



THE HEALING POWER OF FOOD

Frequently Asked Questions

WHAT IS OPEN HAND'S MISSION, VISION, AND PURPOSE?

Mission: We cook. We deliver. We teach. We care.

Vision: Open Hand seeks to eliminate disability and untimely death due to nutrition-sensitive chronic disease.

Purpose: Open Hand serves our community by empowering people to live healthier, more productive lives.

WHEN AND WHY WAS OPEN HAND FOUNDED?

Open Hand Atlanta was born in the rectory kitchen of Atlanta's St. Bartholomew's Episcopal Church in 1988 when Michael Edwards-Pruitt rounded up his neighbors to help cook and deliver meals to 14 friends dying from AIDS who were too sick to cook for themselves.

WHO DOES OPEN HAND SERVE TODAY?

In 2000, Open Hand expanded its mission. Today, Open Hand's clients—nearly all of whom live at or below 200 percent of the Federal Poverty level—include seniors struggling to age in place, clients living with HIV/AIDS and other chronic health conditions, individuals at high-risk for hospital readmission, veterans managing nutrition-sensitive chronic disease, and people in rural communities with limited or no access to adequate nutrition or healthcare. Many clients are homebound, disabled, or lack access to transportation and benefit not only from healthy, nourishing meals, but also from the routine visits they receive from caring and compassionate staff and volunteers.

WHO PACKS THE MEALS? WHO DESIGNS THEM?

Open Hand is able to package and deliver meals with the support of 125 dedicated employees and more than 14,000 volunteers in our database. The meals prepared are designed by a registered dietitian to address a patient's unique medical diagnosis, symptoms, allergies, and medication regimen.



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HOW MANY PEOPLE DOES OPEN HAND SERVE? HOW MUCH DOES IT COST?

Open Hand prepares and delivers 5,000 meals each day to more than 4,500 medically-fragile neighbors and empowers 3,000 clients annually to take control of their health through nutrition education. Open Hand's grocery bill, once \$500 per month in 1989, is now over \$326,000 per month in 2022. That's nearly \$4 million per year.

WHAT IS OPEN HAND'S GEOGRAPHIC SERVICE AREA?

On any given day, Open Hand staff and volunteers are delivering meals to clients across 19 metro Atlanta and rural Georgia Counties. In 2020, 64% of Open Hand clients resided in Fulton County, 9% in Dekalb County, 3% in Cobb, 2% in Clayton, 1% in Gwinnett, and 2% live elsewhere within metro Atlanta. 19% of Open Hand's clients in 2020 resided outside of Metro Atlanta.

WHAT IS OPEN HAND'S ANNUAL BUDGET?

Open Hand's annual budget for fiscal year 2022 is \$14,269,264. Earned revenue accounts for 80% of the budget while philanthropic and miscellaneous support accounts for 20%.

WHERE IS OPEN HAND CURRENTLY LOCATED?

Open Hand's kitchen has been in its current home at 176 Ottley Drive since 1995. Open Hand's campus tripled in size in 2013-14 when they annexed the building at 181 Armour Drive and expanded to include additional space for meal packing and picking, cooling and freezing meals, and administrative offices to accommodate its growing team.



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DOES OPEN HAND OWN ITS CURRENT FACILITIES?

Open Hand previously owned 176 Ottley Drive but made the strategic decision to sell the property and lease it back from the current owner in anticipation of a move. Open Hand also leases the Armour Drive property on a month-to-month basis providing the organization with flexibility when they are ready to move.

WHAT WAS THE PURCHASE PRICE FOR THEIR BUILDING? HOW MUCH DID OPEN HAND MAKE FROM THE SALE OF THE BUILDING?

Open Hand sold the 176 Ottley property for \$1.3 million, a figure which was significantly more than appraised market value. Open Hand has earmarked \$1 million in proceeds from the sale as an investment towards The Healing Power of Food campaign.

WHAT PERCENTAGE OF GROWTH DOES OPEN HAND ANTICIPATE OVER THE NEXT 5 YEARS?

Open Hand predicts that over the next five years demand for its meals and services will increase by 50 percent. This projected growth will be the largest Open Hand has experienced to date, propelling the organization from nearly 1.4 million meals served in 2021 to almost 2.1 million annually by 2026, and has created a real sense of urgency to meet this increased need in this short time.

WHAT DOES THIS CAMPAIGN SUPPORT?

