



# KindaKafe

a place of goodness

## KindaKafe Guidelines

### The Missing Kind

The Missing Kind (tMK) is a UK registered charity that inspires kindness without boundary. One of its projects is to build a global network of KindaKafes.

### KindaKafes

tMK's KindaKafes (KK) are places delivering social impact. They provide a welcoming, inclusive and inspiring environment for anyone coming into them. They promote kindness, social and ethical thinking and connect people to appropriate support and opportunities.

- The first KindaKafe (KK1) is at 21-23 Castle Meadow, Norwich, UK
- A second KindaKafe (KK2) has been set up at KindaPlace, Paignton, UK

Existing cafes can become accredited and join the KK network if some or all of their facilities are used for social purpose, or they actively engage in activities that deliver or promote social impact or environmental change. For example, operating a 'pay it forward' scheme, community kitchen or regular events offering food to the homeless or those less able to afford a meal. Or allowing the space and facilities to be used by local, charitable community groups for a subsidised rate or free of charge.

To be part of our KindaKafe network, KindaKafes should embrace and demonstrate as much of the following as possible (optional as marked\*):-

- A welcoming, vibrant and inclusive environment, designed to inspire with decor and content. Include tMK branding re logo and colour schemes wherever possible\*
- Recycling, upcycling policy (no single use plastics)...conscious consumerism, etc.
- Use of inspirational quotes and messages - make people smile!

- Promote local community support groups and activities, operating to combat loneliness, isolation and mental health issues.
- Allow community and support groups to use KK space free of charge or at discounted rates (whatever is sustainable for each KK)
- Inclusive options for food with a Vegan, vegetarian, allergen-free bias. Vegan will be the core KK offering. Mindfulness is the key with traceable meat alternatives an option at the discretion of the local management
- Sustainable approaches to food where possible ie. locally sourced, fairtrade, supply chain traceability, organic, etc.
- Collaborate, develop and adopt a range of KK signature dishes
- Ethical practices in business and employment
- Connection with local community, including outreach and partnering initiatives
- Promote tMK supported schemes with provided material, newsletters and website links
- Signposting support for local social entrepreneurs development
- Hosting of a non-profit pay-it-forward campaign
- Engage with, support and promote tMK's KindaMovement network
- Promote the sale of tMK/KK merchandise
- Promote and sell the products of local social enterprises\*
- Publish an annual statement of social impact
- Use the KindaMovement central resources for governance,accounts, website hosting and marketing.\*

tMK will offer support and guidance to any traditional trading cafe or charitable community group that would like to become part of the KK network. This may be in the form of:-

- A first year 'Kindness Mission' fund of up to £3,000 to develop local community connections and social impact projects
- Supply of KK promotional material and signage
- Guidance around increasing local social impact
- Guidance around ethics and governance
- Delivery of educational events or information to encourage local social enterprise growth
- Provision of tMK merchandise
- Promotion of the cafe and its events as part of the KK and tMK network
- Central hub back office marketing/IT/accounts support at concessionary rates

If you are interested in starting up a KindaKafe, or you currently own a cafe and are interested in becoming accredited as a KindaKafe, please contact the Missing Kind charity: [KindaKafes@missingkind.org](mailto:KindaKafes@missingkind.org)