

CITIZENS 4 HUMANITY NY PRESENTS

BARRILA HOSPITALITY ACADEMY IN UMBRIA, ITALY



Cooking School &
Culinary Arts



Agritourism



Hospitality



TENUTA SAN LEONARDO IN GUALDO TADINO,
PERUGIA, UMBRIA ITALY

Mission & Vision

Mission Statement

Empowering less fortunate young adults, our culinary and hospitality academy in Italy will provide transformative education in culinary arts, hospitality and Italian culture. Through worldclass training and immersive experiences, we inspire personal growth, professional growth, professional development and a lifelong passion for the industry. Our mission is to create opportunities for success, bridge cultures and foster a brighter future for our students and their communities.

Vision Statement

Our vision for the Barrila Hospitality Academy is to establish a welcoming and inclusive institution that offers immersive culinary and hospitality training in the picturesque setting of Italy, while supporting less fortunate youth in America through sponsorship programs. In line with our commitment to social responsibility, we seek to support the less fortunate youth through sponsorship programs, providing them with life-changing opportunities in the culinary arts and hospitality industry.

In addition to our core training programs, we envision a vibrant public engagement platform that includes community events, cooking classes, on-site catered affairs and resort-like accommodations. Through these initiatives, we aim to empower individuals, foster community engagement and promote culinary excellence, creating a space where individuals can learn, grow and connect through the shared joy of food and hospitality.



Citizens 4 Humanity NY

Citizens 4 Humanity is a 501(c)(3) non-profit organization founded 12 years ago by Master Chef Marco Barrila and his wife Sheila. Along with the steadfast support of his wife, Chef Barrila has dedicated his life to helping and serving others. He serves on the board of multiple charitable causes and focuses on feeding those in need. Witnessing significant food shortages and waste by local farms and individuals, the Barrila's developed the Frugal Food Project, which has now evolved into Citizens 4 Humanity. Chef Barrila is known for his philanthropic work and serves on the board of multiple charitable causes.

Citizens 4 Humanity has grown to include over 35 volunteers who work year-round in different initiatives to support the cause on the East End. These dedicated volunteers play a crucial role in the organizations efforts to combat food insecurity and waste in the community.

Cooking Classes

In addition to his charitable work, Chef Barrila previously served on the board of jurors at the French Culinary Institute in NYC, where he mentored and supported graduating students. Since then, he has been conducting private and public cooking classes on the East End for many years, teaching individuals and groups of all ages and backgrounds.

Chef Barrila's latest initiative, the Barrila Hospitality Academy aims to expand opportunities for underserved children by bringing American teenagers to Italy to learn cooking, culinary arts, the culture and other life skills. This transformative experience under the hospitality umbrella is designed to provide a lasting impact on participants filling bellies and feeding minds for a lifetime.



Non-profit Objectives

The objective of the Barila Hospitality Academy is to provide unique culinary and hospitality internships in Umbria, Italy, in a picturesque Italian setting. The academy will focus on hands-on culinary and hospitality training, where instructors will teach not only the art of cooking, but also integrating all aspects of farming techniques with sustainable farming practices providing a comprehensive understanding of food production from farm to table. The academy's hospitality training program encompasses various components to provide a holistic learning experience:

1. **Culinary Arts:** Participants will receive hands on training in various culinary techniques, cooking methods, flavor profiles and recipe development under the guidance of experienced chefs led by award winning Master Chef Marco Barrila.
2. **Hospitality Management:** Participants will learn about the fundamentals of hospitality management, including customer service, event planning, menu planning and hotel and restaurant operations.
3. **Agriturism Practices:** The Academy embraces Agriturism practices that focus on sustainable farming and sourcing local, seasonal ingredients. This approach promotes environmental sustainability and supports our local community by generating income from organic products. The Academy's farm-to-table trattoria will showcase fresh ingredients, highlighting the importance of sustainability in cuisines and agriculture, in alignment with the standards of the Slow Food Movement!
4. **Cultural Immersion:** Participants will engage in cultural activities, language lessons and local excursions to immerse themselves in the rich cultural heritage of Italy and foster cross cultural understanding.
5. **Financial Literacy:** The academy will provide education on the basic economics and financial literacy to equip participants with essential financial skills and knowledge to succeed in the hospitality industry.

