



Greater Riverdale Cares/Route One Communities Care Initiative



Feeding and Supporting Families and Businesses Affected by COVID-19 Pandemic

The Greater Riverdale Cares (GRC) initiative was established in April 2020 by a partnership with CKAR, Council member Danielle Glaros, Kaiser Permanente, and GoBrent Realtor to benefit businesses and families in the Greater Riverdale communities that are affected by the COVID-19 pandemic.



- St. Jerome’s Church
- Woodridge Elementary School
- Beacon Heights Civic Association
- Templeton
- West Lanham Hills
- Riverdale Heights
- Oak Ridge Apartments
- Parkview Gardens Apartments



The addition of ROCC restaurants allows us to expand the focus of the initiative to include communities in College Park, Hyattsville, and University Park. GRC/ROCC restaurants combined have prepared over 10,000 meals since its conception in April 2020.

There is a reported 104,760 people facing food insecurity in Prince George’s County, according to the Capital Area Food Bank, Hunger Report 2020. The number of families seeking food in the DC metropolitan area has increased by 400% since the beginning of the pandemic (CAFB, Hunger Report 2020).



The number of unemployed in Prince George’s County went from 16,000 before the pandemic to more than 40,000. Most significantly is the fact that the number of people in College Park, Hyattsville, and Riverdale Park employed in high contact, vulnerable jobs as of 2018, is well above the average for Maryland as a whole (Census Bureau, ACS, 2018).



YOUR CONTINUED SUPPORT IS NEEDED!



The Greater Riverdale Cares GoFundMe campaign has generated over \$59,000 from individual donors as of November 2020. Other contributions towards this initiative came from our supporters, Kaiser Permanente, GoBrent Realtor, the Prince George’s County Government, local government agencies, and businesses.

The initial \$10,000 GoFundMe goal was met and exceeded before the end of the 1st month of its inception. A new goal of \$15,000 was set and quickly exceeded thanks to the generosity of many individual donors. The goal was raised and exceeded several more times until we arrived at the current \$100,000 amount. The GRC/ROCC initiative raised over \$130,000 from its donors and other supporters since its inception and has fed over 10,000 families.



This effort shows that Greater Riverdale Cares and Route One Communities Care. Together, we have supported our local businesses by helping to keep them open and provide healthy meals to families during the COVID-19 pandemic.

GRC has helped to keep businesses open that would have closed because of these uniquely difficult times by supplying them with a stipend. Stipends are received by CKAR’s treasurer, Thomas L. Wertz, from GoFundMe and distributed to participating restaurants. Participating restaurants use these funds to prepare warm, healthy meals that are made available to families throughout communities in the 20737 zip code. Some meals are halal.

The GRC/ROCC GoFundMe campaign has over 500 donors, along with grants from the Care First Grant Program, Riverdale Park Station, Prince George’s County government, Kaiser Permanente, College Park City Council, and other organizations.

The initial restaurants involved in this effort are Riviera Tapas, Banana Blossom Bistro, Denizens Brewing Company, Dumms 2Fifty Texas BBQ, and Geppetto Catering Inc. [closed since this initiative]. We have since partnered with the Route One Communities Care (ROCC) initiative that brings in additional restaurants this initiative is supporting. They are Shortcake Bakery, Krazi Kebob [closed end of October], Emeritas Pupuseria, Food Factory [closed mid October], and Marathon Deli.

In addition to the GRC/ROCC, Greater Riverdale residents received meal donations from World Central Kitchen until the program ended in late August. Meal distribution sites are as follows:

- St. Mary’s Catholic Church
- Church of the Nazarene
- United Methodist Church of College Park

1) GoFundME:

www.gofundme.com/f/gofundmecomgreater-riverdale-cares

2) Our office:

CKAR CDC
6801 Kenilworth Avenue, Suite 203
Riverdale Park, MD 20737
[Note GRC or ROCC]

3) Our website:

www.ckarcdc.org

