

Executive Summary

Caring Diner is a restaurant that serves affordable home-style foods for breakfast, lunch, and dinner (and a buffet on the weekends), with a twist. We provide food to the impoverished and homeless population of the Boise metropolitan area. It is projected that around 240,330 people in the Boise area are food insecure (Hunger In Idaho). Daily, we operate as a regular diner, where people pay to eat. On Tuesdays, in the morning and afternoon, we will shut down for the two shifts to offer our services to the less fortunate families and individuals in the area, free of charge. The reason we chose Tuesday mornings and afternoons for shutting down is because the main portion of our revenue will come from the weekends and weeknights. On our regular days of operation, we also encourage customers in-store and through delivery, to round up their meal charges the nearest whole dollar so that we can donate to charities in Boise like the Idaho Food Bank and the Boise Homeless shelter.

Along with shutting down partially on Tuesdays and raising money, another aspect of Caring Diner's social strategy is to donate leftover food to the homeless shelters. Along with our other social ventures, we are planning on implementing food/calorie intake surveys to give to the hungry/impoverished individuals that come into our diner. These surveys will give us a better idea of how to adequately feed the individuals that come in so that we can fight their caloric deficiencies. The goal in our venture is to get all of the hungry individuals to meet the 2,000 calorie daily goal recommended by the FDA. We will start using the information from the surveys in year two to ensure we are giving people the food they need to satisfy their hunger. Caring Diner puts forth its best effort to bring food and homes to the people that need it most. Our business is to sell delicious food, but our mission is to help the impoverished people in the Boise area.