THE CAMPAIGN FOR DC CENTRAL KITCHEN

BRINGING THE KITCHEN HOME

HEALTHY FOOD. CAREER TRAINING. LIFE-CHANGING OPPORTUNITIES.
Now, more than ever before, Washington, DC needs DC Central Kitchen’s services, creativity, and boldness in fighting hunger and poverty.

As the proud co-chairs of the Bringing the Kitchen Home campaign, we are committed to helping DC Central Kitchen rise to this moment and overcome the severe constraints of its current location.

Twenty-five years ago, José discovered DC Central Kitchen as a young immigrant cook searching for his place in a new city and in the world. Instead of finding a run-of-the-mill soup kitchen, he became part of an engine of change – one that brought him to his own path and purpose.

Thomas was one of the organization’s earliest champions, serving as a hiring partner and food donor. He has devoted himself to creating career pathways in the hospitality industry for returning citizens, Opportunity Youth, and fellow Washingtonians who are part of the DC Central Kitchen family.

We know what is at stake in our city, and DC Central Kitchen offers real solutions at a crucial time. Join us in helping this outstanding organization fulfill its promise so more of our neighbors can fulfill theirs.

Our innovative model works.

Over the last 32 years, we have:

- Developed the nation’s leading farm to school program, nourishing 4,000 children each day with a 93% student approval rating
- Served 40 million meals delivered to schools, shelters, and nonprofits
- Trained 2,000 people for culinary careers with a job placement rate of 87%
- Created 180 full-time, living wage jobs created with comprehensive health and retirement benefits, with alumni making up over 50% of our staff
- Developed the nation’s leading farm to school program, nourishing 4,000 children each day with a 93% student approval rating
- Built an $8 million social enterprise portfolio, allowing us to match every donation we receive dollar for dollar with sustainable earned revenue
- Created up to $83.6 million in annual social and economic impact in DC
- Opened a thriving café in Ward 8, serving up healthy food and on-the-job training. A second café will open in downtown DC’s MLK Public Library in 2021
- Transformed 50 small retailers into healthy corner stores, making fresh produce available in neighborhoods without supermarkets
- Created up to $83.6 million in annual social and economic impact in DC

We envision a more just city where everyone has access to healthy food, meaningful careers, and opportunities to achieve their full potential. In our new home, we seek to unleash the power of food through bold solutions that broaden prosperity, improve health, and strengthen communities.
At first glance, Washington, DC, is prospering. But not all of our neighbors have shared in that growth. In the communities where jobs and healthy food are scarce, life expectancy is nearly two decades shorter than DC’s wealthier neighborhoods. Without the skills and credentials they need to join the workforce, many residents – especially young people and people of color – are more likely to experience trauma, chronic disease, or incarceration than they are to thrive in DC’s competitive economy.

Demand for our services is going up, not down. We are turning away job training applicants because our classrooms are too full. We are rejecting donations of fresh food because we can’t store it all. We are passing up contracts to serve healthy meals to more low-income students because we have no production space left. For 18 hours a day, our tireless staff and volunteers work small miracles in the cramped basement of a crumbling homeless shelter. Year after year, our over-subscribed job training classes squeeze together in a windowless room that doubles as dry goods storage. Too often, heavy rains flood our classrooms and offices. No matter how much love and duct tape we bring to work each day, we know our students and our mission deserve better.

It’s time for us to step out of the basement and fulfill our promise. The Michael R. Klein Center for Jobs and Justice is located in the transformative new River Point development in the Buzzard Point neighborhood along the Southwest DC waterfront. At this state-of-the-art facility, DC Central Kitchen finally has the opportunity to scale our capacity to combat poverty and hunger in our nation’s capital. We invite you to join us and our Campaign Co-Chairs in this effort to transform our city for the better.

I’m always telling people about DC Central Kitchen’s Culinary Job Training program. I tell them, I’ve been through this and that, but this was the best decision I ever made. It got me back on my feet, and also gave me a trade…but the choice is yours. This is your key. Use it.

CORA
DC CENTRAL KITCHEN EMPLOYEE & CULINARY GRADUATE
A HOME FOR JOBS AND JUSTICE

With a new, modern home, DC Central Kitchen will overcome our lack of space and transform our work in a best-in-class workforce development and healthy food distribution center.

The Michael R. Klein Center for Jobs and Justice will be part of a powerful mixed-use development on the Southwest Waterfront, becoming a cornerstone of a re-imagined Buzzard Point neighborhood while scaling up to meet the needs of our community. Alongside top restaurants and new housing, DC Central Kitchen will occupy 36,000 square feet across two floors – including a highly visible first floor along the corner of 2nd Street and V Street SW.

IN THIS NEW FACILITY, WE WILL CREATE

- A kitchen and food hub where we can scale our win-win scenario of employing once-jobless DC residents to prepare healthy, local food for schools, nonprofits, and low-income households and double our meal production capacity to more than 25,000 meals a day.

- A best-in-class culinary training center where we’ll never again have to turn away an applicant due to a lack of space and increase our annual number of graduates by up to 150%.

- The nation’s most ambitious solution to hunger and food access challenges and a pillar of DC’s resiliency in times of crisis.

BY 2025 WE WILL

Expand job training by 150%

Create 50 NEW FULL-TIME JOBS

Expand our volunteer network from 16,000 to 25,000 VOLUNTEERS annually

Generate over $200 MILLION in annual financial impact

OVER THE NEXT 2 YEARS

DC Central Kitchen’s comprehensive campaign seeks to fulfill the following financial goals:

$5 MILLION for program expansion +

$15 MILLION for capital expenses +

$15 MILLION for the first ten years of rent and occupancy

$35 MILLION total goal

MICHAEL F. CURTIN, JR
CEO, DC CENTRAL KITCHEN

DC Central Kitchen’s new home will become the region’s hub for scaling solutions to hunger, poor health, and poverty and a best-in-class center for career training, job creation, and healthy food distribution.

