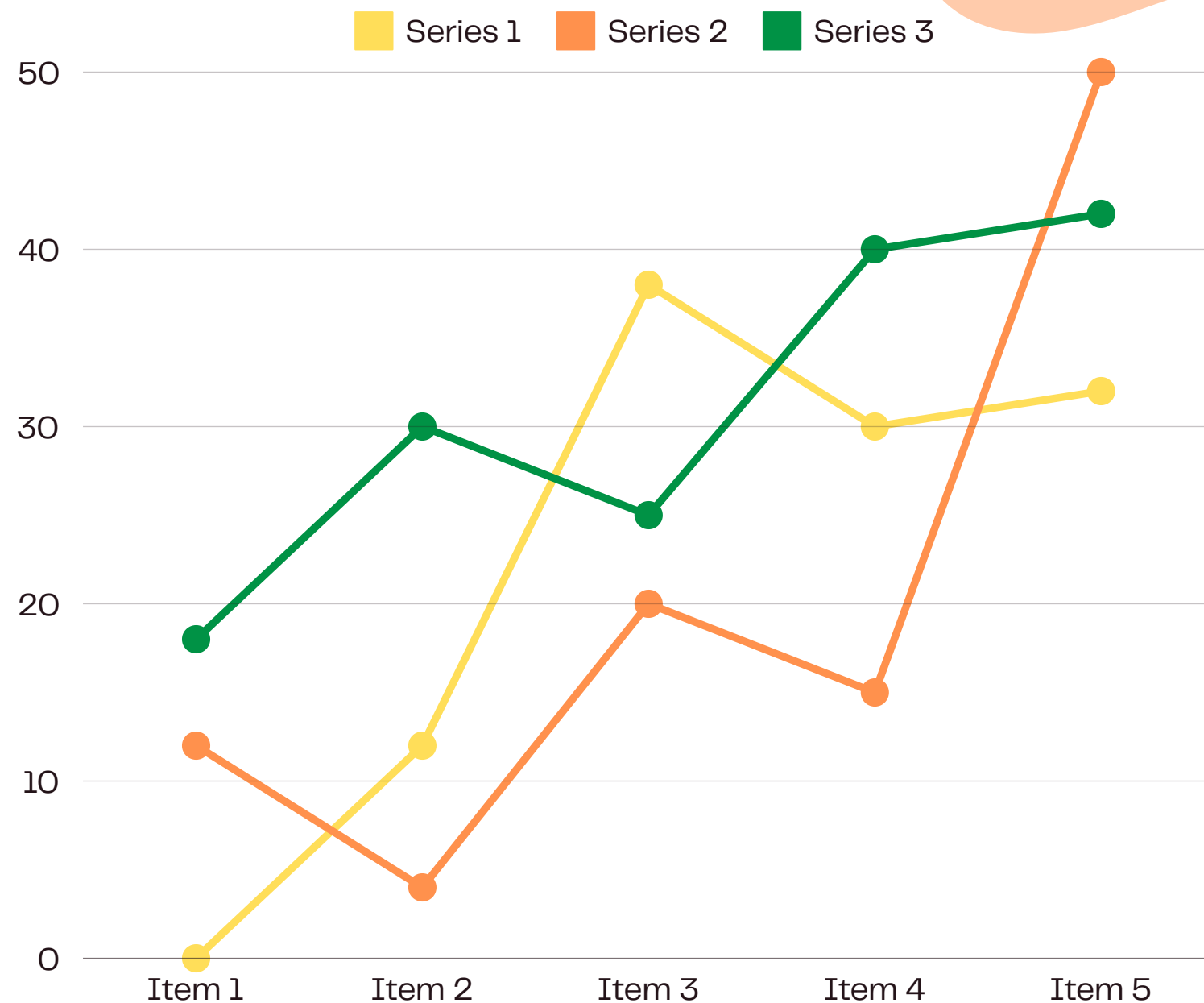
### Culinary Incubator for Women-Owned Businesses

A residency program offering a commercial kitchen, mentoring, and support to help small businesses grow and scale. The incubator empowers entrepreneurs with hands-on experience and resources, boosting their capacity to thrive independently in the culinary industry.

