Thank you for supporting our efforts to improve the health and well-being of Black/African Americans in metro-Denver by offering community-based, evidence-based disease prevention and disease management programs, events, and services.

Our New Home
3350 Hudson Street
Denver, Colorado 80207
Our New Home

3350 Hudson St / Denver, CO 80207

Empowering the Community to Live Well!

We are improving the health and well-being of Black/African Americans in Metro Denver by offering community-based, evidenced-based, disease prevention and disease management programs, events, and services.
The mission of The Center for African American Health (CAA Health) is to improve the health and well-being of Black/African Americans who have higher rates of illness, disability, and premature death from diseases such as cancer, diabetes, and cardiovascular disease. Established in 1997 and re-envisioned in 2005, CAA Health evolved from the health programming of the Metro Denver Black Church Initiative, which for more than a decade collaborated with Black churches to offer health programs throughout the Black/African American community, as well as programs for at-risk youth, academically struggling students, and ex-offenders.

Since 2005 we have provided prevention and disease management programs focusing on diabetes, cardiovascular disease, cancer, wellness programs for seniors, health insurance literacy, and a variety of health education topics as well as referrals to community resources. By leveraging our extensive community partnerships and relationships, CAA Health has provided evidenced-based, grassroots health education, health promotion, and other critical resources to one of the most underserved communities in the Denver-Metro area. Your support of our new facility will allow CAA Health to continue building its capacity to serve our community well into the future, including Black/African Americans residing along the Front Range requesting culturally appropriate health resources and outreach.

In 2018, CAA Health joined the Family Resource Center Association to broaden services and deepen the “how” of our work, with the adoption of evidenced-based systems and processes to support family outcomes. Staff assess each families’ strengths and needs, work to increase conditions of well-being and economic security, and monitor progress toward the family’s continued self-reliance and self-sufficiency.

Our new building and land represent a unique opportunity within an established Denver neighborhood. The two-story building and the neighboring community organizations (including the Anschutz Boys and Girls Club, the Hiawatha Davis Recreation Center, the Pauline Robinson Branch of the Denver Public Library system, and the Hope Center for Adults), work together to serve the local community, and its children in particular. Acquiring the building represents Phase 1 of an originally contemplated two-phase project. The land could accommodate an additional structure for expansion of the primary use, or it could accommodate a second neighborhood-serving use. This is truly a resident-led effort to support the advancement of health equity in Northeast Park Hill.

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Health Equity is CAA Health’s Goal

Health equity is central to this property acquisition and is a primary goal of The Center for African American Health. CAA Health fundamentally believes that health inequities arise and persist because of the circumstances in which people live, work, and age. The systemic lack of opportunity and access to resources that most of our community members must navigate are determined by long entrenched political, social, and economic forces.

Health equity requires more than access to quality health care; it requires opportunity within a variety of social determinants of health, including access to high-quality early childhood development, education, employment, income, wealth, housing, transportation, public safety, parks and recreation, healthy food access, and social connections.

During FY 2019 CAA Health served approximately 2,945 unique clients and provided programs and outreach to approximately 9,500 individuals. With our move to the new Hudson Street location (approximately 21,000 sq. ft.), CAA Health plans to expand services and programs by more than 25% by FY 2020.

In addition to the current programs previously listed, CAA Health will offer new services to community members that include behavioral health, oral health navigation services, primary health screenings for children and adults, affordable community meeting room space, job training and development, and other services related to our new Family Resource Center designation.

<table>
<thead>
<tr>
<th>FY</th>
<th>Unique Clients</th>
<th>Programs &amp; Outreach</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>3,163</td>
<td>10,000</td>
</tr>
<tr>
<td>2021</td>
<td>5,000</td>
<td>15,000</td>
</tr>
<tr>
<td>2022</td>
<td>7,500</td>
<td>17,000</td>
</tr>
<tr>
<td>2023</td>
<td>10,000</td>
<td>20,000</td>
</tr>
<tr>
<td>2024</td>
<td>15,000</td>
<td>25,000</td>
</tr>
</tbody>
</table>
History of the Hudson Street Property

In 2009, Urban Land Conservancy (ULC) purchased the land at “The Holly” and conducted environmental remediation to make way for future, community-led redevelopment.

ULC worked with neighborhood stakeholders to form HARP (Holly Area Redevelopment Project). HARP conducted a series of facilitated community dialogues to develop the HARP Vision Plan, which included the following:

**Five Good Neighbor Principles**

1) Partnership & Collaboration  
2) Quality of Life  
3) Public Realm  
4) Compatibility  
5) Sustainable Design

In subsequent years, ULC and HARP led Request for Proposals (RFP) processes to identify the best community partners to build new structures at The Holly and to operate community-serving uses there. The first group to be selected was the Vickers Boys and Girls Club. The second was Roots Elementary School. Both of these uses garnered significant community support for their focus on providing direct educational and recreational programming to underserved local youth.

