

## A Revolutionary, Affordable, Fast Food Concept Bringing Freedom & Opportunity to At-Risk People



*Kherut is a Hebrew word – “freedom from slavery and oppression”*

### EXECUTIVE SUMMARY

Thousands of young boys and girls are trapped in the human trafficking and sex trade industry around the world. But human trafficking is not just a problem in the international world, it's right here in Orange County with Anaheim and Irvine coming in as two of the highest trafficking areas in the United States.

The foster system, other at-risk kids, sex trafficking victims...the need is everywhere around us. In all cases, no matter how well any organization does in rescuing, feeding, clothing and teaching, the problem is that at some point those being rescued need to find employment - otherwise their futures are bleak and the victims, more often than not, return to what they know.

The restaurant industry is one of the best platforms to accomplish this. It is fairly easy to enter and there is a tremendous potential for growth. Kherut will provide the opportunity to learn skills in food service, cooking, menu design, bookkeeping, customer service, inventory control, marketing, sales, multitasking, thinking outside of the box and problem solving in the food or any industry.

The Kherut business model is based upon a “concession truck” and commissary kitchen concept. Kherut will partner with local churches based in R&D areas. Trucks will park in church, business and other populous site parking lots, without the high cost of rent resulting in a minimal cost of entry.

Surveys show that food truck customers like the speed and convenience especially when offered close to the workplace or home. Quality trucks will offer a high-quality and healthy variety of lunches that range from \$10 to \$15 and will offer diverse rotating menus on a regular basis motivating customers to return often.

Working in the kitchen and food trucks will serve to employ, mentor and motivate survivors, enabling them to rebuild, uplift and transform their lives.

As proof that the concept is sound – In 2012 Yves started Joska Culinary School in Kenya. It was a great success. The girls responded well, learned quickly and blossomed as individuals. They realized that they had the potential to “be free” and to be successful. Yves recognized how this same need was here in the US and developed what is now Kherut.

There are a multitude of organizations here in Orange County that currently working to “rescue” these victims, but without other key services, the rescues are ultimately ineffective. After they are rescued, they need the following services.

- A safe place to stay for themselves and their children
- Daycare for their children
- Transportation
- Training for jobs and a pathway to a career
- Counseling – many suffer from PTSD and trust nobody
- Career counseling

First and foremost, Kherut's commissary kitchen and food truck project will create opportunity for survivors to integrate into the workforce in a safe and secure environment. Working in conjunction with numerous local organizations that have agreed to help, potential participants will be vetted for the program which will be their first step in employment, giving them pride in learning and earning their own way.

Initial plans include a commissary kitchen facility to prepare food for a handful of mobile trucks to sell fresh prepared lunches at various locations in neighboring areas. This location would be called a “pod,” and support up to 10 trucks. The concept supports having multiple pods in specific city locations. The first pod will be located in the East Anaheim area. After meeting with multiple law enforcement agencies and city personnel, the Kherut plan has been met with overwhelming voices of support and encouragement.

Kherut will be operated as a non-profit (501c3) corporation. The project will be funded through charitable contributions, local and federal grants and actual profits from food sales. Kherut was founded by Yves and Jody Masquéfa who have extensive experience and skill in the restaurant industry and business development. They are a dynamic husband and wife team that have worked and served together in both the business sector and the Kingdom for the last 29 years.

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