

# "FEED THE NEED"

*...and be a Hunger Champion!*

CAPITAL CAMPAIGN

## Case for Support



Charitable Registration No: 84-0913793

## EXECUTIVE SUMMARY

### **MISSION STATEMENT**

Pueblo Cooperative Care Center exists to provide food and other critical services to the poor in a constructive and supportive atmosphere that extends hope, purpose and value to the less fortunate in Pueblo County.

### **COMMUNITY NEED - WHY WE ARE SO VITAL TO OUR COMMUNITY**

Data recently released by the U.S. Bureau of the Census reveals that the community of Pueblo has an alarming poverty rate. The poverty rate in Pueblo is 22.6% (all persons) and 35.4% for children and young adults under the age of 18 years. Pueblo has the highest poverty rate of the front-range cities and is second in the state behind Greeley.



Pueblo Cooperative Care Center is the leading non-profit organization in the area of emergency food assistance in southern Colorado. For 28 years the Center has been known as the “big guy” in town preventing hunger in the community. Our one-stop facility is not only the “hub” for hungry people, but also the place to go to obtain other services such as clothing, medical prescription assistance, personal hygiene essentials and transportation assistance. The Center’s programs reach and serve over 24,000 individuals each year.

The demographic makeup of the clients served are traditionally low and “no” income individuals who are struggling to make ends meet. These individuals include:

- Children under the age of 18 years living in poverty.
- Senior citizens living longer on minimal retirements.
- Senior citizens raising grandchildren.
- Teenagers having children.
- Single fathers and single mothers raising children.
- Military veterans qualifying for “minimal” or no benefits.
- Divorcees coming out of abusive relationships.
- Widows and widowers losing income strength.
- Non-traditional college students.
- Relocating families suffering through bankruptcy and foreclosure issues.
- Consolidated families (adult children with families returning to parents home).
- “Working poor” striving for self-sufficiency while holding one, two or three jobs.
- Newly unemployed recently losing jobs.



Others suffer from grave circumstances and are lost in the crevices of life. These people may not recover from the unpleasant events that unfold in their respective lives such as:



- Lack of job opportunities due to sluggish economy;
- Lack of work experience and/or education;
- Loss of job or reduced work hours;
- Loss of mental/physical health or health insurance

## NEED FOR PROJECT

Over the last five years (2005 – 2009) the number of individuals served has increased by 16 percent (from 20,653 to 24,101). Access and space issues within the current facility warrant improvements to better serve the clients and volunteers. The “Feed the Need” Capital Campaign will fulfill the long-term needs of the Center-- thereby strengthening our mission to serve the less fortunate.

The existing facility presents the following challenges:

- 1) Access/Stairs: It is difficult for clients with disabilities to climb the stairs when receiving food and other services. The stairs also present a problem for volunteers to reach the main floor as well as the pantry room.
- 2) Space: The (combined 3400 sq. foot) facilities do not provide adequate space for food storage. Recent elimination of off-site warehouse has made food storage opportunities more challenging and sometimes impossible.. The lack of adequate warehouse space presents problems with food handling and as well as our ability to accept all the food donated by the community.
- 3) Size: The inadequate size of the existing facilities make it difficult for staff and volunteers to maneuver around freely. Also, staff members have to share desk space with volunteers.
- 4) Separate Buildings: The Center currently operates out of three (small) separate buildings located next to each other. Each building contains inadequate space for operations. This situation presents challenges with the monitoring all functions of the operations throughout the day. The strategic goal is to combine all programs into a “one-level” building.



## PROJECT OBJECTIVES

The project will provide a one-level 9,600 sq. ft. facility that will alleviate the stair issue and will also incorporate an adequate food storage warehouse. The building also yields sufficient space for increased work areas in administration as well as in the area of food distribution and clothing department. This facility will also engender the opportunity for increased refrigeration and freezer appliances as well as a forklift to assist with handling of large quantities of food.