Guest Instructors: The academy will feature guest instructors from various industries related to hospitality including advertising, creative writing, marketing, merchandising, photography and more. The experts will provide insights and hands-on experience to broaden participants understanding of the diverse aspects of the hospitality sector.

Mental Health Support: The Barrila Hospitality Academy provides vital access to mental health experts, offering support through available services that enhance self-awareness, promote socialization, and facilitate conflict resolution, ensuring students' well-being throughout their experience while linking them to essential resources for personal and professional growth.

Through a comprehensive curriculum that includes these components, the Barrila Hospitality Academy aims to develop well-rounded individuals with a deep understanding of culinary arts, hospitality management, sustainability practices, cultural exchange and financial literacy, preparing them for successful careers in the global hospitality sector.

Summary

The Barrila Hospitality Academy, situated in the enchanting Tenuta San Leonardo in Umbria, Italy, is dedicated to transforming this remarkable property into a center for education and empowerment. The academy's primary mission is to equip students and underprivileged young individuals with the skills to become responsible business leaders. With a comprehensive curriculum that integrates culinary arts, sustainable farming, and economics, the academy seeks to provide a holistic educational experience that fosters both professional success and a deep appreciation for sustainable practices and local production.

Central to the academy's vision is the establishment of an agritourism destination at Tenuta San Leonardo. Here, visitors can immerse themselves in the beauty of the Umbrian countryside while exploring and purchasing high-quality, locally produced goods. The offerings will include exquisite extra-virgin olive oil, truffle products, freshly baked breads, artisanal cured meats, vibrant cured vegetables, homemade cheeses, local honey, traditional pastas, delightful desserts, and exceptional regional wines. By showcasing the rich cultural heritage of Umbria, the academy aims to promote and sustain the local economy while providing an authentic experience for all who visit.

Renowned celebrity chef Marco Barrila leads this transformative initiative, bringing his expertise and passion for Italian cuisine to guide the academy's endeavors. With Chef Barrila at the helm, the academy is poised to maintain the highest standards of excellence and innovation in culinary education. His leadership ensures that the programs not only educate but also inspire future generations of chefs, entrepreneurs, and food enthusiasts. Furthermore, by integrating sustainable farming practices into the curriculum, the academy instills a sense of responsibility and stewardship for the land in its students, emphasizing the importance of environmental conservation and ethical food production.

The Barrila Hospitality project encompasses a nonprofit initiative, Citizens 4 Humanity, a registered 501(c)(3) organization that has been active in the East End New York community for over 12 years. This organization plays a vital role in providing year-round meals for families, homebound seniors, and veterans, significantly impacting the lives of those in need. Inspired by this mission, Marco Barrila has hosted cooking classes at his restaurant to support Citizens 4 Humanity, leading to the establishment of the social mission culinary and hospitality academy in Umbria. This accredited school aims to empower underprivileged youth from America, ages 17 to 23, by providing hands-on training in cooking, hospitality management, and financial literacy. By bridging cultural and educational gaps, the academy seeks to equip these youth with the necessary skills to thrive in the hospitality industry and beyond, fostering a new generation of leaders capable of making meaningful contributions to their communities.

In addition to the educational aspects, the Barrila Resort will serve as a luxurious destination designed to attract discerning travelers from around the globe. With top-tier accommodations, a state-of-the-art spa, and an exquisite onsite restaurant, the resort will cater to couples, families, and corporate groups seeking an unforgettable Italian experience. Guests will have the opportunity to engage in immersive culinary classes, cheese and wine making, and excursions that highlight the breathtaking beauty and rich traditions of Umbria. Set on three acres of serene countryside, surrounded by endless wheat fields, the property promises privacy and tranquility. Its prime location—centrally positioned between Rome, Florence, and Perugia—positions it perfectly within Italy's largest agritourism area, making it an appealing destination for those seeking both relaxation and adventure.

