



In 2019, Food Well Alliance and Westside Future Fund partnered to secure the warehouse and office space located at 970 Jefferson St. NW., former home of the Atlanta Community Food Bank. Both organizations believed in the importance of saving this space that had played an integral role in serving the Westside community and beyond for so many years.

They shared a vision for a facility that could be reactivated as an operations base for multiple organizations with like-minded missions.

When the building was purchased and a capital campaign to refurbish the entire facility was just getting underway, COVID became a reality.

The partners regrouped and scaled back plans. The entire upstairs was renovated to provide increased office and meeting space, and the warehouse received improvements to make it operational. At the request of Westside Future Fund, Food Well Alliance has taken the lead on identifying tenants, negotiating lease agreements and managing the 970 facility, with the exception of the Westside Future Fund office area.

Today, 19 nonprofits and local enterprises are utilizing 970 Jefferson for a portion or all their operations.

This report highlights the first-year efforts of this collaborative project. [Check out this inspiring video](#) to see 970 Jefferson in action!

Building Partners:

Food Well Alliance
Westside Future Fund

Tenants:

Atlanta BeltLine Partnership
Atlanta Mission
Communities Coming Together
Community Farmers Markets- Fresh MARTA Market
eightvillage
Farmers Jam
Gangstas to Growers
Georgia Peach Truck
The Giving Kitchen



Hands on Atlanta
Invest Atlanta
PCs for People
Retaaza
Second Helpings Atlanta
Tropical Express
Umi Feeds
Urban Recipe

Cross Collaboration:

From the outset, we envisioned making 970 Jefferson a collaborative hub for local organizations in Atlanta, providing long-term affordable office and storage space to several mission-aligned nonprofits and small businesses. For many years, these organizations have been working independently to address various needs around community and local food. By coming together in a shared space, we sought to increase collaboration, strengthen partnerships and capture operational efficiencies and cost savings by sharing resources such as technology, storage space, knowledge and assets. Below are just a few examples of collaboration that have taken place in just the first year of working together at 970 Jefferson.

"It has been so rewarding to see the vision for 970 Jefferson come to life. This place holds such a rich history, nourishing our community as home to the Atlanta Community Food Bank and Food Well Alliance. We are thrilled to see the organizations sharing this space honoring that legacy, collaborating to arrive at innovative solutions to address essential needs around food, community and environmental health and affordable housing. The communities we serve are already reaping the benefits."

**- Kate Conner,
Food Well Alliance**

Food Distribution (Year One):

- Total pounds distributed: 1,901,186 distributed (translates to 1,584,321.66 meals)
- Total pounds local produce sold: 725,000 sold in less than a 30-mile radius

Multiple organizations collaborate to increase the reach and capacity of local food procurement and distribution to Westside neighbors and across the city. Specific examples include:



Second Helpings/Urban Recipe

- Biweekly distributions of non-perishable Urban Recipe pantry boxes to Second Helpings agencies.
- Urban Recipe receives donations of produce every month from Second Helpings.
- Driver assistance with off-site food drop-offs between organizations allowing for smooth service during staff absences.

Atlanta BeltLine Partnership/Urban Recipe

- Members of Atlanta BeltLine Partnership's Legacy Resident Retention Program enrolled in Urban Recipe's co-op.

"Urban Recipe's move to 970 Jefferson has allowed us to facilitate new connections with other organizations in the food space around Atlanta. We find ourselves not only exploring possibilities but being able to formalize partnerships and collaborations that mean more people have access to the food they need. These new connections combined with the space to grow allow us to dream about ways we can keep growing as an organization as we meet the need in the Atlanta community."

- Jeremy Lewis, Urban Recipe



“Since becoming a tenant at 970 Jefferson Street, Second Helpings Atlanta has expanded our programming and impact. The cornerstone of our work is rescuing fresh surplus food and having cooler and warehouse space allows us to recover much larger volumes of food and share it with many more partner agencies. When we were asked to spearhead a weekly meal kit packing project, we were able to say ‘yes,’ mostly because we have the space at 970 Jefferson Street to do it!”

- Andrea Jaron, Second Helpings Atlanta

Food Well Alliance/Urban Recipe

- Hundreds of pounds of fresh local produce has been donated to Urban Recipe for inclusion in their co-op boxes.

Fresh MARTA Markets/Urban Recipe

- Non-perishable food from Urban Recipe has been donated to the MARTA markets program to strengthen market selections.

Georgia Peach Truck/Multiple Organizations

- Georgia Peach Truck is a primary source for Georgia-grown fruit for multiple organizations including Second Helpings, Urban Recipe and Fresh MARTA Market. Food is either purchased or, in many cases, surplus fruit from Georgia Peach Truck is donated.

Retaaza/Second Helpings

- Retaaza donates surplus Georgia-grown produce to Second Helpings for distribution to partner agencies.

Retaaza/Food Well Alliance

- Retaaza is working with Food Well Alliance to support their network of farmers when they have even small quantities of potentially wasted produce.

Small Business/Entrepreneur Support:

We are able to support several small community businesses/entrepreneurs by offering below market retail, office and storage space. These businesses include Farmer's Jam (jam and cocktail syrups made with locally grown fruit), Umi Feeds (community gardening and hyper-local food rescue), Gangstas to Growers (hot sauce made from local produce), Retaaza (farm produce rescue and mobile farm markets), Tropical Express (rare indoor plant retailer), Invest Atlanta and eightvillage (place-based ecological development firm).