Today, the Boys and Girls Club is thriving. Unfortunately, Roots Elementary School was forced to close its doors in 2019 after three years in operation due to declining enrollment and substandard school quality scores. However, due to the fact that: 1) Roots owned the building but ULC continued to own the land, and 2) HARP’s Good Neighbor Principles were expressly included in the ground lease, ULC and the Northeast Park Hill community, via HARP, continued to have a say in who would next occupy the former Roots building. This was an incredible example of community-serving real estate in action.

- In February 2019, ULC and HARP issued a Request for Statements of Interest (RFSI) to local nonprofits who might have an interest in purchasing the approximately 21,000 sq. ft. building.

**Capital Campaign GOAL**

$4,700,000

**GIFT TYPES**

<table>
<thead>
<tr>
<th>GIFT TYPES</th>
<th>LEVELS</th>
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</thead>
<tbody>
<tr>
<td>Foundation Grants</td>
<td>$4,000,000</td>
</tr>
<tr>
<td>City &amp; County (DEDO)</td>
<td>$480,000</td>
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<tr>
<td>Individual Support</td>
<td>$220,000</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>$4,700,000</td>
</tr>
</tbody>
</table>

**Actual raised to date**

$2,474,000

*As of July 2020. This includes a $1,000,000 PRI made by The Colorado Trust to ULC on behalf of CAA Health as well as a pledge of $480,000 made by the City & County of Denver (DEDO) to CAA Health for facility acquisition.
Five interested groups responded. Self Help Ventures Fund, the lender that provided the initial $4.6M in construction financing to Roots in 2015, and ULC vetted those five statements for financial capacity to complete the deal.

Following the financial vetting process, three groups were selected to present to community stakeholders at an open meeting hosted by HARP in April.

Prior to the April HARP meeting, one group dropped out, leaving two remaining groups to present to the local community—The Center for African American Health and 5280 High School, a one-year old, project-based learning charter school.

Following the presentations at the community meeting, local residents made it abundantly clear that: 1) they did NOT wish to see another charter school go into the former Roots building, and 2) they were excited about having CAA Health purchase the building based on its 20+ year track record, its longstanding commitment to NE Denver, its focus on the Black/African American community in a historically Black neighborhood, and its ability to work well with other area uses (i.e., the Pauline Robinson Library, Hiawatha Davis Recreation Center, Boys and Girls Club, the Hope Center for Adults, and the Mental Health Center of Denver’s Dahlia Campus a few blocks to the west). CAA Health was chosen by the Holly Area Redevelopment Project and Urban Land Conservancy via a competitive process to purchase the former Roots Elementary School building located at 3350 Hudson Street in Denver in the North Park Hill neighborhood. The approximately 21,250 square feet building has an adjacent playground space.

CAA Health entered into a Master Lease with Purchase Option and moved into the building on January 30th, 2020—providing a down payment of $894,000. CAA Health has launched a capital campaign to acquire the facility and deliver a variety of culturally responsive programs and services consistent with the Holly Area Redevelopment Project (HARP) Vision Plan. CAA Health’s plan is to raise the remaining $3.8 million to purchase the building through our two year capital campaign.

As a Family Resource Center, The Center for African American Health is uniquely positioned to serve as a central meeting point and organizing entity for other area service providers.

CAA Health Capital Campaign Committee

CAA Health has assembled a dynamic capital campaign committee that is comprised of staff, board members, industry leaders, and community members who will assist CAA Health in our fundraising efforts. Current committee members include:

Toni Baruti  
CAA Health Board Treasurer

Gerie Grimes  
CAA Health Board Chair

Brother Jeff  
CAA Health Immediate Past Board Chair

Reverend Nathan Adams  
CAA Health Board Member

Hon Elbra Wedgeworth  
Casel and Associates, LLC, Former President, Denver City Council and Chief Government Officer, Denver Health

Katie Vander Putten  
MOA Architects

Deidre Johnson  
CAA Health CEO & Executive Director

Paula Brown  
CAA Health Director of Operations

John Reid  
CAA Health Development Director

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Affordable Meeting Room Space Available to the Community!
Our new home is uniquely positioned to serve as a central meeting point and organizing entity for other area service providers.

1ST FLOOR
Community Rooms
Kitchen for Community Events
Behavioral Health Services
Program Services
Job Training

2ND FLOOR
Staff Offices
Large Community Conference Room
Nonprofit Organizations
Office Hubs and Meeting Space
& more
The Center for African American Health offers Black/African American and Black Metro Denver communities culturally responsive resources that support them in overcoming the root causes of health problems so they can maximize their individual and family health.

As a Family Resource Center, CAA Health helps individuals and families overcome social, economic, and educational challenges and helps parents gain access to the skills, resources, and knowledge they need to provide a solid foundation for their children and families to thrive.

**MISSION:** The Center for African American Health is committed to improving the health and well-being of the Black/African American community by offering community-based, evidenced-based, disease prevention and disease management programs, events, and services.

**VISION:** A Black/African American community, healthy in mind, body, and spirit; filled with individuals taking responsibility for their own health and contributing to the enrichment of the community.

Proud Member of

Family Resource Center Association

**CASE FOR**

**Capital Expansion**

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**FOR MORE INFORMATION,**
**PLEASE CONTACT:**

John A. Reid  
*Development Director*

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C: (720) 280-5856  
John@caahealth.org