



INTRODUCING THE MICHELLE OBAMA SOUTHEAST CENTER OF BREAD FOR THE CITY

UPDATED SEPTEMBER 2021





OUR MISSION

FOR MORE THAN 47 YEARS, Bread for the City (BFC) has been on the front lines in the fight against poverty in the District of Columbia. Our free food, clothing, medical, legal and comprehensive social services programs help individuals and families living on low incomes meet their most basic human needs with dignity and respect. We also seek to undo the roots of systemic poverty in Washington, DC through our community organizing, racial equity work, and advocacy efforts.

This essential work, carried out each day, fulfills our broader mission to alleviate the suffering caused by poverty and to rectify the conditions that perpetuate it.

Each year, more than 32,000 people come through the doors of Bread for the City. They all have their own rich story to tell. **This is Geraldine's:**

Geraldine was living in an apartment above three-year-old Dominique and his mother. Dominique's mother battled drug addiction, and Dominique was a victim of child abuse and neglect. One day, Geraldine knocked on the mother's door and said to her, "If you need my help, I will help you."

Geraldine took Dominique in, giving him a safe home, and began the process to obtain legal custody. It took a year, and by that time Geraldine was in her fifties, experiencing medical issues, and struggling to keep food on the table and a roof over their heads. Geraldine turned to Bread for the City for assistance.

Bread for the City helped Geraldine fill her cupboards and closet, alleviating anxiety for her and her child. Later, we were able to give them the turkey and trimmings they needed to celebrate Thanksgiving in the comfort of their own home, creating traditions and memories for their new family.

But Bread for the City didn't stop there. Dominique and Geraldine needed to escape their pest-infested apartment in a violent neighborhood if they were going to thrive. And with the help of BFC, they did. Today, Bread for the City is proud to call Geraldine one of our most valuable volunteers; we even presented her with a 2015 Good Hope Award in recognition of her dedicated service.



The right help at the right time can make all the difference in the world. Geraldine came into Dominique's life at the right time. Bread for the City came into Geraldine's life at the right time. And now, at this crucial juncture in our history, we're turning to you.

Bread for the City opened its Southeast Center at 1640 Good Hope Road SE in 2002—and it reached full capacity within a matter of months. Today, this 9,000 SF facility provides food, clothing, comprehensive social services, and legal advice and representation through nearly 52,000 client visits each year.

We are proud of all that is accomplished each day on Good Hope Road. Unfortunately, as Geraldine can attest to, the demand for our services continues to outpace capacity. To fulfill our mission and meet the needs of the community we're committed to serve, we need to grow.

We need to open our new Southeast Center. We need you.



THE NEED

For far too long, Black DC residents, living in under-resourced communities, with jobs that do not pay a living wage nor offer health benefits, have borne the brunt of national and local crises. The COVID-19 pandemic exacerbated this fact, with Black lives accounting for more than 74% of the COVID-19 related deaths.

Bread for the City seeks to alleviate these conditions and elevate the circumstances of our neighbors through services and grassroots community organizing centered on dignity, respect, and justice.

Even before the pandemic began, Bread for the City supported 32,000 of our neighbors annually. Demand for our services grew nearly 400% during peak times of the COVID-19 pandemic, as many of our Ward 7 and Ward 8 neighbors lost income, heads of households, caregivers, and other support systems.

We are counting down the hours until it is safe to open our doors fully to the community. Until that time, we are hiring staff, installing additional COVID-19 safety protocols, and continuing our remote work model: telehealth, emergency financial support, COVID-19 testing and vaccinations, and grocery and diaper distribution and delivery.