In essence, the Barrila Hospitality Academy and Resort represent a dual-purpose venture that combines a profitable tourism model with a transformative educational initiative. By supporting this project, stakeholders are not only investing in a successful resort, but also contributing to the shaping of young lives. The academy's vision is to cultivate a legacy of excellence and empowerment, making a significant impact in the heart of Italy. Together, we can create a unique destination that celebrates the art of hospitality, sustainable practices, and the spirit of community. Join us in this extraordinary journey and help turn our vision into a reality.

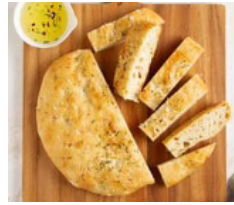
WHY UMBRIA?



1. **Stunning Landscapes:** Umbria is known for its rolling hills, vineyards, and picturesque countryside, offering breathtaking views.
2. **Rich History:** The region is steeped in history, with ancient towns like Assisi and Perugia showcasing medieval architecture and heritage.
3. **Culinary Delights:** Umbria is famous for its local cuisine, including truffles, olive oil, and wines like Sagrantino.
4. **Art and Culture:** Home to numerous art galleries and museums, Umbria has a vibrant cultural scene, including the works of artists like Giotto and Perugino.
5. **Outdoor Activities:** With its mountains and valleys, Umbria offers hiking, biking, and outdoor sports, perfect for adventure seekers.
6. **Wine Tours:** The region is known for its wine production, providing opportunities for wine tasting and tours of vineyards.
7. **Festivals and Events:** Umbria hosts a variety of festivals throughout the year, celebrating everything from food to historical events.
8. **Charming Villages:** The region is dotted with charming hilltop towns, each with its unique character and charm, such as Spoleto and Gubbio.
9. **Religious Significance:** Umbria is significant for its religious sites, especially Assisi, the birthplace of St. Francis.
10. **Artisan Crafts:** The region is known for its traditional crafts, including ceramics, textiles, and leather goods, perfect for unique souvenirs.
11. **Tranquil Atmosphere:** Less touristy than its neighbors, Umbria offers a more relaxed and peaceful experience.
12. **Nature Reserves:** The region is home to several nature reserves, ideal for wildlife enthusiasts and nature lovers.
13. **Cultural Heritage Sites:** UNESCO World Heritage sites like the Assisi and the historic center of Perugia highlight the region's cultural importance.
14. **Accessibility:** Centrally located, Umbria is easily accessible from major cities like Rome and Florence, making it a great base for exploration. These factors make Umbria a compelling choice for travelers looking for a mix of culture, nature, and gastronomy.

Made in Umbria, Italy

Local Regional Products



Fundraising Goals

2024

Acquire Property - Completed

Two stone buildings approximately 3,500 square feet each on 2.75 acres.
Building One will be for the Barrila Resort.
Building Two will be for the Hospitality House.
The property also features a 1,400's historical church and outdoor stables both available for use.

2025

Exterior Grounds

Groundskeeping + Landscaping
Cultivated all fruit and nut trees + General property grounds cleanup + Easement for Electrical, Gas, Water and Sewer.
Window Installation (Winter Sealing)

2026

Renovate Property

Interior Build-Out + Utilities

2027

Interior Fit-Out Design

FFE Process Specification
Placement of non-structural items.
Decor to create function and ambiance

2028

Grand Opening

Launch + Working Capital

BUDGET

PHASE ONE - COMPLETED

2025

Property Deed	:	\$222,000
Closing and Legal Expenses & Taxes	:	\$38,000
Total	=	\$270,000

Exterior Windows Installation (winter sealing)	:	
Groundskeeping & Landscaping	:	
Town Utilities (electricity, gas, water)	:	
Total	=	\$10,000

PHASE ONE – CONTINUED

2026

Balance of Note Remaining (Carried over)	:	\$27,500
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PHASE TWO

