



**MARCH 19TH - MARCH 20TH, 2021**

## **Proposal for Ads and Silent Auction Items**

We invite you to join us as a sponsor of our Spring into Action event -- a special opportunity to work alongside us to help build a healthier, more resilient community for all. Grow It Green Morristown is hosting its 9th Annual Spring Fundraiser, *Spring into Action*, our primary fundraiser of the year. As we continue our work in the community, the partnerships we develop are an invaluable part of our success.

**What is Grow It Green Morristown:** Grow It Green Morristown is a local nonprofit that founded and manages the Urban Farm and Early Street Community Garden, and operates the greenhouse at St. Elizabeth University. To achieve its mission, Grow It Green partners with local institutions including government, schools, and churches in addition to other nonprofits.

### **Event Sponsor Benefits:**

This event is being created with and for our community who are interested in local education, environment and equity. Your support will be promoted to our growing audience of email subscribers of 3,300 individuals and social media following of 2,600+ people. Your purchase of an ad or donation of a silent auction item ties your organization to our mission, making a commitment of support to the community where your employees and customers live, eat, work and play.

By purchasing an ad or donating an item, you will have exposure both to people attending the virtual events and through event promotion. We will be promoting the event activities at the Winter Farmers' Market at Morris Museum which has an average in person weekly attendance of 800 people.

You will become part of an integrated marketing campaign including media outreach, social media, poster canvassing, an online platform, targeted emails, website listing, and the virtual program ad on the final evening of the fundraiser. All ads will be featured in an Instagram story.

### **Event Details:**

**Type of Event:** Virtual

**Date:** Multiple events beginning Friday, March 19th culminating with a virtual program on the evening of Saturday, March 20, 2021.

**Time:** Varies

**The event will feature:**

Clean Cocktail demo

Silent Auction

50/50 Raffle Drawing (promoted and sold at Winter Farmers' Market)

Optional Meal and Beverage Pairing with 100% of proceeds going to diverse group of local establishments impacted by COVID-19

Virtual event featuring award winning poetry reading, 50/50 raffle pull, and storytelling

## Silent Auction Item Donation

*Deadline: March 1, 2021*

At the Spring Into Action event, we will hold a digital silent auction featuring fantastic items and experiences. Your name and /or business name will be recognized on every item you donate and visible to our digital community. The digital auction items will be live March 19th and 20th. The fair market value of donated items is tax deductible to the extent allowed by law.

***Your generous donation and support are greatly appreciated!***

Donor Name \_\_\_\_\_

Donor's Business or Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

*(to view silent auction items, the link will be sent to this email address the day before the event)*

Item Name \_\_\_\_\_

Description of Donation \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Fair Market Value of Item or Experience \$ \_\_\_\_\_

For experiences, please list a Contact Name and Email for the winner (if different from above)

\_\_\_\_\_

**Please complete this form and mail or email it to:**

Grow It Green Morristown

Attn: Ann Kent [ann@growitgreenmorristown.org](mailto:ann@growitgreenmorristown.org)

14 Maple Ave., Suite 300

Morristown, NJ 07960

## Digital Program Ads

*Deadline: March 1, 2021*

**The program journal will be displayed on the digital platform, on our website and in an Instagram story.**

**Full Page**                 \$300

**1/2 Page**                 \$150

**1/4 Page**                 \$75

**Please email high-resolution JPG or PDF files to [ann@growitgreenmorristown.org](mailto:ann@growitgreenmorristown.org) by March 5th.**

Organization/ Business \_\_\_\_\_

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Contact Phone \_\_\_\_\_

Email \_\_\_\_\_

I have enclosed a check in the amount of \$\_\_\_\_\_ **PAYABLE TO: Grow It Green Morristown**

I would like to pay by credit card:     *Please circle one:*   MasterCard   VISA   AmEx

Name (as it appears on the card) \_\_\_\_\_

Card Number \_\_\_\_\_ CVV \_\_\_\_\_ Exp. Date: \_\_\_\_/\_\_\_\_

Signature \_\_\_\_\_

**REMEMBER: Deadline for all Program Journal Ad artwork & payment is March 1, 2021.**

**Please complete this form and mail or email to:**

Ann Kent

Grow It Green Morristown

14 Maple Ave., Suite 300 | Morristown, NJ 07960

[ann@growitgreenmorristown.org](mailto:ann@growitgreenmorristown.org) |

Contact Ann to discuss sponsorships of event and for full year sponsorships.