The facility is located at 326 West 8<sup>th</sup> Street (just two blocks south of the current site at 325 West 10<sup>th</sup> Street). The parking lot (33 spaces) more than satisfies city code regulations. Location of the new site is in route of mass transportation making it ideal for continuity of services provided to current clientele as well as potential clients. The Center currently serves 14,795 children (one out of every two children in poverty) and 70% of the households in need. There is more than adequate room for the forecasted 20% increase in services rendered over the next five years.

To move the project from vision to reality, the Center will need to accomplish the following objectives within specific timelines in 2010 and 2011.

<u>Date</u>	<u>Objective</u>	<u>Cost</u>
1) <u>December 21, 2010</u>	<u>Purchase new facility</u>	\$326,365
2) <u>February 1 – June 1 2011</u>	<u>Renovate new facility</u>	
	Cost Estimates:	
	Demolition	\$ 8,000
	Saw Cut/Header for gar. Door	6,000
	Commercial Garage door	2,800
	10 ton HVAC/ducting	19,000
	Unit heater for storage	3,200
	Revise restrooms/ADA	16,000
	Water heater	2,800
	Backflow preventor	4,100
	Electrical and lighting	18,000
	Roof repair	9,800
	Windows (all)	35,000
	Wall framing	6,000
	Insulation	3,000
	Drywall	17,000
	Prime/paint	6,000
	Acoustic ceilings	9,000
	Doors/trim	2,300
	Cement/tile floor	12,000
	Gen. Contractor	15,000
	Contingency fund	<u>30,000</u>
		\$225,000
3) <u>June 15, 2011</u>	<u>Relocate into new building</u>	
	<u>Moving Exp</u>	\$ 6,165
<b>TOTAL PROJECT COST</b>		<u><u>\$551,365</u></u>

## FUNDING

To date the Center's fundraising efforts have already produced \$326,365 for Phase I. An additional feasibility study undertaken revealed sources of project support in the areas of corporate, foundations, faith-based entities and private donors. The remaining \$225,000 will be sought from foundation support, private individuals, corporate partners and church-sponsored commitments.

## HISTORY OF PUEBLO COOPERATIVE CARE CENTER

### History

Pueblo Cooperative Care Center is a faith-based emergency crisis organization established on April 5, 1982, in response to a major lay-off situation experienced by Pueblo's leading employer, Colorado Fuel & Iron/CF&I (currently known as EVRAZ Steel Mills). This situation triggered immediate and unexpected devastation for hundreds of families in the Pueblo area. Answering the "call to action," EVRAZ joined with five local downtown churches to launch an emergency food assistance program. The Center has since evolved into the largest emergency food provider in southern Colorado with a church partnership of 34 churches (of all denominations). The Center serves over 24,000 individuals a year and is backed by businesses/corporations, foundations, government entities, various organizations and private individuals who strongly align themselves with the Center's mission to end hunger in the Pueblo community.



## OUR VISION

The Center's vision is to eliminate hunger in the Pueblo community. In addition to eliminating hunger, the Center desires to be a recognized leader and modeled-after faith-based organization enriching the lives of the poor, sick and suffering in Pueblo County. Securing an adequate facility will connect our vision to reality.

## THE TEAM AND LEADERSHIP SUCCESS

The "Feed the Need" Capital Campaign is based on a plan where constituencies (comprised of 7 "hands on" board of directors, 2 (FTE) hardworking staff, 68 dedicated volunteers, and hundreds of donors, and community representatives) work harmoniously together to accomplish a common goal for the betterment of the community as a whole.

The Center is known for its 28 years of management success. The vitality of the Center is embedded in the hearts and minds of hundreds of loyal donors and volunteers who place their confidence in the mission of the organization year after year.

In 2008 the Center was the recipient of the prestigious Hunger Champion Award presented by the Colorado Anti-Hunger Network. The award delineates effective leadership and support of the state’s vision to alleviate hunger in Colorado.

