

The Campaign for SnowCap's Covenant Campus

A Critical Role in Our Community

54 years ago, the community saw a growing number of neighbors in need and refused to look away. Local pastors, leaders, and volunteers met people seeking food, clothing, and support and responded with a commitment to neighborly care and kindness that has grown and endured every year since—**they responded by founding SnowCap.**

SnowCap is a conduit of compassion, connecting those who have resources to share with those in need. SnowCap's sterling reputation makes us a trusted partner for donors and clients alike. We know that when community works together, the impact we can make is far larger and more significant than we could ever make as one person, one family, or one church. We work every day to bring our community's collective resources, skills, and passions together to ensure our neighbors always have a place to turn when times are hard.

Responding to changing needs and models of service is in our DNA—Not only to better meet the needs of the clients who seek help, but to thousands of volunteers and supporters who believe in our work and want to do more to empower our low-income community members.

While SnowCap started as a neighborhood food pantry in a church basement, we've grown to be the largest provider of food assistance in the State of Oregon. We serve some of the lowest income census tracts in Portland's metro area, including our own Rockwood neighborhood, large parts of East Portland, Gresham, Troutdale, Fairview, and Wood Village. All low-income people east of 82nd Avenue are eligible for our services and our community is one of the most diverse in the state.

SnowCap clients speak 75+ different languages and more than 46% are people of color, refugees, or ethnic minorities.

As the only free clothing program available to all low-income people in our area, supporters know that SnowCap is the place to give. Folks know that their gifts of clothing will be given free of charge to a neighbor and this results in overwhelming donations of wonderful clothing. SnowCap volunteers are eager to give of their time and talent to support our vital, community-building work.

With more neighbors struggling to make ends meet, our SnowCap community is, again, rising to respond.



The Next Chapter in Our Story of Community Action and Support

Over the years, the increased needs of our community mean that every inch of Snow Cap space is utilized. We have expanded our food pantry, Clothing Closet, and Holiday Programs, we've added a Mobile Food Pantry, Backpack Buddies program, and Community Garden, and we've sought to provide opportunities for education and advocacy—classes on cooking, gardening, and energy management.

During normal operations, our building is bursting at the seams, striving to house a large food pantry while meeting the increasing demands on our Clothing Closet and other community programs. **We simply don't have the space to serve and support our low-income neighbors like we know we can—and, now more than ever, we need to step up.**

That's why SnowCap is undertaking a campaign to build and sustain an additional facility that will significantly expand our capacity by separating our two largest programs—our food pantry and Clothing Closet – and providing a much-needed community hub. Thanks to Covenant Church's generous support, we've already secured the land we need to expand. With two sites and a new building designed specifically to meet our needs, we will be able to:

- Grow our clothing program
- Serve more people every day
- Reduce waste
- Improve and expand essential educational and community-building programs

While our community's needs are constantly changing, our commitment to serving it remains steadfast—it is time for SnowCap to grow.



What will change because of this effort?

Before COVID-19 our food pantry and Clothing Closet were already competing for time and attention in a single facility. As clothing donations have increased, and we have balanced both increased food and clothing distribution, we simply have not had the space to store and display all we have to offer. We've also had to limit the time families can spend looking through our inventory in order to serve as many people as possible.

Additionally, many families who are eager to access our Clothing Closet are uncomfortable visiting a food pantry. **This hurdle, combined with our limited space, means fewer families who need our support have been able to visit, and fewer clothes have been given a second or third life that reduces environmental waste and household expenses.**

Without access to a previously relied upon partner space, we have also had to decrease class offerings, holiday meals, and other special programs that invite our community in. Our core services are straining the facility we have—even without social distancing—and our community is missing previous offerings that are integral to our work supporting families in Rockwood and beyond.

Now, with social distancing further limiting our physical spaces, the pandemic has forced us to pause our clothing program entirely.

With a new facility, we can overcome these limitations—today, with the pandemic placing special demands on our services and operations, and in the future, when we can welcome more of our community into our facility once again.

Our new building will transform SnowCap's capacity, ensuring we can:

- Store and provide access to more, free clothing
- Provide more flexible times for families to visit our Clothing Closet and increase the time families have to browse and select clothes
- Create spacious shopping and lobby areas that are welcoming and warm, providing opportunities for people who may not need a food pantry (or are hesitant to visit one) to access our other resources
- Establish a permanent location for special programs and events, reinstating and expanding our class offerings and volunteer trainings, and gaining capacity for events and engagement that we've yet to even think of!
- Invite our community in to share our space, providing a place where other organizations can host classes, gatherings, and events
- Plan for our future, adding capacity that provides options for growth

“Where there is currently a vacant lot, our community will gain a thriving hub for support and interaction. SnowCap will expand its footprint and gain new opportunities to evolve and meet our neighbors' needs.”

--Kirsten Wageman, Executive Director

Our Campaign Plan: A Promise of Continued Growth and Service

40-YEAR LAND LEASE (WITH OPTIONS TO RENEW OR PURCHASE).....\$3.84M - Secured!

This entire effort is possible because Covenant Church generously provided the land we need to build our new facility. Covenant has always been a strong SnowCap partner and this forward-thinking lease contribution is exactly the kind of community support that has driven SnowCap's success. With a 40-year renewable, land lease secured we have the opportunity to build now, and to plan and grow with a future addition. Valued at \$3.84M, this generous donation is not only the foundation of this effort it is a foundation for SnowCap's future.

NEW COVENANT CAMPUS AND BUILDING MAINTENANCE FUND\$3.16M

Working with Axis Design Group, we have developed plans for SnowCap's new Covenant Campus. With an investment of \$3.16M, we will gain:

- A spacious, flexible building designed specifically for our needs including a warehouse, large clothing space, community room, commercial kitchen, offices, and room for partner agency or community organization
- 12,735 square feet for additional storage and service, helping us better utilize our volunteers, invite more people in, and raise our capacity to process and store donations
- An ADA accessible facility that is easily accessed via public transit and with its own parking lot, ensuring our services are as available as possible to our community
- A \$160,000 maintenance fund to help maintain our facility

For more information about the campaign, please contact:

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SnowCap is Open and Ready to Serve