



THE CAMPAIGN FOR **DC CENTRAL KITCHEN**

BRINGING THE KITCHEN HOME



HEALTHY FOOD. CAREER TRAINING. LIFE-CHANGING OPPORTUNITIES.

FROM OUR CO-CHAIRS

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.



JOSÉ ANDRÉS
CAMPAIGN CO-CHAIR
CHAIRMAN EMERITUS
DC CENTRAL KITCHEN
CHEF/OWNER
THINKFOODGROUP



THOMAS PENNY
CAMPAIGN CO-CHAIR
PRESIDENT
DONOHUE HOSPITALITY
SERVICES

OUR VISION

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.

OUR INNOVATIVE MODEL WORKS.

OVER THE LAST 32 YEARS, WE HAVE:



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 up to **\$83.6 million** in annual social and economic impact in DC

[LEARN MORE >](#)

Built an **\$8 million** social enterprise portfolio, allowing us to match every donation we receive dollar for dollar with sustainable earned revenue



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



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



OUR GOAL

DC Central Kitchen's "Bringing the Kitchen Home" campaign seeks to raise \$35 million to build a state-of-the-art facility and scale our innovative solutions to hunger and poverty.

FEATURED
IN MEDIA BY

The New York Times

NATIONAL
GEOGRAPHIC

npr

The Atlantic

TODAY

THE CHRONICLE OF
PHILANTHROPY

The Washington Post

PBS NEWSHOUR

OUR SOCIAL VENTURES



CULINARY JOB TRAINING

Preparing adults with high barriers to employment and young adults who are disconnected from work and school for culinary careers



CATERING & CAFES

Providing on-the-job training, career opportunities, and fresh food at locations across DC



HEALTHY SCHOOL FOOD

Serving award-winning farm-to-school menus at DC schools



HEALTHY CORNERS

Transforming corners stores into access points for healthy, affordable food



COMMUNITY MEALS

Preparing nutritious meals for nonprofits, youth programs, and shelters

ABOUT DC CENTRAL KITCHEN

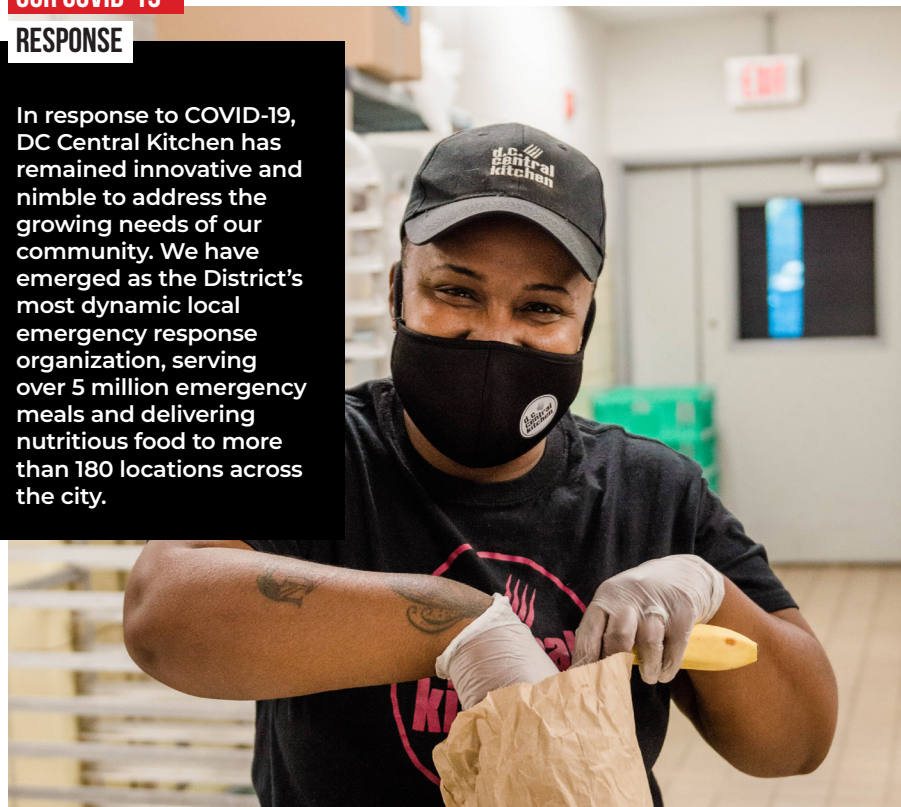
DC Central Kitchen uses food as a tool to create economic opportunity and build healthier communities.

