

Sustainable Funding Streams for School Gardens

Webinar Series

October 21, 2020 3:30pm

Professional Standards Learning Code: 1230



Arizona Department of Education (ADE)

This training was sponsored by the Arizona Department of Education (ADE) Health and Nutrition Services Division (HNS).

Intended Audience

This training is intended for **School Food Authorities (SFAs)** operating the **National School Lunch Program (NSLP)** and the school garden leaders and teachers that support them.

Professional Standards

Information to include when documenting this training for Professional Standards:

Training Title: Sustainable Funding Streams for School Gardens

Key Area: 1000- Nutrition

Learning Codes: 1230

Length: 1 hour



54%

In February 2020 past attendees of the Arizona School Garden Sustainability series of 2019, responded wanting to learn more about grant writing and how to secure funding for school garden programs. Given the COVID-19 pandemic, adjustments to the economy impact the availability of funding streams.



Susan Silverman

- **Executive Director, GARDEN, Inc.**
- **Project Technical Specialist,
Tucson Unified School District – Food Services**

Thank you so much for joining me today!

Bio: Susan Silverman is a writer, editor, artist, community organizer and nonprofit business development consultant who has worked as Project Technical Specialist for the Tucson Unified School District Food Services Department since 2016.

Susan is the Executive Director/Founder of Growing Alternative Resource Development and Enterprise Network (GARDEN), Inc., a 501c3 nonprofit organization focused on arts, education, environment and healing; she currently serves on the Board of Directors of the Food Conspiracy Co-op; and she has been growing organic gardens and supporting regenerative projects in schools and communities around the US for more than 40 years.

Introduction

Grant Myths and Realities. To grow school gardens, we need more than funding – we need a community.

To meet your top priority needs, it is essential to maximize your resources by having systems in place that can:

- * Accept donations of new, used and recycled materials: garden tools, hoses, soil amendments, seeds, planters, benches, and other useful items.
- * Engage volunteers, effectively utilize their expertise, and document the time and energy that they give to your garden project.
- * Create a vibrant fundraising plan that includes a diversity of income sources, including grant requests, donor solicitations and direct sales of garden products and other items.



Wading into the Funding Stream to Support School Gardens

Start with your Local School Community:

- Meet with your school principal and other administrators and ask them to commit their full support for your school garden project.
- Partner with principals, school food service directors and PTO to secure grants, get donations, and find pots of discretionary funding.
- Get creative about grant seeking from unusual sources that support educational goals connected to:
 - Health, wellness and nutrition
 - Social and Emotional Learning (SEL)
 - STEAM (science, technology, engineering, arts, math)
 - US Dept. of Education Title 1, 4, and other programs
 - Utilizing garden spaces as outdoor learning classrooms – this has become essential during Covid-19 response planning for every school.





Explore Sources of Earned Income

School-based farmers markets and/or classroom campaigns for direct sales of:

- ✓ Fresh produce, herbs & fruit
- ✓ Seeds and seedlings
- ✓ Arts & crafts made by students
- ✓ Earthworms/castings
- ✓ Soil Amendments/Compost

*Use proceeds to buy garden production, tools, supplies and equipment.

Gifts and Donations

Goods and Services:

- Request donations from parents, families, local, businesses and corporations.
- Work with your school and/or PTO to acknowledge all donations and provide income-tax documentation.

Crowd Source Fundraising:

- Requires social media expertise and large networks of supporters.
- Beware of hidden processing fees!
- Examples:
 - SeedMoney.org
 - GoFundMe.org
 - Donorschoose.org



Public and Private Grant Opportunities:

City, County, State &
Federal Programs and
focus areas.

Public Funding:

Local City and County sustainability initiatives

- Public Seed Libraries – free seeds
- Tree planting sponsorship
- Local nonprofit food-related groups

State-sponsored grants:

- AZ Dept. of Education – Farm to School (historical)
- AZFB's Growing Gardens Grant (open until 10/30/20)

Federal grants and programs:

- US Dept. of Agriculture – Farm to School Grant FY21 – due Jan. 8, 202
- FoodCorps (currently suspended in AZ), AmeriCorps, and other volunteer programs

Private Foundations:

- Open grant solicitations
- Community Foundations
- Note: Easiest grants to secure and manage

Deep Dive into the Funding Stream to Find Grants for Your School Garden

Begin the search for funding with your closest contacts, colleagues, relatives, and friends.

Monitor free grant search services online:

- * Grant Station

<https://grantstation.com/>

- * Grant Gopher

<https://grantgopher.com>

- * Pima County Library – Grants & Fundraising Resources – free online access to AZ Guide to Grants and Foundation Center/Candid

<https://www.library.pima.gov/resources/grants-fundraising/>

Research other similar school garden projects and note their funders, sponsors and supporters.