### Community Programming and Events

From cooking classes and wellness workshops to live music nights, each event is designed to foster community connections and create a lively gathering place. These events bring diverse groups together, encouraging meaningful interactions and enhancing community bonds through shared experiences.

## Our Finances



# Financial Health and Growth Projections

✿ **Funding to Date: \$10,000 from personal savings and a \$5,000 grant used for permits, marketing, and operational support.**

- **Year 1:**
  - Revenue: \$100,000 from in-store food sales, coffee subscriptions, merchandise, and pop-up events.
  - Gross Profit Margin: Targeting 60%, with a projected net profit of \$20,000, considering initial operating expenses and promotional costs.
- **Year 2:**
  - Revenue: \$150,000 as community awareness grows and additional subscription and merchandise sales increase.
  - Gross Profit Margin: Expected to rise to 65%, with a projected net profit of \$40,000 due to improved efficiency and increased customer volume.
- **Year 3:**
  - Revenue: \$200,000 with expanded pop-up events, rentals, and online sales.
  - Gross Profit Margin: Aiming for 70% with a projected net profit of \$60,000, as the business achieves more stable operating costs and established customer loyalty.

✿ **Current Revenue: \$10,000 since pop-up launch.**



# Strategic Expansion to Increase Impact

- **Expansion Plans:** Potential for additional locations in underserved areas, building on the successful model of the first location.
- **Community Partnerships:** Collaborate with local organizations, churches, and schools to expand reach and integrate deeper into the community.
- **Scaling the Incubator Program:** Additional resources to support more businesses in the incubator, with an expanded mentoring and funding component







# Unique Positioning Through Community-Centric Approach

## \* Differentiators

- Single-Price Menu: At \$2, no similar model provides the same combination of affordability and quality.
- Mission-Driven Brand: Strong community focus with initiatives that directly address local needs, such as the community fridge and free events.
- Culinary Incubator: One-of-a-kind support program for local, Black women-owned food businesses, helping bridge the gap in culinary entrepreneurship.





Meet the Team Behind the Mission

# Experienced Leadership with Community Commitment



FOUNDER

**LEILA ORTIZ**

FOUNDER,  
ENTREPRENEUR



BOARD ADVISOR

**XOCHITL PALOMERA**

COMMUNITY  
ADVOCATE



BOARD ADVISOR

**JA'MESHA MORGAN**

THE NEIGHBORHOOD  
ESQ



COMMUNITY PARTNER

**TYRONE NANCE**

IT'S BIGGER  
THAN US





**How You Can Help**

# **Invest in a Sustainable Future for South LA**

**\* We are seeking \$150,000 to expand our reach and reinforce our mission to make nutritious, affordable food accessible to all.**

This investment supports not just a cafe, but a community hub that directly addresses food insecurity and economic empowerment, creating lasting value for South LA.