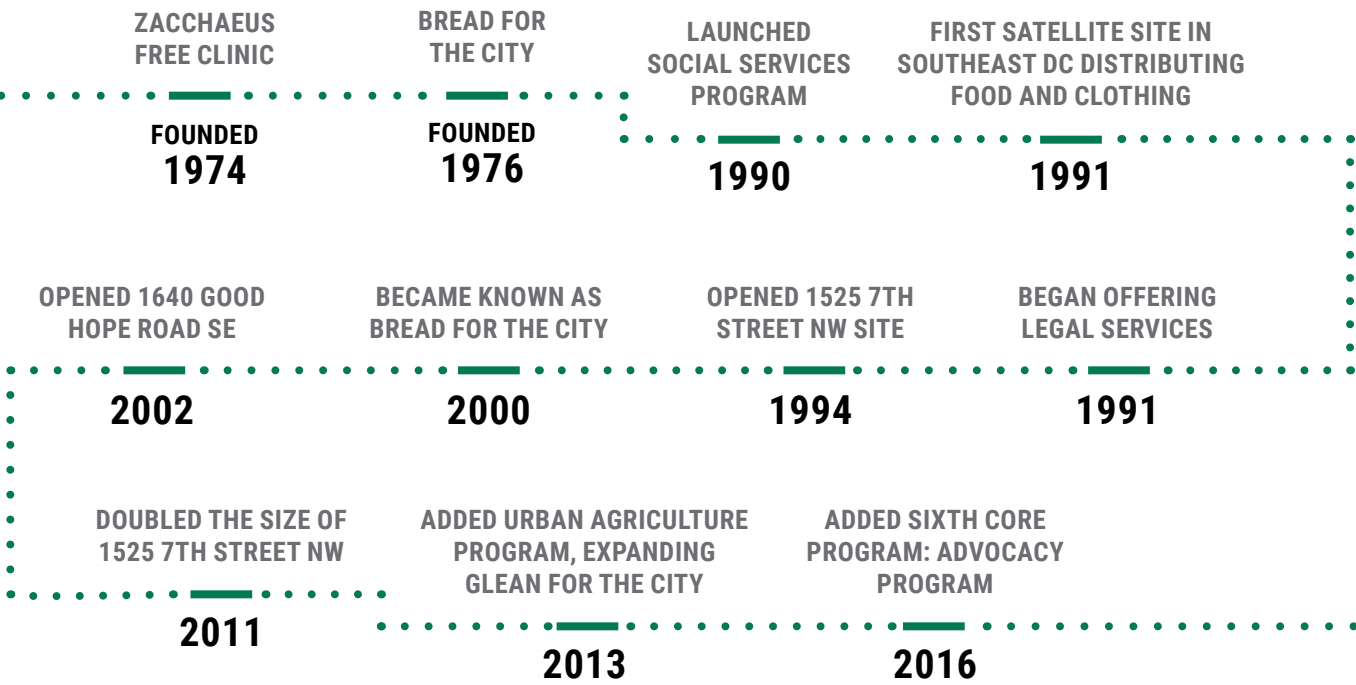
People can't understand our lives because they don't see when our kids go to bed hungry and then wake up hungry; or when the bills go up and you can't pay them. You can't understand what that does to people...unless you've experienced it."

MARIAN MEEKINS, BFC CLIENT



WHERE WE'VE BEEN

Where we started:



CLIENTS SERVED EACH YEAR

32,000+

STAFF

100+

VOLUNTEERS

2,000+

Bread for the City is proud of all that we have accomplished over the past four decades, but the increasing needs of our community demand we do more. We must make a significant investment in our services east of the Anacostia River, and we need your help now to open our new Southeast Center.

We have a bold vision for what's to come on Good Hope Road: [Join us.](#)



FIRST FRIENDS

Our work, and this project, would not be possible without the support of our donors.


Donors who make a gift of any amount in honor of The Michelle Obama Southeast Center of Bread for the City will be recognized as a First Friend. First Friends will be invited to a special ribbon-cutting ceremony (once it's safe to gather together) and will be recognized for their kindness in making this new center possible.

First Friends who contribute \$250,000+ (payable over 5 years) will be recognized on a donor plaque on the rooftop garden of the new Southeast Center.


Standard campaign recognition opportunities also remain: Donors who give \$5,000 or more will be listed on the campaign honor wall on the first floor of the new building and select room recognition opportunities remain available. You can view all remaining recognition opportunities on our website at breadforthecity.org/goodhope-recognition-ops/.

We are honored to name this new resource after an icon of service to the community and one of the most admired women in America - Michelle Obama. Mrs. Obama has called DC her home for over a decade. During her time here in the White House and as a civilian, she has championed many of the causes we care deeply about at Bread for the City, including nutrition and access to healthy foods, educating young girls, and caring for service members and veterans.


BUILDING HIGHLIGHTS




28,132
SQUARE FOOT
FACILITY




**MEDICAL
CLINIC**
EAST OF THE RIVER



**JOB
CENTER**



**CLIENT CHOICE
FOOD
PANTRY**



20,000
CLIENTS SERVED
EACH YEAR

Building Capacity and Infrastructure

With the new center, Bread for the City will expand all existing programs: food, clothing, legal and social services. We will offer larger waiting areas and meeting rooms, increase storage capacity, expand access to technology, and increase total clients served to 20,000.

