

# Nourishing Community

## A Vision for Our Future

For 15 years, our flagship location in San Francisco has been a beacon of community, culinary education, and empowerment. Now, we invite you to join us on a journey to establish a new 18 Reasons teaching kitchen in Oakland. This expansion will broaden our existing footprint in the East Bay and amplify our mission of transforming lives through the power of home cooking.

18 Reasons is a unique nonprofit, combining the power of a social enterprise with deep community reach and impact. Learning to shop for, plan, and cook delicious, healthy meals is a transformational life skill that helps our program participants increase their food security, become more confident cooks, and improve their health. We already serve over 1,000 East Bay residents each year through our free community programs; our new location in Oakland will double our capacity and deepen our impact.

Our new teaching kitchen and program hub will host nightly classes for passionate home cooks; create local jobs; and provide a base for the expansion of our free community programs.

Your financial support will directly contribute to securing a new space, building it out to our specifications, and launching new programming. The new site will increase our capacity to serve our community and expand our donor base, thereby increasing our financial sustainability. Public programming in the new kitchen will attract East Bay community partners, volunteers, donors, and board members committed to advancing health and food education for all.

By investing in our growth, you are investing in the empowerment and education of individuals and communities. Together, let's build a second home for 18 Reasons and transform lives through the joy of food, education, and community.



| <b>Fundraising Goals</b>                                    | <b>Total</b>       |
|---|--------------------|
| USDA Local Food Promotion Program Grants *\$175,000 secured | \$925,000          |
| Expansion campaign donations                                | \$400,000          |
| <b>Total Campaign Goal</b>                                  | <b>\$1,325,000</b> |

| <b>Project Budget</b>                              | <b>Total</b>       |
|--|--------------------|
| Permitting and construction costs                  | \$600,000          |
| First three years of a lease, utilities, and taxes | \$175,000          |
| Equipment costs                                    | \$75,000           |
| Project staff + benefits                           | \$400,000          |
| Project consultants                                | \$75,000           |
| <b>Total Project Budget</b>                        | <b>\$1,325,000</b> |

**We have secured \$175,000 in USDA grant funding to conduct community outreach and complete the planning phase of the build out.** In 2024, we will apply for an additional three-year, \$750,000 implementation grant to begin construction and programming. This grant will cover staff, start-up program costs, and rent; we are soliciting donations to pay for permitting and construction costs.

## Volunteer, Collaborate, Give:

### Be an Advocate:

- ▶ Share our vision for nourishing community on your social networks, in your workplace, and within your community.

### Host Events:

- ▶ Join our East Bay Advisory committee and host local events to raise awareness and funds for our expansion, while building community.

### Be a Founding Contributor:

- ▶ Our goal is to secure donations from as many community members as possible - every dollar invested is an ingredient in a recipe for community impact!



To contribute or learn more about our expansion plans, please visit us at [18reasons.org/ourfuture](https://18reasons.org/ourfuture)