School Garden-Related Resource Organizations



School Garden Curriculum and Program Resources

- School Garden Support Organization Network
<https://www.sgsonetwork.org>
- National Farm to School Network, <http://www.farmtoschool.org/>
- The Edible Schoolyard Project, <https://edibleschoolyard.org/>
- LifeLab, <https://lifelab.org/>
- National Gardening Association, www.garden.org
- Arizona Farm Bureau, Ag in the Classroom, <https://www.azfb.org>

Healthy School Food Resource Organizations

- Chef Ann Foundation
<https://www.chefannfoundation.org/>
- Urban School Food Alliance
<https://www.urbanschoolfoodalliance.org/>
- USDA Food & Nutrition Service - Team Nutrition: Resources for Schools
<https://www.fns.usda.gov/tn/school>
- Action for Healthy Kids
<https://www.actionforhealthykids.org/>
- School Nutrition Association
<https://schoolnutrition.org/>
- Arizona Food Systems Network
<https://www.azfsn.org/resources.html>

School Garden Grant Suggestions

Beginning/early stage School Garden Grants:

AZ Farm Bureau, Ag in the Classroom, Growing Garden Grants, due 10/30/20
<https://www.azfb.org/Programs/Agriculture-in-the-Classroom/Growing-Garden-Grants>

Annie's Garden Grants

<https://www.annies.com/grants-for-gardens/>

Kids Gardening – Youth Garden Grants

<https://kidsgardening.org/garden-grants/>

Intermediate Stage School Garden Grants:

Sprouts Healthy Communities Foundation Grants

<https://about.sprouts.com/sprouts-foundation/grants/>

Whole Kids Foundation Garden Grant Program

<https://www.wholekidsfoundation.org/programs/school-gardens-grant>

Health and Wellness Grants that can Support School Gardens:

Fuel Up to Play 60

www.fueluptoplay60.org

Green Schoolyards America

<https://www.greenschoolyards.org/>

PlayCore Funding Tool, <https://www.playcore.com/funding/results?country=united-states&state=national&project=>