## **Why Support Grow It Green Morristown's event?**

We focus on our community's essential needs and adapt our programs to provide services with the most impact. Our relationships with local businesses and organizations strengthen our collective community, by supporting the essential services we provide to our community through green space, education, and equal access to fresh local food.

### **How we are putting our commitment into action:**

- Donating 8,840 lbs. of produce to our community and growing a record 23,800 lbs. of food, creating equitable pathways to fresh food. These were both record amounts as our efforts shifted heavily to growing food to help the expanding numbers of food insecure.
- Increasing our donation amounts by 160% from 2018 to 2020.
- Improving efficiencies at The Urban Farm, resulting in more food for our community while caring for the environment with the important assistance of the high school and college interns and volunteers committed to following strict COVID-19 procedures.
- Creating 25 virtual lessons for elementary students during the pandemic as well as over 500 take home kits to continue making important connections between the food that we eat and where food comes from, and how food choices can impact health, the environment, and community.
- Strengthening important programming with Atlantic Health System's Family Guidance programming by providing on the farm programs and take home kits for families in need.
- Developing hands-on hydroponic kits for 9th grade STEM students at Morristown High School through a grant for supplies from Morris Educational Foundation to encourage resilience and creativity and address real world problems of providing food for a growing population.
- Relocating the Winter Farmers' Market to a safe, outdoor location at the Morris Museum for the 2020-2021 season to provide a place for local farmers and businesses to sell fresh food and provide an opportunity for shoppers to shop safely during the pandemic.

To find out more about Grow It Green Morristown, please visit us at  
[www.growitgreengorristown.org](http://www.growitgreengorristown.org).

## About Grow It Green Morristown

Grow It Green Morristown has created a sustainable farm and garden that provide a pathway to equitable access to fresh, local food and outdoor spaces and activities, and educates through programs focused on healthy eating and environmental stewardship. This past year, in light of the hardships caused by COVID-19, we expanded our vision of what it means to work with our community to solve the most pressing needs. The name of our fundraiser was specifically chosen because spring is such an important season of hope for all of us, particularly at the farm and garden. We are taking what we have learned from 2020, to drive action that has the greatest impact.

### ***Early Street Community Garden:***

Once a littered and vacant lot in what was an area of Morristown in need of renewal, the Early Street Community Garden is a community garden and urban park providing space for over 100 families to grow their own food, flowers, and herbs and also addressing environmental impacts. Located in the heart of Morris County's most densely populated municipality, the Early Street Community Garden was slated for development. Working side by side with diverse groups of neighbors to assess what was the best use of the land, Grow It Green Morristown partnered with the Trust for Public Land and Town of Morristown to secure much needed open space for the community. Today, the community garden is a sustainable urban park that features a parklet with an ADA compliant walking path, solar-powered pavilion, rain gardens and more. Always reaching to be more inclusive, we offer programs such as subsidized garden plots, donation plots, and garden events with a variety of organizations to enjoy the therapeutic benefits of the garden, particularly in a time when the mental and physical benefits are so significant.

### ***The Urban Farm:***

Urban agriculture is an essential part of a community providing food access solutions. The Urban Farm is a one acre learning farm located on land leased from the Morris School District behind Lafayette Learning Center. The Urban Farm serves the community by:

- Providing experiential educational opportunities for the students of the Morris School District, as well as area colleges and our local community members.
- Creating opportunities for children and adults to experience local, nutrient dense food grown using environmentally sustainable agriculture practices.
- Addressing food insecurity by providing consistent donations of high quality produce to partnering non-profits such as the Interfaith Food Pantry Network, nourish.NJ and Table of Hope.
- Providing weekly fresh produce at no charge to low income families through a program funded by the Foundation for Morristown Medical Center with the Atlantic Health System Family Guidance Program.



### ***Community Partnerships:***

Along with the work we do at The Urban Farm and Early Street Community Garden, we collaborate with multiple partner organizations to address nutritional inequity and awareness of healthy food. Our work includes:

- Assisting other local organizations with establishing their own garden spaces
- Providing off site educational opportunities for school children, local groups, and individuals
- Creating opportunities for people to volunteer and make meaningful contributions
- Making career exploration possible in fields that involve land stewardship and sustainable food production
- Managing the Winter Farmers' Market to provide a safe space for people to purchase fresh food and provide a place for local farmers, ranchers and makers to sell what they grow and make.