BOLD ACTIONS
BIG STEPS

A YEAR OF DOING WHAT WE DO BEST
FY2019 ANNUAL REPORT
This past year, we turned 30. As it does for many, passing this milestone has fostered a season of reflection, critical decisions, and forward-thinking. We’re here to share with you what we have accomplished, what we have learned along the way, and what we are committed to as we take on this next decade with your support.
1 fast-casual job training cafe launched

85% job placement rate among graduates of our flagship training program

18 jobs created in Ward 8 at our new cafe

55% increase in sales of fresh produce through our Healthy Corners program

2.2 MILLION nutritious meals prepared for schools, shelters, and nonprofits

96% satisfaction rate among students enjoying our locally sourced, scratch-cooked meals at 16 DC schools

95 individuals graduated from our flagship training site

87 graduates employed full-time on our team, for the first time making up over 50% of our workforce

$7.1 MILLION in revenue earned through our social enterprises
After 30 years of running our time-tested Culinary Job Training program, we took on perhaps our most ambitious project yet: the DC Central Kitchen Cafe. We launched our first-ever fast-casual cafe that doubles as a job training site designed for young adults in Ward 8.

While DC's overall unemployment rate stands at 5.6%, in Ward 8 it spikes to 12.7%, and one in three young adults living in Ward 8 and neighboring Ward 7 are disconnected from both work and school.

37 young adults have completed our hands-on program in the first year of operations at DC Central Kitchen Cafe. 18 full-time jobs brought to Ward 8. 91% job placement rate.

Daily cafe sales are two times what we projected before launch and our catering revenue has increased three times over the last year.
“The [culinary] school is in the gorgeous new DC Central Kitchen Cafe on Mississippi Avenue in Ward 8, part of the THEARC complex, and a welcome addition to a food desert.”

– PETULA DVORAK
THE WASHINGTON POST
WE TESTED NEW SOLUTIONS.

Through our Healthy Corners program, we rolled out a new initiative that incentivizes the purchase of fresh produce among SNAP customers – and we saw sales of our fruits and veggies at corner stores increase beyond expectations.

Our incentive program, made possible with grants from the USDA’s Food Insecurity Nutrition Incentive program (FINI) and DC Health, is the first project of its kind in the United States to focus exclusively on corner stores. It allows SNAP customers to double the value of their purchases at 20 of our participating Healthy Corners store locations.

12,000 customers purchased fresh fruits and veggies through our Healthy Corners program.

162% increase in fresh produce sales among stores participating in the FINI initiative.

“Credit DC Central Kitchen with a myth-busting demonstration project, begun in 2011, called Healthy Corners. The nonprofit, which combines job training with food access programs, purchases fresh fruit and vegetables in bulk and supplies 53 corner stores with healthy fare.” – COURTLAND MILLOY THE WASHINGTON POST
“I would have never thought it would happen before this program but you guys are changing the pattern. There are customers here who are buying fruit every day.”

- TESFOM, STORE OWNER
CIRCLE 7 (WARD 5)
Meet Manouchka
Since completing our Culinary Job Training program in 2018, Manouchka has carved out a path on our team, starting at the front desk and landing her current role as a Workforce Development Program Assistant. Manouchka connects with and tracks the success of fellow graduates, and she has taken on leadership of the program’s Women’s Empowerment classes. She earned our annual Marianne Ali North Star Scholarship for continuing education and plans to use the award to start coursework in counseling. “I want to be an advocate for women, especially those who have been abused,” she says. “I want to be a voice.”

Meet Trey & James
Two generations came together to celebrate new opportunities and a love of cooking at the DC Central Kitchen Cafe. James (right), a team member at the Cafe and graduate of our flagship job training program, watched his 18-year-old son, Trey (left), graduate from our new program for young adults. Trey landed a full-time position right after graduation at Nando's Peri-Peri, where he interned during the program. His father hopes to one day open a catering company of his own, and Trey is ready to take on the next challenge. “I want to learn how to cook on the grill,” he says. “To be on the front line.”
1. **Do what we do best**
   In everything we’ve done over the past three decades, there has been one clear through-line: using food as a tool for job training and job creation. In the year ahead, we’re focusing on our job training efforts and our job-creating social enterprises.

2. **Follow the impact**
   We’ve always known that food alone will never end hunger, but that creating pathways to a job and economic stability just might. We have a responsibility to direct our attention – and your generous support – to the highest impact activities that change lives.

For every $1 spent training people for new careers, we generate $7.05 in measurable economic and social benefits for our city.
We are making commitments to you.

We will set graduates up for long-term success. This year, we’ll be rolling out DC’s first official apprenticeship program for hospitality management, where graduates can grow beyond entry-level employment and meet the talent needs of DC’s restaurants and hotels.

We will invest in career pathways and upward mobility for our own culinary graduates at DC Central Kitchen. Because if we want to see change, what better place to start than right in our own kitchen?

We will train more people than ever before. Between our long-standing flagship job training program in downtown DC and our new on-the-job-training model, adapted for young adults ages 18-24 at the DC Central Kitchen Cafe in Southeast DC, we will prepare 150 people for new careers this year.
WE NEED YOUR SUPPORT TO MAKE IT HAPPEN.

Commit as a donor for the year ahead.
Whether it’s increasing your giving level, starting up a monthly donation, or asking your company to match your gift, there are many ways to give. To learn more contact our Donor Relations Manager, Matt Schnarr, at 202-847-0221 or mschnarr@dccentralkitchen.org.

Book catering with us.
We offer a variety of boxed lunch and buffet options, featuring locally-sourced ingredients and made with love by DC Central Kitchen students and staff. Email catering@dccentralkitchen.org or call 202-800-7130 to start an order today!

Volunteer in our kitchen.
Join us in preparing nutritious meals for our community. Visit dccentralkitchen.org/volunteer to register.
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2018 PLATINUM
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NAMED AMONG “120 ORGANIZATIONS CREATING A NEW DECADE FOR FOOD” BY FOODTANK

WON THINK LOCAL FIRST’S “HIGH ROAD AWARD” FOR OUR EXEMPLARY EMPLOYMENT PRACTICES

WON CENTER FOR GOOD FOOD PURCHASING’S “GOOD FOOD HERO AWARD”

FINANCIALS

We continue to generate half of our operating revenue through our own sustainable social enterprises. Essential support is also provided by foundations, individuals, corporations, and government grants. Financials presented here are a summary – you can access our full audited financials at dccentralkitchen.org/learn.

% of expenses spent on:

- Fundraising and Development (FY19): 6.1%
- Management and General (FY19): 8.2%

Revenue Sources:
- Social Enterprise/Program Revenue
- Foundation Grants
- Individual Donations
- Corporate Contributions
- Government Grants
- Special Events
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Thank you to our donors who wish to remain anonymous for your generous support.
The mural featured at DC Central Kitchen Cafe and on the inside covers of this report was created by local artist, Rose Jaffe. As part of a collaborative process, Jaffe and a group of DCCK staff met in early 2019 to brainstorm themes and visual elements for the installation, many of which are woven into the final mural that we see today.