Open Hand aims to raise \$19.5M from public and private funding sources to enable the purchase, renovation and move into a new home. This new location will support an increase in Open Hand's production and training capacity and its ability to deliver wholesome, nourishing meals as well as provide nutrition education and training to more of our neighbors than ever before. More than 50% of the campaign will support the purchase of 1380 W. Marietta Street for \$8.4M. Additional funds raised will go towards renovation costs (\$9M+), startup costs for new workforce development programming (\$304K), purchase three refrigerated fleet vehicles (\$280K), and initiate a building maintenance fund (\$1.1M).



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WHY DOES OPEN HAND NEED TO MOVE?

Currently, Open Hand operates out of two leased facilities in Armour Yards that share a property line, located at 176 Ottley Drive (which Open Hand previously owned) and 181 Armour Drive. As the need for Open Hand's services has multiplied, the organization has outgrown its 30,000- square-foot space, operating above capacity and with a deficit in cooler/freezer, warehouse, and meal packing space. Further, the current location has never had adequate loading docks for this level of delivery and service, property taxes have risen, and there are no feasible options for Open Hand to expand at its present site as the current campus is landlocked and property.

HOW DID OPEN HAND SEARCH FOR A NEW BUILDING?

To facilitate the search for a new headquarters, a Campus Relocation Committee was established, composed of Board members, key stakeholders, and industry experts. The Committee engaged Transwestern, a highly reputable commercial real estate team with expertise in nonprofit real estate acquisition; conducted a thorough needs assessment; hired a construction project expert to cost out multiple scenarios; and conducted an exhaustive search of available facilities and parcels of land. Eleven sites were then evaluated further, considering multiple factors including the cost of acquisition and retrofitting as well as each site's proximity to Open Hand's donor and volunteer base. At the end of this process, one piece of real estate stood out as the fortuitous front-runner to efficiently and cost-effectively meet Open Hand's needs.

WHY DID OPEN HAND CHOOSE 1380 W. MARIETTA STREET?

The new home of Open Hand is 43,000-square-foot building adjacent to the Grove Park Neighborhood and Westside Park, making it centrally located in Open Hand's service area. The new location is uniquely outfitted with an industrial kitchen and will allow Open Hand to double its warehouse space and increase its freezer/cooler capacity by providing 8,000 square feet of cold storage. The new site features eight loading docks which will dramatically enhance workflow as Open Hand expands its ability to deliver meals locally and ship meals statewide while simultaneously processing incoming deliveries of thousands of pounds of food product on a weekly basis.



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Further, the new building will be highly accessible to staff and volunteers as it is close to multiple MARTA bus stations and will include 140 on-site parking spaces. Overall, the additional square footage will allow Open Hand to meet the projected 50 percent increase in demand for its services. The site also qualifies for New Markets Tax Credits, which Open Hand is well-positioned to receive and intends to pursue. Based on early conversations, Open Hand believes they will net \$2.8M from New Markets, which will count towards the overall campaign goal.

USE OF SPACE	CURRENT CAMPUS	FUTURE SITE CAPACITY
Cooler/Freezer Capacity	6,300 sf	11,000 sf
Meal Packing & Picking	2,800 sf	4,500 sf
Loading Docks	1 bay	8 bays
Warehouse Space	2,300 sf	5,500 sf
Kitchen Space	4,800 sf	6,500 sf
Parking Spaces	80	150
Collaborative Nutrition Center/Healthy Food Pantry	0 sf	3,250 sf
Teaching Kitchen/Workforce Training	0 sf	2,000 sf
Office/Work Spaces/Volunteer Training	8,050 sf	7,775 sf
Conference Rooms	1,500 sf	2,000 sf
Staff & Volunteer Breakrooms	280 sf	825 sf
TOTAL	26,030 sf	43,350 sf

WHAT IS THE NEW WORKFORCE DEVELOPMENT PROGRAM?

Open Hand is partnering with Catalyst Kitchens by Farestart to design and implement a culinary industry-approved workforce training program targeting unemployed and underemployed members of our community. Open Hand will host four cohort sessions annually with 10 to 12 students in each. These cohort sessions will last 12 weeks with classes held five days per week. This innovative training program will open up the opportunity of a career path with a living wage for those who have struggled to find gainful employment and equip them with the skills to find work, creating a pipeline of talent for Open Hand, community partners, and fellow employers in the food preparation industry.