Bank Account & Corporation Start-Up Funds	:	\$75,000
Construction Start		
Doors & Windows	:	\$45,000
Interior Plumbing & HVAC	:	\$95,000
Interior Floors & Walls	:	\$65,000
Restroom Build Out	:	\$40,000
Utility Systems: Electric, Gas, Water, Septic / Sewer	:	\$80,000
	=	\$325,000

PHASE THREE

2027

Furniture & Fixtures	:	\$85,000
Kitchen Build Out	:	\$120,000
Exterior Design & Landscaping + Pool	:	\$150,000
Perimeter Fencing & Security	:	\$60,000
Miscellaneous Equipment	:	\$50,000
	=	\$465,000

PHASE FOUR

2028

Marketing & Sales	:	\$30,000
Technology	:	\$20,000
Launch & Working Capital	:	\$75,000
Transportation (Refrigeration Truck + Tractor)	:	\$12,000
	=	\$137,000
	=	\$927,000

TOTAL ESTIMATED COSTS	=	\$1,197,000
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TOTAL REMAINING COSTS	=	\$954,500
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PHASE ONE - COMPLETED

2024

Purchase Price of Property	:	\$220,000
(Value at \$444,000/ Close at \$220k), Paid: \$120,000	:	
*Gained ownership + deed transferred	:	
Legal Expenses	:	\$50,000
Paid: \$43,000	=	\$270,000
Accounting	:	\$7,500
Attorney	:	\$3,000
Architect	:	\$5,900
Closing Costs	:	\$20,100
Notary Fees	:	\$3,000
Taxes	:	\$10,500
	=	\$50,000

 Sponsorship Levels Contribution (in USD) Details	Gastronomy Grandmaster 	Harvest Visionary 	Silver Platter Ambassador 	Champions for Change 
	\$100,000	\$50,000	\$25,000	\$10,000
	1. All benefits of the \$50,000 level. 2. Exclusive Gift Sets with Products Grown or Made by Students. 3. Private Cooking Class with Chef Marco Barrila for You and Guests. 4. Personalized Culinary Experience Tailored to Your Preferences. 5. Invitation to Harvest Dinners Featuring Student-Crafted Menus. 6. VIP Access to Special Events and Workshops throughout the year. 7. Naming Rights for a Specific Program, Scholarship or Facility at the Academy.	1. All benefits of the \$25,000 level. 2. Custom Plaque featuring Your Name in a Prominent Location. 3. VIP Access to Culinary Workshops and Tastings. 4. Personalized Recipe Book Featuring Academy's Signature Dishes. 5. Private Cooking Class or Wine Tasting experience led by renowned chef or Sommelier in Italy. 6. Opportunity to Sponsor a Specific Student's Tuition and follow their progress. 7. Showcases with VIP Seating.	1. All benefits of the \$10,000 level. 2. Name / logo featured on promotional materials and press releases. 3. Personalized Plaque Displayed in a Student-Created Culinary Space. 4. Custom Gift Set of Locally Sourced Student-Made Culinary Creations. 5. Invitation to Private Cooking Demonstrations and Tastings. 6. Personalized Culinary Class Certificate and Recipe Collection. 7. Special Culinary Event Tickets with Backstage Access.	1. Recognition on Our Website and Social Media Platforms. 2. Commemorative Plaque with Your Name in a Culinary Classroom. 3. Student-Crafted Culinary Delights Gift Set. 4. Participation in a Small Group Cooking Class with Students. 5. Personalized Recipe Card Collection from Student Chefs. 6. Invitation to Culinary showcases with Student Meet and Greet Opportunities. 7. Invitation to a Special Event or Dinner showcasing the students' culinary skills.
* This incentive does not include benefits of level below.	*8. Includes seven days / nights as our guest of honor with an all-inclusive customized experience at the Barrila resort for two people.	*8. Includes 3 day/ 3 night stay with all inclusive customized experience at Barrila Resort for two people.	*8. Includes 3 day/ 3 night stay with all inclusive customized experience at Barrila Resort for two people.	*8. Connoisseur goes into lottery for chance to win 3 day/ 3 night stay with all inclusive customized experience at the Barrila Resort for two people.