Investing in Health and Wellness

According to the DC Fiscal Policy Institute, the District could save \$34M in emergency room visit costs if all residents had regular access to primary care. The Michelle Obama Southeast Center of Bread for the City will bring our primary care services to Southeast DC for the first time. We will provide annual physicals, lab tests, medications, job physicals, needle exchange, and asylum examinations to 2,000 patients and behavioral health care to 1,000 patients. We will open a dental clinic to provide cleanings, extractions, dentures, and x-rays to 1,000 patients, and a vision clinic to



provide screenings, medication management, and minor surgical procedures for 500 patients. And we will install a wellness center complete with fitness center, locker rooms, showers, private counseling rooms, classrooms, and a kid-friendly waiting room so that our clients have the resources they need to make a sustained investment in their physical and mental health.

Creating a Jobs Center

Unemployment in Ward 8 stands at three times that of Wards 1, 2, and 3. Bread for the City's Pre-Employment Program (PEP) provides job seekers with training, mentorship, case management, paid internship opportunities, and long-term support. The Michelle Obama Southeast Center of Bread for the City will feature a brand new jobs center with a smart classroom, computer lab, counseling rooms, and training space. We will be able to more than double the number of program participants to 250 each year and improve on our 75% success rate for PEP graduates who transition to stable employment, internships, or continuing education programs.

Expanding Access to Healthy Foods

Wards 7 and 8 are home to the District's largest food deserts: areas that lack access to fresh fruit, vegetables, and other whole and healthy foods. BFC's food program already distributes nearly \$4M of free groceries to families and individuals at risk of hunger each year—but it's not enough. We must do more.

BFC's bigger, better food pantry will have more storage capacity, allowing us to save money on bulk food purchases. We will have greater work space to engage more volunteers so that we can increase program capacity. We will also be able to fulfill our dream of setting up our food pantry more like a grocery store, which will reduce wait times, provide clients with more food choices, and allow us to both serve more people and improve the overall client experience.



The time is now to truly invest in the Good Hope Road community—those we serve already and those who still need our help.

Can you help make these goals a reality for Southeast DC?