Peaceful Playgrounds

<https://peacefulplaygrounds.com/school-playground-grants/>

Center for Health and Health Care in Schools

<http://healthinschools.org/#sthash.LuuhT4lH.dpbs>

Alliance for a Healthier Generation

<https://www.healthiergeneration.org/take-action/schools>

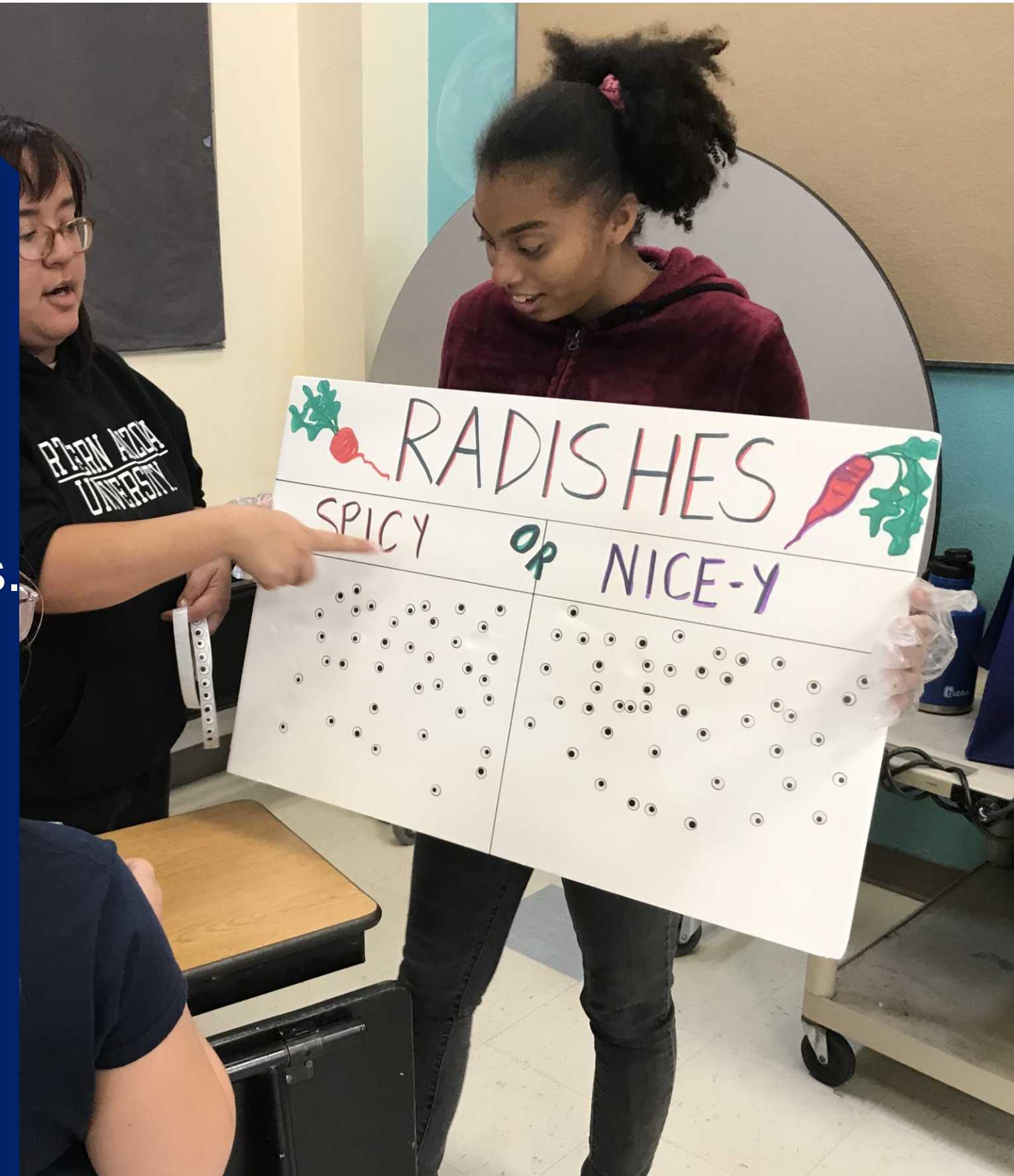


School Garden Grants:

Tips and Tricks of the Trade

- 1) Proposal writing preparation.
- 2) Request for Proposals (RFP) – telling your story.
- 3) Evaluation is Essential.
- 4) The Power of Impacts – Ways to Demonstrate Success.
- 5) The “Sustainability” Question.
- 6) Use the Budget to Guide your Grant.
- 7) Managing Indirect Costs, In-Kind & Matching \$\$.
- 8) Always make a plan to meet the final DEADLINE!
- 9) Resources:

- **Grantwriting for Dummies* by Dr. Beverly Browning. Free cheatsheet download.
- *GrantsMagicU Community, Maryn Boess
- *Growing Alternative Resource Development and Enterprise Network (GARDEN), Inc.





- Ability to secure public, private foundation and other grants that require only 501(c)3 nonprofit applicants.
- Assistance with financial management and reporting for grant-funded projects.
- Reduction in frustration from the alleviation of dealing with school district mandated budget and procurement policies.
- Community partnerships and opportunities for resource sharing and collaboration in other areas.

Successful Models of Nonprofit/ School/Community Partnerships

In Arizona...

Educational Enrichment Foundation, www.eeftucson.org

University of Arizona, Community & School Garden Program

<https://schoolgardens.arizona.edu/>

* UA Green Academy – training and resources for Tucson teachers.

Desert Botanical Gardens – Spaces of Opportunity Project

<https://dbg.org/transforming-a-food-desert/>

Community Food Bank of So. AZ - Las Milpitas de Cottonwood

<https://www.communityfoodbank.org/Locations/Las-Milpitas>

Flowers & Bullets – La Siembra: Midtown Farm @ the old TUSD Julia Keen Elementary School

<https://www.flowersandbullets.com/lasiembra>

Outside of Arizona...

Edible Schoolyard Project, Berkeley, CA; <https://edibleschoolyard.org/>

Denver Urban Gardens, Denver, CO; <https://dug.org/>

Sustainable Food Center, Austin, TX; <https://sustainablefoodcenter.org/>

Gardeneers, Chicago, IL; <https://gardeneers.org/what-we-do/>

Oregon Farm to School and School Garden Network

<https://www.oregonfarmtoschool.org/>

Questions & Answers

For more information, contact:

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Upcoming School Garden Webinars:

- November 18th with Joseph City USD
- December 16th with Humboldt USD
- January 20th with Prescott USD

Register → <https://bit.ly/AZSchoolGardens>



Congratulations!

You have completed the *Recorded Webinar: School Garden Webinar Series - Sustainable Funding Streams for School Gardens*

To request a certificate, please go to the next slide.

In order to count this training toward your Professional Standards training hours, the training content must align with your job duties.

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Please Note: Attendees must document the amount of training hours indicated regardless of the amount of time it takes to complete it.



Congratulations!

Requesting a training certificate

Please click on the link below to complete a brief survey about this webinar. Once the survey is complete, you will be able to print your certificate of completion from Survey Monkey. **This will not appear in your Event Management System (EMS) Account.*

<https://www.surveymonkey.com/r/RecordedWebinarOnlineSurvey>

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