



## The SVP Growing Gardens Investment: 2006 - 2010

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Total Grant Investments: \$75,000

Total Opportunity Fund Investments: \$4,420

Number of Partners contributing pro-bono consulting: 15

Lead Partner: Paul Heffron

Executive Director: Ramona Clark

### **Growing Gardens Mission**

Our mission is to enrich the lives of our community through environmentally sustainable gardening programs that empower people to experience a direct and deep connection with plants, the land and each other.

### **Growing Gardens Programs**

Growing Gardens is a human services and youth development non-profit organization, based in Boulder, which was established in 1998. We provide the following programs:

1. **Community Gardens Program (1998)** manages garden plots at eight different locations in Boulder County.
2. **The Cultiva! Youth Project (1999)** teaches at-risk youth sustainable agriculture, leadership, entrepreneurial and life skills. Additional youth volunteer for service learning projects with the Cultiva! Project.
3. **The Children's Peace Garden Program (2000)** involves children from 5-10 years of age who learn about the life processes of plants, the interdependency of species, where their food comes from, how to grow food, nutrition and respect for each other and the environment. Taught by Cultiva! Youth.
4. **Fresh Food, Families and Fitness (2001)** installs organic gardens at low-income housing sites and provides seeds, plants and education to increase residents' self-sufficiency in meeting their own food needs.
5. **The Horticultural Therapy Program (2002)** partners with several local agencies to provide horticultural therapy for seniors and people with disabilities.
6. **The Compost Project (2003)** diverts the waste of local businesses, gardeners and households and offers educational tours and workshops to members of the community.
7. **Education and Outreach Program (2007)** Provides opportunities for individuals and numerous organizations to engage in meaningful gardening activities that educate and serve the community and create connections between diverse populations through volunteer service.

### **¡Cultiva! Youth Project**

SVP funding supported The ¡Cultiva! Youth Project. Cultiva builds leadership, teamwork and entrepreneurial skills for a diverse mix of at-risk teenagers (approximately 200 per year) who work daily to cultivate a two-acre organic garden, 18 bee colonies, and participate in the Farmers Market. They teach and guide younger children (700-1,500 per year) and learn cooking, nutrition, and beekeeping.

## SVP Investment History

- 2006: \$15,000, including \$10,000 towards general operating funds for the ¡Cultiva! Youth Project and expansion of Cultiva/Peace Garden programming and \$5,000 designated to support implementation of an earned income strategy for ¡Cultiva!. SVP projects include: earned income strategy development and implementation; management systems including monitoring and assessment; strategic planning.
- 2007: \$25,000 for the ¡Cultiva! Youth Project. SVP projects include: marketing and communications; organizational and Board development; fund development planning; strategic planning.
- 2008: \$20,000 for the ¡Cultiva! Youth Project and overall organizational capacity building. SVP projects include: marketing tool redesign; Board development; volunteer program development; fund development and business planning.
- 2009: \$17,000 for the Cultiva! Youth Project. SVP projects include: Board development, life-cycle assessment, securing office space, strategic planning, and human resources.

## Projects

- Land lease/acquisition
- Lifecycle Assessment
- Strategic Planning, 2006
- Fund Development
  - Strategy & Planning
  - Direct Mail campaign writing
  - Staff development
  - Assist in staff hiring
  - Consulting/coaching
- Board Development
  - Education
  - Assessment
  - Committee structure
- Information Technology
  - Needs assessment
  - Research software options
  - Implementation of new sales software for website
- Business & Earned Income Strategy and Planning
  - Marketing
  - Research
  - Strategy & Planning
  - Restructuring
- Logic Model Evaluation for programs
- Volunteer Management
  - Education
  - Program Assessment
  - Long-term coaching for staff
- Human Resources - *still in progress*
  - Map of the work to be done
  - New job descriptions
  - Process for reviewing staff and assigning raises
  - Program for staff development and cross-training

- Succession planning
- Strategic Planning Facilitation, 2010
  - SWOT analysis and gathering community input
  - Facilitate board retreat
  - Finalize strategic plan

**As a direct result of SVP contributions of financial and human capital, Growing Gardens has:**

- Outcomes measurement for programs including a logic model which guides measurement.
- A business plan and tracking system for Farmer's Market produce and honey which guides planting, harvesting, and staffing and has increased sales substantially.
- A fundraising plan and specific materials.
- The ability to process all program sales (such as community garden payments and class payments) through the website.
- A volunteer management system and infrastructure.
- And much, much more!