



Cooking Up *Better* Lives

Request for Proposal

Foundation Mission

To fill community requests on a local, regional and national scale through the contribution of foodservice equipment and supplies, as well as funding for scholarships, capital purchases and other needs.

NON-PROFIT ORGANIZATIONS IN NEED OF FOODSERVICE EQUIPMENT AND SUPPLIES FOR NEW, RENOVATED OR EXPANDED KITCHENS

1. Introduction

A. Purpose

Cooking Up Better Lives® is soliciting proposals from non-profit organizations undergoing or planning to build, expand or renovate a kitchen in order to increase services to its specific service area and/or demographic.

Cooking Up Better Lives®, a registered 501(c)(3) organization, serves as the “broker” to the nominated non-profit organization for donated or competitive pricing of the foodservice equipment and supplies necessary for the renovation or build. This includes all “wish list” items – from smallwares to major appliances.

Cooking Up Better Lives® will coordinate with the non-profit and any of its contracting agencies tied to renovation or build the pricing, acquisition, delivery and installation of needed equipment and supplies. The primary purpose of the Better Lives Makeover is to save the non-profit valuable resources that could be reinvested into services and programs rather than the purchase of equipment and supplies. In cases where items cannot be donated outright, Cooking Up Better Lives® will do its best to procure the items at discount, cost, or secure corporate donations to purchase the items directly.

Following the selection of a non-profit for the Better Lives Makeover, Cooking Up Better Lives® will begin coordination with the organization’s Executive Director, CEO, or other appointed person for the renovation or build.

B. Background

Cooking Up Better Lives® (formerly The Excell Foundation) was formed to create a new level of social responsibility and community fulfillment in the foodservice industry by arranging no-or low-cost donations of kitchen equipment and supplies to shelters, schools, hospitals, group homes, orphanages and other organizations.

Beginning in 2007, the organization donated items to youth centers and after-school programs in Denver, the headquarters of its national office. In 2008, donations expanded beyond Colorado when the organization officially became a qualified 501(c)(3), non-profit organization.

In 2007, donations totaled more than \$100,000 in equipment and supplies to orphanages, schools, camps and vocational programs. By 2009, nearly a quarter-million dollars worth of equipment and supplies had been donated based on nominations received from dealers, manufacturers and non-profits themselves. In 2010, the organization participated in Haitian relief efforts and other international programs (Honduras) providing food storage, kitchen sanitation, and other items of need.

The inaugural Better Lives Makeover was launched in Houston in October 2010. This complete procurement, design and install of a new kitchen for a local non-profit agency provided more than \$150,000 in equipment and supplies– \$200,000 after the donation of design, install and related costs. The initial nomination was submitted by Houston Food Bank to Cooking Up Better Lives® to secure items for The Bridge Over Troubled Water’s new women and children’s shelter, slated to open in Spring 2011 in Pasadena, Texas. The new kitchen will make it possible to serve more than 200,000 meals annually, up from 137,000 in the current facility.

Cooking Up Better Lives®

7900 E. Union Avenue; Suite 975, Denver, CO 80237 | www.CookingUpBetterLives.org | Town_Meeting@comcast.net | (720) 212-1123



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C. Inquiries

Any questions regarding this RFP can be directed to:

Ray Merenstein
Executive Director
Town_Meeting@comcast.net
(303) 226-5486 (office)
(720) 212-1123 (cell)

Please send completed RFP's to:
Chair, Selection Committee, Cooking Up Better Lives®

Mail: 7900 E. Union Avenue; Suite 975, Denver, CO 80237
Email: Town_Meeting@comcast.net
Fax: (303) 322-2225

Questions? Call (720) 212-1123 or (303) 226-5486

D. Timetable

- i. RFP Issued December 15, 2010
- ii. Proposals Due January 14, 2011
- iii. Nominee announced week of January 31, 2011.

2. Project Nomination

Nominations can be submitted by manufacturers and dealers of the foodservice industry, restaurateurs, professors and students in culinary and related programs, non-profit agencies and members of their boards. Nominations can be for any non-profit organization or institution (according to IRS filing) that has a need for foodservice equipment and supplies.

Nomination Criteria

The following criteria should be reviewed prior to submitting a nomination:

- **Sustainability**- Would the organization or individual's goals be inhibited if the gift were not received?
- **Regionalism**- Does the organization serve a range of individuals from one of 7 counties in the Denver metropolitan area (Adams, Arapahoe, Boulder, Broomfield, Denver, Douglas or Jefferson).
- **Impact**- Does the gift have the potential to provide services to more people than if it wasn't made, to garner media coverage for the organization or individual, or to attract more users or donors to its cause?
- **Diversity**- Does the gift represent an organization or individual from a minority group or cause?

Please submit a description of the organization (maximum of 2-pages) including the background, mission, current use of the kitchen, as well as the timing of the renovation/expansion/build, why you are nominating the particular non-profit, why it should be a Better Lives Makeover beneficiary, and how it meets the above criteria.

In addition, please submit a comprehensive list of foodservice equipment and supplies that are needed including any specifications if available. Additional materials can be provided- including a board list, any collateral materials- such as an annual report, and any letters of recommendation supporting the nomination.

A cover form should be included that provides the following details:

- Organization's name & address
- Organization's point of contact
- Nominator's name and best way to contact