



# Answering the Challenge of Hunger

THE WESTERN SLOPE CAPITAL CAMPAIGN



# The Why



**We achieved a major benchmark last year on the Western Slope, distributing more food to more people across our service area than any other time in our 23-plus-year history. While we are immensely proud to have served our 12-county region, plus the recent addition of a portion of Gunnison County, in such a dynamic way, last year brought into sharp focus a reality we have long faced: the need for a larger distribution center.**

Over the past several years, counties serviced by our Western Slope Distribution Center experienced the largest increase in need of any Food Bank of the Rockies service area. Indeed, in that time we've expanded our operation on the Western Slope by 94%, increasing from 7.1 million pounds distributed in 2017 to more than 11.8 million pounds in 2021. The need continues to rise, and so must we. That's why we need your help to build a brand-new Western Slope Distribution Center in Grand Junction.

There are many reasons why a new, larger distribution center is critical to our mission of meeting the needs of our Western Slope neighbors struggling with hunger. The bigger storage space — 400% more refrigeration, 39% more dry storage, 59% more frozen capacity — will enable us to partner with more local agricultural partners to source and distribute more nutritious fruits and vegetables to clients. The distribution center will also provide the space to join forces with more community partners like St. Mary's Meals on Wheels Mesa County, who will be leasing our state-of-the-art commercial kitchen in order to serve more fresh meals to older adults facing hunger on the Western Slope.

With 84% more space, the new Western Slope Etkin Family Distribution Center will allow Food Bank of the Rockies to receive, process, and distribute substantially more food across the Western Slope, all at an operating cost similar to our current building. This is thanks to the new facility's many energy-saving features, including LED lighting, solar energy, special refrigeration controls, and additional insulation. There will also be a cardboard recycling system that will reduce waste costs and generate revenue.

I am excited to share this news with you, and to soon begin operating out of the new Western Slope Etkin Family Distribution Center. The new facility will benefit our community in every way — from food distributions, to more volunteer opportunities, to job growth — and help us provide more of our Western Slope neighbors with the food they need to thrive.

I invite you to keep reading to learn even more about this essential new building and how it will help us ignite the power of community to help nourish our neighbors. I also invite you to join us as a financial partner in this endeavor. Every dollar helps further our effort to end hunger on the Western Slope. Thank you!



Sincerely,

**Sue Ellen Rodwick**

Director, Western Slope

# The Impact (in pounds of food)

**140%**  
increase across  
all programs

	2020	▶	by 2030
Hunger Relief Partners	5,872,216	▶	8,262,797
Mobile Pantries	852,898	▶	1,200,113
FRESH Program	439,735	▶	2,552,563
Totes of Hope™	218,719	▶	307,759
EverGreen Boxes™, a program of Everyday Eats	15,589	▶	21,935
Emergency Food Support	2,894,460	▶	4,072,795
Meals on Wheels	192,051	▶	270,235



## Capital Campaign Expenses

Purchase of Property - **\$563,015**

Distribution Center Design and Construction - **\$8,738,520**

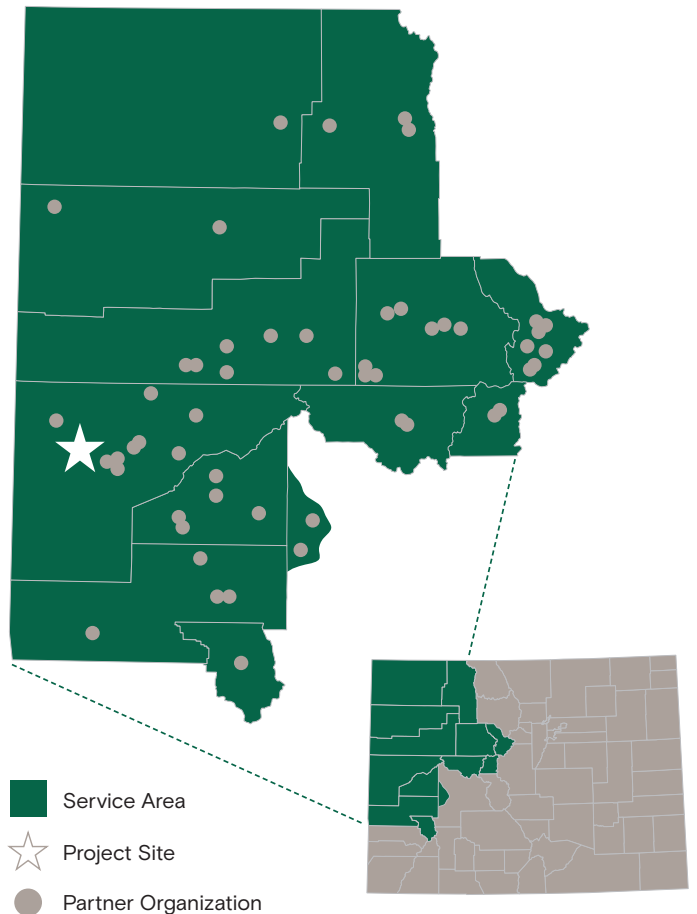
Warehouse Equipment, Furniture, and Fixtures - **\$1,241,890**

Other Costs - **\$272,624**

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Total - **\$10,816,049**



## Where we Serve



# The Urgent Need for a New Western Slope Distribution Center

While the ongoing pandemic has notably increased food insecurity rates across the Western Slope over the past two years, the need for food had been rising in our communities long before COVID-19 was part of our everyday vocabulary. During our eight-plus years in our current distribution center, we have increased our food distribution by 94%. Part of this increase was sparked by the downturn in the energy sector. The rest stems from a combination of ever-increasing costs of living, including housing, groceries, gas, child care, and other common goods.

Food Bank of the Rockies is dedicated to delivering nourishing food equitably to anyone who needs it, and to providing the best support possible to our 145+ Hunger Relief Partners. And to meet the increased need across the Western Slope, we need a larger distribution center.

We need this new distribution center not only to best meet the levels of food insecurity we're seeing across the Western Slope — currently and in the future — but also to provide more of the foods people want to eat. We are striving to do this by expanding our Culturally Responsive Food Initiative and FRESH Program, both of which involve large amounts of fresh, local fruits and vegetables and necessitate more cold-storage capacity.

We are also striving to meet people where they are by expanding programs like EverGreen Boxes™, a program



of Everyday Eats, for adults age 60+ and Totes of Hope™ for school-age kids; resources for our 145+ Hunger Relief Partners; and the distribution of fresh meals to rural communities near Grand Junction with the use of our new facility's commercial kitchen and through partnership with St. Mary's Medical Center Meals on Wheels Mesa County.

We can only achieve these initiatives with more space for food, programs, community partnerships, and education, all of which will be made possible by the new Western Slope Etkin Family Distribution Center.



## How You Can Make a Difference

Our mission always has been and will continue to be to serve our Western Slope neighbors with equity, dignity, and respect. And we believe that to do that as well as possible, we need a larger distribution center. Help us make a new, state-of-the-art Western Slope Etkin Family Distribution Center in Grand Junction a reality by partnering with us as a donor today.

**Together, as a community, we can end hunger on the Western Slope. Together, we can.**

For more information, please contact Rory Fry at [rfry@foodbankrockies.org](mailto:rfry@foodbankrockies.org) or 720-657-8554