**“FEED THE NEED” CAPITAL CAMPAIGN**

**THE CAPITAL CAMPAIGN (See Detailed Funding Strategies and Benefits)**

Quiet Phase	Reach 100% of Goal November 1, 2010 – December 21, 2010	
Public Phase	Broaden solicitations to include general audience January 3, 2010 – July 1, 2011	
Gift Pyramid	PHASE I FUNDS <b><u>SECURED</u></b> IN QUIET PHASE	\$326,365
	PHASE II FUNDS <b><u>TO BE SECURED</u></b> IN PUBLIC PHASE	
	FOUNDATIONS	\$160,000
	CHURCH PARTNERSHIP	\$ 30,000
	CORPORATE PARTNERS	\$ 15,000
	PRIVATE INDIVIDUALS	<u>\$ 20,000</u>
		\$225,000
	Total	<b><u>\$ 551,365</u></b>

## HOW YOU CAN HELP

Pueblo Cooperative Care Center is an outstanding non-profit organization. The Center has a solid reputation for effectively delivering services to the financially disadvantaged in Pueblo County. A “one-level” 9560 sq. ft. facility will strengthen capacity by --

- increasing storage area for all operations and functions;
- providing the opportunity for effective and efficient services to those currently served and for those that will need us in the future ; and
- fulfilling ADA (Americans with Disabilities Act) requirements.

We need your help to acquire this facility. Together we can continue to give a hand up to our less fortunate neighbors in an environment that instills hope and purpose. It’s not only possible, but it’s time to bring this vision to reality. Let’s “FEED THE NEED” together!

Contact information:            Marcie Reynolds  
   719 545-3403  
   [marcie.coopcare@comcast.net](mailto:marcie.coopcare@comcast.net)  
   [www.cooperativecare.org](http://www.cooperativecare.org)

Donations can be made to:    Pueblo Cooperative Care Center  
   325 West 10<sup>th</sup> Street  
   Pueblo, CO 81003



Woman unable to climb stairs to receive help. Volunteer comes outside to assist.

# Preliminary Sketch



# YES! I want to "Feed the Need!"

## Capital Campaign

## Foundation Donors

Level	Amount	Name Recognition
HUNGER CHAMPION	\$10,000+	PLATINUM
STEAK & EGGS	\$1300 +	GOLD
MILK & CHEESE	\$1100- \$1299	SILVER
FRUITS & VEGETABLES	\$900-\$1099	BRONZE
BEANS & RICE	\$700-\$899	BLUE
PEANUT BUTTER & JELLY	\$500-\$699	RED

**All levels will receive the following benefits:**

- Name on Wall of "Hunger Champions"
- Name listed on Website 2011 and 2012
- Name listed in 2010 and 2011 Annual Reports

LEVEL \_\_\_\_\_ (platinum, gold, silver, bronze, blue or red)

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Home Phone: \_\_\_\_\_ E-Mail Add: \_\_\_\_\_

I (we) pledge a total of \$ \_\_\_\_\_ to be paid:  
 \_\_\_\_\_ Now \_\_\_\_\_ Before June 1

I (we) will make this contribution in the form of:  
 \_\_\_\_\_ Cash \_\_\_\_\_ Credit Card \_\_\_\_\_ Check \_\_\_\_\_ Invoice

Credit Card Information: \_\_\_\_\_ VISA \_\_\_\_\_ MASTER CARD \_\_\_\_\_ DISCOVER

Card Number: \_\_\_\_\_ Expire Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**PLEASE CALL ME ABOUT MY DONATION**

- gifts of stock, etc.
- multi-year pledges accepted
- creative ideac

**For check donations send to:**  
**COOPERATIVE CARE/ FEED THE NEED**  
**325 W 10th Street, Pueblo, CO 81003**  
**719 545-3403**  
**marcie.coopcare@comcast.net**

**I WISH TO REMAIN ANONYMOUS**  
 (please do not publish my name)

Pueblo Cooperative Care Center is a 501(c)(3) non-profit organization.  
 Your gift is tax deductible as per IRS guidelines. Our tax # is 84-0913793.

**Return this form with your contribution.**