These incentives offer donors unique and memorable experiences that showcase the talents of the students, provide hands-on culinary opportunities and create lasting connections with the Academy and its community.

The Property





Largo Trattati di Roma
06123 Gualdo Tadino (PG)
tel e fax 075.916532
email info@omniastudio.it

STUDIO TECNICO

Centro Commerciale Flaminia - Largo Trattati di Roma (PG)
Tel e Fax 075-916532 e-mail : studioarchgualdo@virgilio.it

COMUNE DI GUALDO TADINO

Provincia di Perugia

COMMITTENTE: Sig. BARRILA' CARMELO

PROGETTO: CAMBIO DESTINAZIONE D'USO PER ATTIVITA' RICETTIVA
EXTRAALBERGHIERA DI COUNTRY HOUSE E RISTORAZIONE

OGGETTO: SISTEMAZIONE ESTERNA - REALIZZAZIONE PISCINA

PROGETTO

Foglio n°80 Part. n° 996 Data settembre 2024 Scala 1:100

File: Gatti Rebecca/S.Leonardo/Casa Colonica/Completamento Aggiornamento TAV. 1

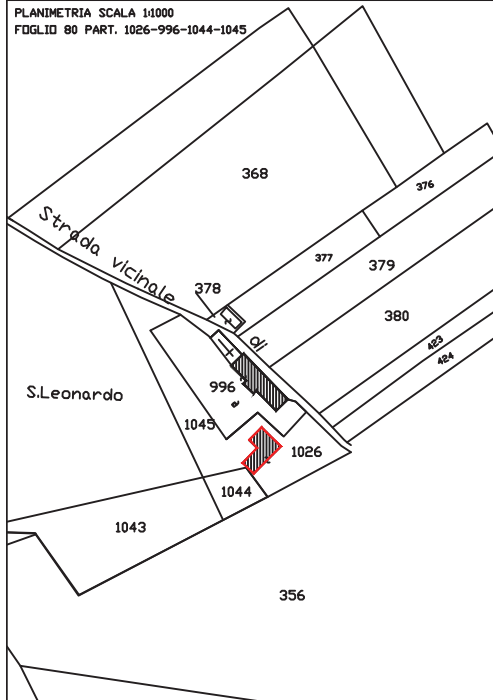
Il Progettista
Geom. Cioccoloni Fabio

Protocollo

Il Progettista delle Strutture
Spazio Riservato all'Ufficio Urbanistica

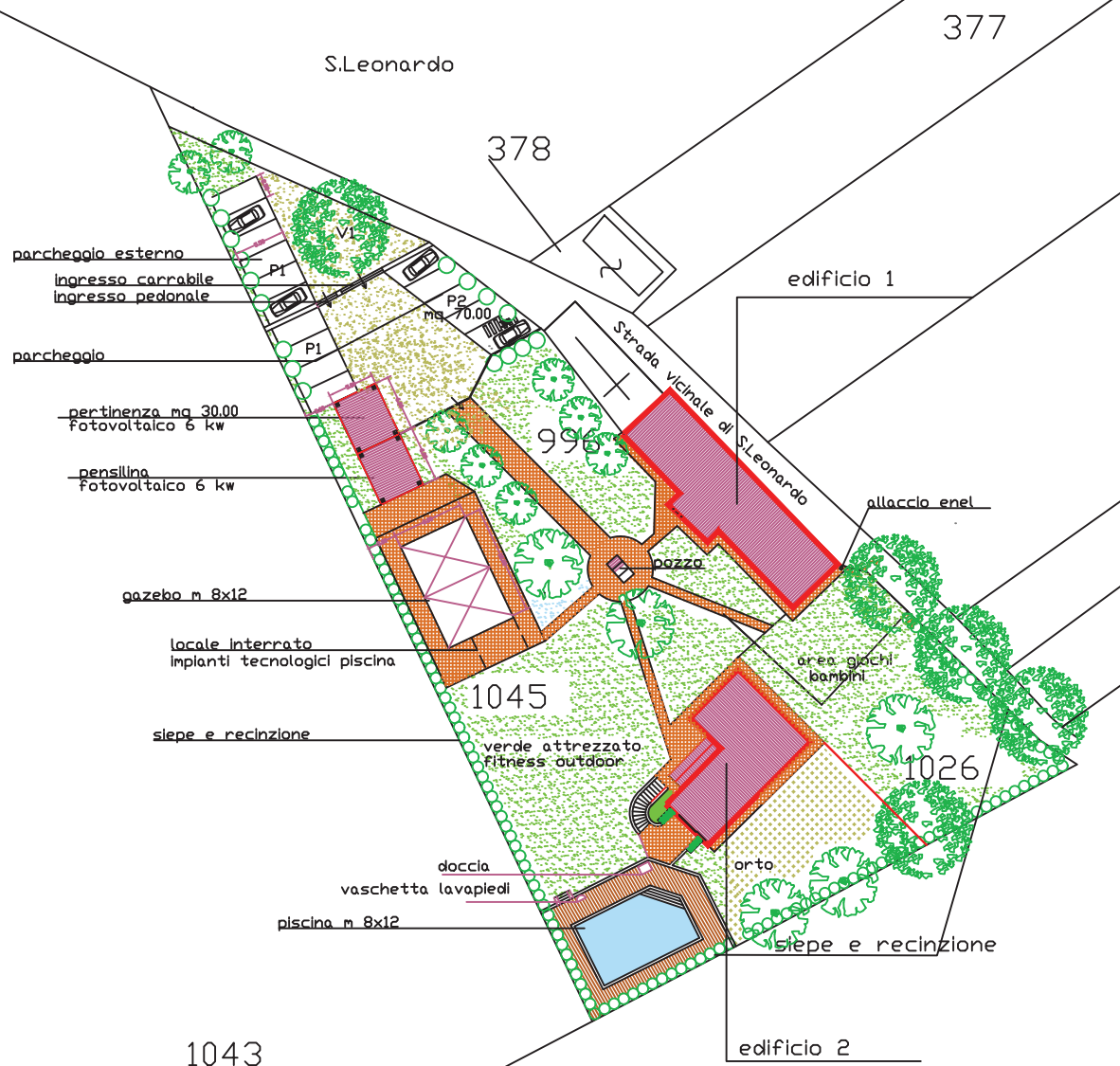
Il Direttore dei Lavori
Firma del Proprietario per accettazione

PLANIMETRIA SCALA 1:1000
FOGLIO 80 PART. 1026-996-1044-1045



FOGLIO 80 PART. 1026-996-1044-1045

PLANIMETRIA SCALA 1:250





Board Members

Diversity Is Our Strength. Our Board is comprised of a vast array of wonderful individuals from diverse backgrounds with 25+ years of tenure, and multiple disciplines who love and care for the mission, vision and core values of Citizens 4 Humanity.

Chef Marco Barrila is a culinary luminary whose extensive experience includes being named one of the top 40 chefs in New York City, where he worked alongside esteemed colleagues such as Daniel Boulud and Marcus Samuelsson. With a dynamic presence on television and radio, he has hosted cooking shows and segments, sharing his passion for food with a broader audience. As a juror for the French Culinary Institute in New York, Marco has played a pivotal role in shaping the next generation of culinary talent. His accolades include numerous awards and appearances as a guest chef on the Food Network, along with a distinguished catering company that serves elite clientele since 2005. Marco has also owned six restaurants, with two currently operational, and has had the privilege of cooking for celebrities and highprofile clients in New York and the Hamptons.

Complementing Marco's culinary expertise is Sheila Barrila, a finance professional with a decade of experience managing commercial real estate, including her notable tenure at the Biltmore in Atlanta. There, she oversaw the successful conversion of the property into a dot-com office building, a restaurant, and a vibrant nightclub, along with managing an event company that catered to high-profile gatherings. Sheila's expertise extends to residential real estate, where she was voted Rookie of the Year in her first year in the Hamptons. Additionally, she has made a name for herself as a celebrity party planner with Insatiable Eats catering and event company.