We may serve more than 10,000 meals every day, but we're not a soup kitchen. **We rip hunger out by its roots** by taking on its causes, not just its symptoms. For 32 years, we have provided training and empowerment to individuals with significant barriers to employment and connected them with careers in the hospitality industry.

With new 'knife skills and life skills,' adults who have experienced homelessness, incarceration, and trauma and young adults who have become disconnected from work and school pursue culinary careers across the region. Where possible, we hire our graduates as full-time employees of DC Central Kitchen, so they can lead our award-winning **solutions to hunger and poverty** – from serving the country's best school meals to selling fresh, affordable food to corner stores to opening healthy cafes in neighborhoods with limited grocery stores and healthy retail locations. Our holistic approach is proven, nationally and internationally acclaimed as a model social enterprise, and **primed for growth**.

OUR COVID-19 RESPONSE

In response to COVID-19, DC Central Kitchen has remained innovative and nimble to address the growing needs of our community. We have emerged as the District's most dynamic local emergency response organization, serving over 5 million emergency meals and delivering nutritious food to more than 180 locations across the city.



MEETING THE GROWING DEMAND IN OUR CITY

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.

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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

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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.

MICHAEL F. CURTIN, JR
CEO, DC CENTRAL KITCHEN

NAMING OPPORTUNITIES

	GIFT LEVEL	AVAILABILITY
Facility Name “DC Central Kitchen: The Michael R. Klein Center for Jobs and Justice Center”	\$10,000,000	SECURED
Culinary Job Training Kitchen A state-of-the-art vocational training space that will serve as many as 350 students per year.	\$5,000,000	SECURED
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.	\$5,000,000	AVAILABLE
Cafe This welcoming, fully operational café is also the primary entrance to our larger facility and a hands-on job training site.	\$3,000,000	AVAILABLE
Volunteer Engagement Hub A visible, active kitchen workspace hosting 25,000 volunteers each year.	\$2,000,000	AVAILABLE
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.	\$1,500,000	AVAILABLE
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.	\$1,500,000	AVAILABLE
Communications Suite This highly visible space near the entrance of the building will be used to host and record podcasts, media interviews & video content.	\$1,500,000	SECURED
Communicating Stair Communicating stairway and zen garden connecting our kitchen and classroom spaces with our offices.	\$1,000,000	SECURED

Social Enterprise Workspace Large open office space for our staff and partners.	\$1,000,000	SECURED
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NAMING OPPORTUNITIES

	GIFT LEVEL	AVAILABILITY
Board Room Executive board room and central meeting space.	\$750,000	SECURED
The Loft Informal meeting space that brings together our staff and partners to advance our workforce development programming and expand healthy food access.	\$750,000	AVAILABLE
Conference Room These glass-walled meeting spaces on the second floor will allow DCCK staff and students to work and learn together.	\$500,000	2 SECURED 2 AVAILABLE
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.	\$500,000	3 SECURED
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.	\$500,000	SECURED
CEO Office The CEO office space will be centrally located in the heart of our main kitchen, visible to staff, VIP guests and volunteers.	\$350,000	SECURED
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.	\$300,000	SECURED
Huddle Rooms These small, flexible meeting spaces will drive collaboration in our new space.	\$300,000	2 AVAILABLE 1 SECURED
Wellness Room This peaceful, private space will offer a respite to staff and students, including nursing mothers and individuals administering medication.	\$250,000	1 SECURED 1 AVAILABLE
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.	\$250,000	SECURED

NAMING OPPORTUNITIES

	GIFT LEVEL	AVAILABILITY
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.	\$100,000	3 AVAILABLE
Dock & Distribution Hub The central entry and exit point for all food donations, deliveries, and meals.	\$100,000	SECURED
Transportation Office This first-floor office located in our main production space will serve as the logistics hub for our expanded delivery operation.	\$100,000	SECURED
Welcome Desk The welcome desk and check-in area will receive thousands of volunteers and visitors to our space each year.	\$100,000	SECURED
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.	\$50,000	20 AVAILABLE

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.

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



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.

MAKE A PLEDGE TODAY >

To continue the conversation, contact:
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amoore@dccentralkitchen.org

WWW.BRINGINGTHEKITCHENHOME.ORG