FIRST LEVEL

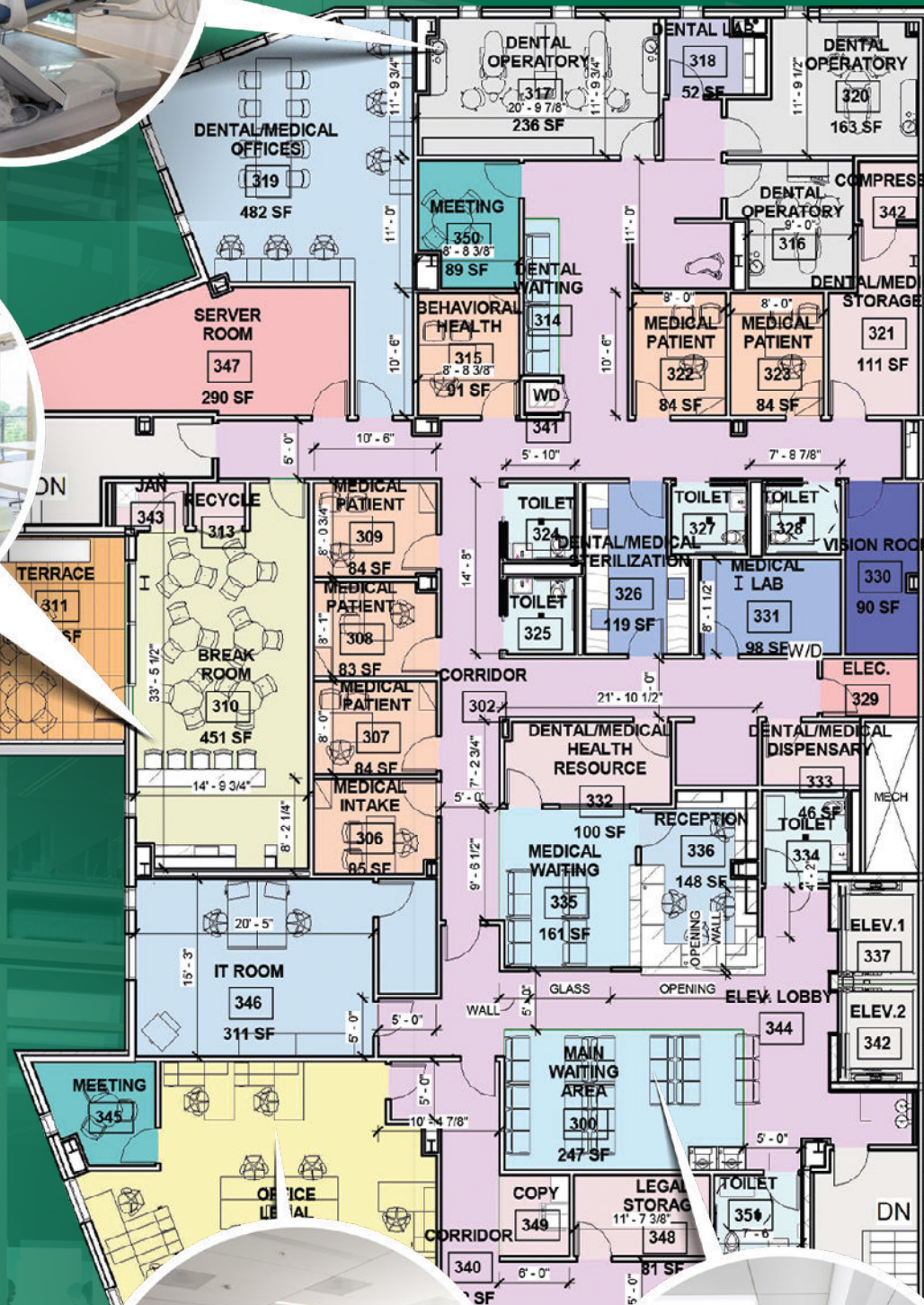
SECOND LEVEL



- Classroom
- Clothing Program
- Food Program
- Office
- Storage



- Classroom
- Kitchen
- Meeting Room
- Office
- Fitness Room
- Terrace
- Waiting Room



- Dental Lab
- Dental Operator
- Kitchen
- Legal Office
- Medical Exam Room
- Medical Lab
- Meeting Room
- Office
- Storage
- Terrace
- Vision Room
- Waiting Room



\$3,000,000+

DC Department of Housing
and Community Development

\$1,000,000+

Diane & Norman Bernstein Foundation
A. James & Alice B. Clark Foundation
The J. Willard and Alice S. Marriott Foundation

\$500,000+

Mars, Incorporated.
John Edward Fowler Memorial Foundation
Jones Day Foundation
Anonymous 1
Mark and Cindy Aron
Jeffrey and Lora Drezner
Anonymous 2
The Morris & Gwendolyn Cafritz Foundation
Dweck Philanthropies

\$250,000+

The Harry and Jeanette Weinberg Foundation
Covington & Burling LLP
Irene and Edward H. Kaplan
The Horning Family
Amazon

The Bernard and Anne Spitzer Charitable Trust
Jacqueline B. Mars
The Joseph E. Robert Jr. Charitable Trust
Share Fund

\$100,000+

Ellen and Roy Rosenthal
Meyer Foundation
Morningstar Foundation
Marjorie Rachlin
The Lois & Richard England Family Foundation
DC Local Initiatives Support Corporation
Daniel Standish and Melanie Dorsey
Naomi & Nehemiah Cohen Foundation
Philip L. Graham Fund
World Bank Group Community Connections Fund
Alexander "Sandy" Wood and Danielle Knight
Emily J. Spitzer and Eric L. Lewis
Scott and Jane Brown
Delta Dental Community Care Foundation

\$50,000+

Two Sisters Fund
The Venable Foundation
The Jane Bancroft Robinson Foundation/Sibley
Memorial Hospital
CareFirst BlueCross BlueShield
Dweck Charitable Fund

Donetta George
Mary A. Christie
Brenda K. Edwards
Roger and Carolyn Johnson
A. Katherine Toomey
Loren Mayor and Alex Hoehn-Saric
David P. And Rose M. Donovan
Mary G. Clark & Craig R. Schaffer
The Kurtzer-Ellenbogen Family
Mr. and Mrs. William J. Christie

\$25,000+

Galena-Yorktown Foundation
William J. and Dorothy K. O'Neill Foundation
Louise Hilsen and Donald J. Foley
Marie and Bill Hoffman
Rosalind and Donald Cohen
Geoffrey Garin and Debbie Berkowitz
Beth Wehrle
Bruce and Lori Laitman Rosenblum
Samuel R. Dweck Foundation
Jessie Harris and Woody Cunningham
Anthony Herman and Deborah Wilson
Karen Dietrich and Keith Boniface
John Van De Weert
The Grand Lodge of DC Free
& Accepted Masons
Truist Foundation

***Donors as of 8/1/2021**

The Michelle Obama Southeast Center of Bread for the City also received \$8,627,619 in New Market Tax Credit financing provided by DC Housing Enterprises and City First Bank of DC.

