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Pictured: Emily Olsen, Coordinator of Denver Food Rescue's Fresh Food Connect, testing out one of Goodness Groceries' new tricycles

CO4F METRICS

AS OF MARCH 31, 2017

New Grocery Delivery Service Launches with Help from CO4F

To expand food delivery options in Denver's northeast neighborhoods, Denver Food Rescue applied for CO4F funding to support a new venture: "Goodness Groceries/Bondadosa." CO4F supported the start-up with a \$30,000 loan and a \$20,000 grant. The social enterprise will offer affordable grocery delivery service with no minimum order requirements, delivery fees, or membership fees.

"We created Goodness Groceries to give our food delivery service more structure, to ultimately improve grocery options and serve more residents in need," said Turner Wyatt, Denver Food Rescue Executive Director. "CO4F gave us the ability to hire Ricardo Rocha as the full-time Director and CEO of Goodness Groceries."

Goodness Groceries is one of only five grocery delivery services in the nation to serve people of advanced age and people living with disabilities who receive Supplemental Nutrition Assistance Program (SNAP) benefits, through a USDA pilot program that authorizes SNAP as an accepted payment method. According to Denver Food Rescue, only 42 percent of people of advanced age and people living with disabilities eligible for SNAP use their benefit—one likely cause being that many are homebound and SNAP has not been allowed for food delivery payments in the past.

\$8,300,000
Total Capitalization

\$4,621,307
Funds Available

\$2,695,018
Total Funded and Committed

Colorado Fresh Food Financing Fund (CO4F) improves access to healthy food in underserved Colorado communities by financing grocery stores and other forms of healthy food retail.

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"We are excited to offer a program like this in our communities where there is a lack of access to adequate food. It is especially important to help improve healthy food access for SNAP recipients whose options have been even more limited," said Ricardo Rocha.

Customers will soon be able to order groceries online or over the phone in English or Spanish and have them delivered to their homes the same day. Goodness Groceries is partnering with local retailers to purchase wholesale goods and pass the savings onto their customers, keeping the costs for fresh, healthy food affordable.

In addition to supporting Rocha's full-time position, CO4F enabled the company to purchase a new fleet of delivery tricycles. Rocha says he expects to hire up to 10 employees in the next year to fill full-time and part-time positions.

Calling Entrepreneurs: Help Expand Food Access in Denver

[The Unreasonable Institute](#) and the City of Denver have partnered to create an exciting new program expanding access to healthy food for low-income neighborhoods. The program is open to organizations currently working in Denver, or that are committed to expanding to Denver in the future. If accepted into the program, benefits will include:

- A five-day, in-person bootcamp in September with Unreasonable Institute curriculum (used in 94 countries around the world);
- One-on-one meetings with world-class mentors, hand selected to help address your venture's needs;
- 20 hours of financial modeling training from Unreasonable Institute Financial Architects to help you get investment ready;
- Key introductions to relevant investors who can help your venture scale;
- Six months of support from a team of two to three committed mentors; and
- Access to an amazing network of over 530 ventures from around the globe.

Check out [The Food Access Project: Tackling Food Deserts in Denver](#) to learn more!

The Unreasonable Institute works with the world's leading entrepreneurs tackling major social and environmental issues, and helps get them the resources and connections they need to scale their impact. So far, they've worked with over 530 startups in over 94 countries around the world, and have impacted over 24 million lives. Their latest program is The Future Cities Accelerator in partnership with the Rockefeller Foundation.



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