"In this new facility, we will create a kitchen and food hub where we can scale our win-win scenario of employing once-jobless DC residents to prepare healthy, local food for schools, nonprofits, and low-income households and double our meal production capacity to more than 25,000 meals a day. A best-in-class culinary training center where we’ll never again have to turn away an applicant due to a lack of space and increase our annual number of graduates by up to 150%. The nation’s most ambitious solution to hunger and food access challenges and a pillar of DC’s resiliency in times of crisis."

MICHAEL F. CURTIN, JR
CEO, DC CENTRAL KITCHEN
NAMING OPPORTUNITIES

Facility Name
“DC Central Kitchen: The Michael R. Klein Center for Jobs and Justice Center”

Culinary Job Training Kitchen
A state-of-the-art vocational training space that will serve as many as 350 students per year.

Community Engagement Hub & Demonstration Kitchen
This hub will bring together culinary experts, small business owners, our students, and the community through entrepreneurship programs, cooking demonstrations, and meaningful events.

Cafe
This welcoming, fully operational cafe is also the primary entrance to our larger facility and a hands-on job training site.

Volunteer Engagement Hub
A visible, active kitchen workspace hosting 25,000 volunteers each year.

Volunteers are Important People (VIP) Service & Event Space
Adjoining the Volunteer Engagement Hub, this space can be closed off for private volunteer experiences and events and will host our VIP visitors.

Culinary Job Training Classroom
Students will thrive in this wired classroom, studying culinary theory, building soft skills, enhancing financial literacy, and working on career readiness training.

Communications Suite
This highly visible space near the entrance of the building will be used to host and record podcasts, media interviews & video content.

Communicating Stair
Communicating stairway and zen garden connecting our kitchen and classroom spaces with our offices.

Social Enterprise Workspace
Large open office space for our staff and partners.

GIFT LEVEL | AVAILABILITY
--- | ---
$10,000,000 | SECURED
$5,000,000 | SECURED
$5,000,000 | AVAILABLE
$3,000,000 | AVAILABLE
$2,000,000 | AVAILABLE
$1,500,000 | AVAILABLE
$1,500,000 | AVAILABLE
$1,500,000 | SECURED
$1,000,000 | SECURED
$1,000,000 | SECURED

NAMING OPPORTUNITIES

Board Room
Executive board room and central meeting space.

The Loft
Informal meeting space that brings together our staff and partners to advance our workforce development programming and expand healthy food access.

Conference Room
These glass-walled meeting spaces on the second floor will allow DCCK staff and students to work and learn together.

Refrigeration/Freezer Unit
Each walk-in refrigeration & freezer unit will provide the cold storage space to house all of the fresh products we need to create 25,000 meals each day.

Cold Room
The Cold Room will be a state of the art temperature controlled processing hub for local produce and healthy products coming in and out of our kitchen.

CEO Office
The CEO office space will be centrally located in the heart of our main kitchen, visible to staff, VIP guests and volunteers.

Ops Center
This workspace is situated in the heart of our primary social enterprise kitchen, and will be the nerve center of our new headquarters.

Huddle Rooms
These small, flexible meeting spaces will drive collaboration in our new space.

Wellness Room
This peaceful, private space will offer a respite to staff and students, including nursing mothers and individuals administering medication.

Locker Bank
Located in the central corridor of our building, this attractive locker bank will be used by staff and volunteers during their time on-site.

GIFT LEVEL | AVAILABILITY
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$750,000 | SECURED
$750,000 | AVAILABLE
$500,000 | 2 SECURED
$500,000 | 2 AVAILABLE
$500,000 | 3 SECURED
$500,000 | SECURED
$350,000 | SECURED
$300,000 | SECURED
$300,000 | 2 AVAILABLE
$250,000 | 1 SECURED
$250,000 | 1 AVAILABLE
$250,000 | SECURED
NAMING OPPORTUNITIES

Study Carrel & Phone Room
Ideal for taking phone calls or studying class materials, this space will be a safe and private area for our students and staff.

Dock & Distribution Hub
The central entry and exit point for all food donations, deliveries, and meals.

Transportation Office
This first-floor office located in our main production space will serve as the logistics hub for our expanded delivery operation.

Welcome Desk
The welcome desk and check-in area will receive thousands of volunteers and visitors to our space each year.

Offices
Located on the second floor mezzanine of our facility, each of these office spaces will allow for our staff to have a private, dignified place to work.

Naming gifts will endure for the duration of our 25 year lease.
Gifts at the $10,000 level or above will be recognized on our permanent donor wall next to our facility’s welcome desk.
All gifts at $100 dollars and above will be recognized in an attractive digital installation.

Campaign gifts are payable over up to five years.

Join us in this urgent and ambitious effort to build a solution for hunger and poverty worthy of our nation’s capital.

This campaign comes at a critical time for our community. Your support today will help DC Central Kitchen meet the demands of this moment and leave a personal legacy in the form of a stronger, fairer community in the years to come.

To continue the conversation, contact:
Alex Moore, Chief Development Officer
amoore@dccentralkitchen.org

WWW.BRINGINGTHEKITCHENHOME.ORG

Scan the QR code or visit www.bringingthekitchenhome.org for more information!