CAPITAL CAMPAIGN COMMITTEE

Mark Aron
Jeffrey Drezner
Lora Drezner

Ralph Dweck
Don Foley
Louise Hilsen

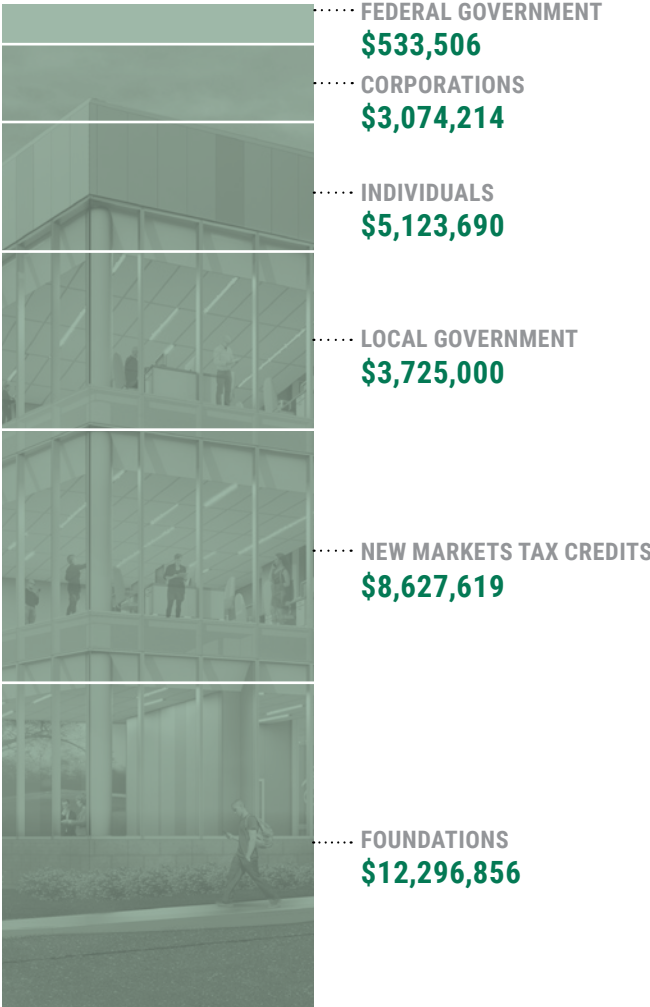
Ellen Rosenthal
Paul Taskier

THE INVESTMENT

Your one-time gift or multi-year pledge will transform this corner of Southeast DC into a place of hope—Good Hope, to be exact.

The total project cost for The Michelle Obama Southeast Center of Bread for the City is \$33,380,885. The funding mix includes New Markets Tax Credit Financing, local government contributions, and your generous support.

TOTAL
\$33,380,885



WHAT DOES HOPE MEAN TO YOU?

WRITE YOUR RESPONSE TAKE A PIC TAG @BREADFORTHECITY



BREADFORTHECITY.ORG/GOODHOPE

LEAVE YOUR MARK

..... BECAUSE OF YOU:



CHILDREN

will receive immunizations, dental care, and school physicals.



PARENTS

will work with counselors to address the stress of poverty.



JOB SEEKERS

will interview wearing new suits, increasing their chances of securing good jobs.



TENANTS

will have their rights defended in court.



FRESH PRODUCE

will be on dinner plates all over Southeast DC.

.....

Make your commitment to The Michelle Obama Southeast Center of Bread for the City today and have a direct impact on the lives of those who need it most, when they need it most. The community is counting on all of us.

Let's Go!

Contact us for more information about The Michelle Obama Southeast Center of Bread for the City or to make a gift.

BreadfortheCity.org/GoodHope

GEORGE A. JONES / Chief Executive Officer
GJones@BreadfortheCity.org • 202-386-7602

ASHLEY DOMM / Head of Advancement
& Chief Development Officer
ADomm@BreadfortheCity.org • 202-480-8906