We intentionally connect these businesses with larger operations in 970 with a goal of increased networking and collaboration.

Additionally, we offer 970 Jefferson space (storage and meeting room) to Westside community groups, entrepreneurs, and a vast network of growers and small food businesses/nonprofits for a deeply discounted rate.

Events:

A variety of organization and community events have taken place at 970 Jefferson. As we continued to manage the challenges associated with hosting events and gatherings with COVID-19 as a persistent threat, the ability to host events in the warehouse and out in the parking lot was a huge benefit to multiple organizations.



"Empowering residents to thrive is an essential part of the value Westside Future Fund offers to the community we serve. We're honored that 970 Jefferson has afforded nonprofits and Black-owned businesses like Tropical Express ATL to operate, and we're grateful to be the place where partners like Invest Atlanta and eightvillage Development can gather to cultivate their missions and collaborate with our team. It's a bonus when we can use our space to celebrate community champions like Mother Mamie Moore and leverage our indoor/outdoor amenities to convene hundreds of supporters for a major event like our Ride for the Westside."

- John Ahmann,
Westside Future Fund



Below are some of the larger events that took place at 970 Jefferson. In most instances, several tenant organizations participated and Westside neighbors benefited.

- 970 Opening Event (Multiple Organizations)
- Hands on Atlanta Week Kick Off (Hands on Atlanta/Multiple Organizations)
- Fruit Tree Sale (Food Well Alliance with participation from Georgia Peach Truck)
- Gratitude Festival (Urban Recipe with participation from multiple tenant organizations)
- Inaugural Ride for the Westside Walk/Run/Bike Event (Westside Future Fund)
- Winter Wellness Event (Urban Recipe with participation from multiple tenant organizations)
- Atlanta Community Food Bank’s Youth Food Summit (Multiple Organizations)
- Whole Foods Market CEO Conversations Tour (Multiple Organizations)
- Thanksgiving Turkey Giveaway (Second Helpings)
- Volunteer Events (Multiple Organizations)- Each week, dozens of volunteers participate in volunteer activities at 970 Jefferson. Activities include food packing and distribution, planting, Atlanta BeltLine clean up, and other Westside community impact projects.

We have also been able to host many outside organizations for meetings and convenings. Specific groups include:

- Atlanta Civic Circle
- Atlanta Housing Forum’s Mayoral Candidate Debate
- Community Foundation for Greater Atlanta
- English Avenue Community (Mother Mamie Moore’s 85th birthday)
- Hollis Innovation Academy
- RCE Atlanta’s Community of Practice Action Group
- Sustainable Agriculture and Food Systems Funders
- Wholesome Wave Georgia
- Various garden clubs and corporate groups



Shared Resources/Equipment:

Refrigeration- Two donated industrial refrigerators were secured from Urban Recipe and one donated industrial refrigerator was secured from Second Helpings.

Forklift and pallet jacks- Used by five organizations on an as needed basis.

Event Supplies- 12 8-foot tables, 10 highboy tables, 100 chairs, 2 generators, 6 sandwich boards, all available for use by 970 tenants to support events.

A variety of PPE was distributed to tenants and their clients including:

- 13,100 pairs of gloves
- 12,250 face masks
- 40 cases sanitizing wipes
- 800 bottles of hand sanitizer
- 7,500 COVID test kits



"Being at 970 has provided us the ability to show our partners how serious we are as a growing organization and has provided our staff with the tools and space we need for the growth. By moving in, The Giving Kitchen has doubled our square footage and quadrupled our workspace allowing a more impactful collaborative environment for work."

- Jen Hidingen Kendrick, The Giving Kitchen

Hundreds of cardboard boxes collected from tenant organizations are used at Food Well Alliance-supported community gardens and farms for natural weed control. This reduces waste onsite and supports gardening/farming functions.

Training/Knowledge:

- 5 new forklift operators trained among five organizations with an additional 5 operators in the certification process.

- A full 970 onboarding packet has been created to introduce new team members to the processes at 970 (security, technology, warehouse rules and procedures, equipment processes, etc.)
- Several 970 tenants participated in a nonprofit (food/community/environment focused) personnel benefits survey conducted by Food Well Alliance. A comprehensive findings report was shared. Additionally, organizations share personnel and organizational policies as appropriate with other tenants for benchmarking purposes.

Compost and Food Rescue:

Food Well Alliance actively composts on site and provides compost support to other organizations with compostable materials. Several of the tenants are focused on food waste rescue as a key aspect of their operations.

- A key component of Second Helpings' mission is to rescue healthy, nutritious surplus food and distribute it to those in need.
- Office kitchen scraps collected and composted on site.
- Significant amounts of unusable produce from 970 tenants delivered to farms or community composting sites.
- Community compost giveaway held during Earth Week with 18 cubic yards of locally produced compost (Truly Living Well, CompostNow) distributed to 40+ families.

Staffing:

Food Well Alliance Warehouse Manager Julio Gonzalez is fully dedicated to the management and operation of the 970 facility, with the exception of the Westside Future Fund office space. HR and Operations Manager Emily Barton also supports management of portions of the office operations including technology, billing, external room reservation support and other administrative support. Westside Future Fund Director of Project Finance Charles Forde also provides management support.