

For Immediate Release:

June 10, 2021



Just Add Mustard Deli contributes to ending homelessness in Kamloops

Kamloops, BC – The Mustard Seed is launching an exciting new lunch package program on June 10, 2021, called Just Add Mustard Deli (JAMD). This initiative plans to dish out hot meals for the local community while raising money to support those experiencing homelessness and poverty.

JAMD is a community driven, donation-based program striving to not only provide delicious lunches made fresh daily, but also contribute additional resources to The Mustard Seed. The inspiration for the new program comes from a member of the community that knows firsthand what it's like to rely on The Mustard Seed through difficult times.

“Being around and seeing the street population motivated me to find another way that we could support them and provide more of the help they require,” said Derek Finlayson, Project Coordinator.

Finlayson was down on his luck two years ago when he checked himself into the Men’s Recovery Program at The Mustard Seed’s Outreach Centre. Since graduating, he has found a safe place to live and a job he enjoys. JAMD is one of the ways he hopes to give back to an organization program that once supported him.

“Derek has put a lot of time and energy into this project to help support a cause that is significant to him. We have reached out to a few businesses in town and there is some momentum gathering,” said Kelly Thomson, Managing Director. “And the sandwiches are pretty tasty, too.”

This project is geared towards businesses in the Kamloops area, but all are invited to join in for a worthy cause. In exchange for a minimum donation of \$21, businesses and donors can choose from a menu featuring five waffle-based sandwiches; not only are they delectable, but they’re also on trend. With a minimum order of five, the businesses and donors will receive a scrumptious lunch, while the proceeds go towards funding local Mustard Seed programs and initiatives – a win-win for all involved. Lunch packages can be ordered online through our new website: TheSeed.ca/JAMD

Once JAMD gains traction, the opportunity to provide skills training, certification and potential employment in the culinary field will be offered to volunteers or members of the Men’s Recovery Program.

About The Mustard Seed:

The Mustard Seed is a Christian non-profit organization that has been caring for individuals experiencing homelessness and poverty since 1984. Operating in five cities across Alberta and B.C., The Mustard Seed is a supportive haven where people can have their physical, mental, and spiritual needs met and grow toward greater health and independence. TheSeed.ca

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