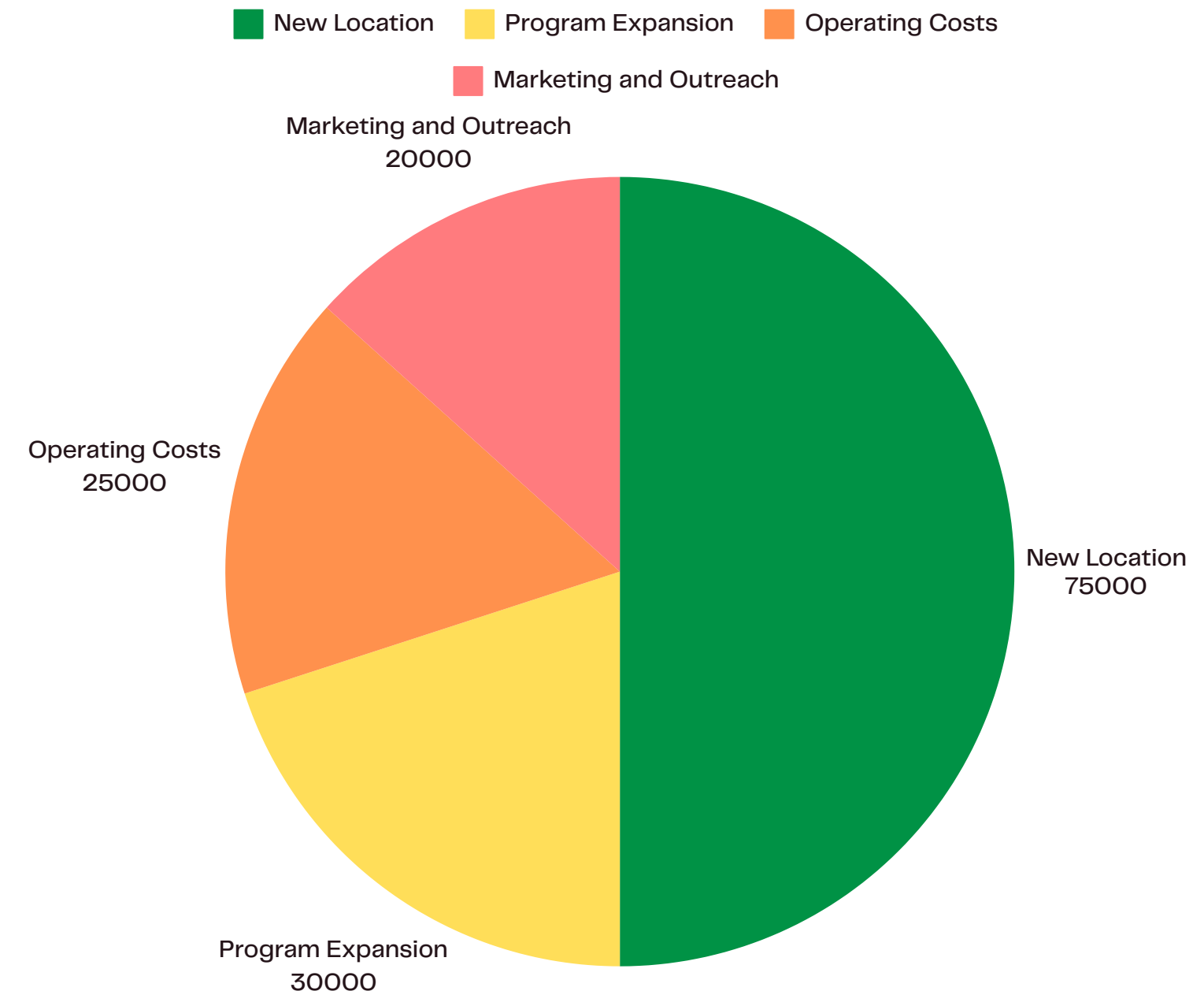
**Invest in Community**



# Seeking \$150k to Drive Sustainable Growth

## \* Fund Allocation:

- **New Location Setup: \$75,000** – Securing a new location, covering a year of rent, initial renovations, and essential equipment to ensure a smooth transition and continued service.
- **Program Expansion: \$30,000** – Funding for new community initiatives and enhanced support for the culinary incubator program, specifically benefiting Black women-owned businesses.
- **Operating Costs: \$25,000** – Providing stability for staffing, inventory, and operational needs as we transition and grow our customer base.
- **Marketing & Community Outreach: \$20,000** – Broadening community engagement with targeted marketing, events, and partnerships to establish our presence at the new location and deepen impact.





# Join Us in Making a Difference

Neighbors Cafe + Community is more than a place to eat—it's a movement toward equity, empowerment, and sustainable change. Join us in fostering a healthier, more connected South LA.

**Email Address:**

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