At the heart of the Barrila Hospitality project lies our nonprofit initiative, Citizens 4 Humanity, a registered 501(c)(3) organization that has been serving the East End New York community for the past 12 years to - since 2012. This vital organization provides year-round meals for families, homebound seniors, and veterans, making a significant impact in the lives of those in need. Marco has also hosted cooking classes at his restaurant since inception to support this mission, which inspired the idea of establishing a social mission culinary and hospitality academy in Umbria. This accredited school will empower underprivileged youth from America, ages 18 to 24, by providing them with hands-on training in cooking, hospitality management, and financial literacy. By bridging cultural and educational gaps, we aim to equip them with the skills needed to thrive in the hospitality industry and beyond, fostering a new generation of leaders who can contribute meaningfully to their communities.

Marco Barrila / Co-Founder / Master Chef / Caterer / Culinary Instructor / Eventeur / Restaurateur / Passion for counseling, mentoring and teaching youth

Sheila Barrila / Co-Founder / Operations & Property Management / Catering & Event Director / Passion for fostering youth initiatives

John Diconza / Fundraising Chair / Finance management and real estate / St. Jude's Children Hospital Supporter / Business Advisory for Town of Southampton / Passion for business education and community involvement

Thaddeus Hill / Education Advisory Chair / Executive Director / Board Timothy Hill Ranch / Passion for children's education and rehabilitation

Christine Curiale Steinmuller / Committee Chair / Mortgage Banker / Entrepreneur / Board KidSave International / Passion for children's causes and community involvement

Kimberly Goff / Community Outreach Chair / Art Gallery Owner & Photographer / Board CMEE (Children's museum) / Passion for fostering creative arts, gardening and plant based diets

Theresa Sarro / Community Relations Chair / Entrepreneur and Real estate investor / Passion for fostering creativity, entrepreneurship and healthy cooking

Emily Mastando / Governance Chair / Finance and Legal scholar / Board of Boy Scouts / EMS / Passion for health and education

Alanna Quinn / Nominating Committee Chair / Executive Director and Licensed therapist / Masters degree in social work / Board of behavior health for East Hampton High School / Passion for mental health and mentoring youth

Marilyn Goldberg / Marketing & Communications Chair / Financing and International exhibitions / Board of Victor Forbes orphanage / Passion for fostering business education and consulting to make miracles happen for entrepreneurs

Marcia Wallace / Secretary / BOCES Adult Education / Passion for education and community service

Venise Hendershott / Treasurer / Banking Manager and Fully licensed financial expert / Board of Junior Achievement programs / Passion for fostering financial literacy and youth

Introduction to the Barrila Hospitality Project

A Vision for Culinary Excellence and Community Empowerment in Umbria, Italy

We invite you to be part of an extraordinary venture that marries culinary artistry with a profound social mission: the Barrila Hospitality project, spearheaded by renowned chef Marco Barrila and his wife, Sheila Barrila. Nestled in the enchanting heart of Umbria, Italy—an area celebrated for its stunning landscapes and rich agricultural heritage—this project represents a unique opportunity to invest in both a sustainable business model and a transformative educational initiative.

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Sponsorship Form

CARD DETAILS

Credit / Debit Card Number

Card Type :

☐

Amex

☐

Mastercard

☐

VISA

☐

Discover

CVV :

Expiration:

D

D

M

M

Y

Y

Y

Y

Card Holder Name
(please print)

BILLING INFORMATION

First Name :

Phone Number :

Last Name :

Zip Code :

Date Of Birth :

D

D

M

M

Y

Y

State :

City :

Full Address :

E-Mail :

SPONSORSHIP LEVEL

☐

\$10,000

☐

\$25,000

☐

\$50,000

☐

\$100,000

OTHER

For any questions, please contact | **Marco Barrila : 631-353-5856** | barrilamarco29@gmail.com



Thank you! Grazie!

Contact Information

MARCO BARRILA

E-Mail: info@citizens4humanity.org

Mobile: 631.353.5856

Office: 631.377.3353
