



MARCH 19TH - MARCH 20TH, 2021

## Sponsorship Proposal

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:** 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, and will be promoted to our growing audience of email subscribers of 3,300 individuals and social media following of 2,500+. Your sponsorship of the event ties your organization to the mission of Grow It Green Morristown, which is specifically focused on environmental stewardship and helping members of our community, including your employees and customers.

By sponsoring the event, 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 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.

### Event Details

**Type of Event:** Virtual

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

**Time:** Varies

### The event will feature:

Virtual Events

Silent Auction

Raffle Drawing (tickets can be purchased at the Winter Market)

Optional Meal and Beverage Pairing to benefit a variety of local establishments impacted by COVID-19.

## About Grow It Green Morristown

Grow It Green Morristown creates sustainable farms and gardens that provide 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 effectively serve our community. Often working in concert with other organizations, Grow it Green was able to modify programs and focus resources to meet the needs of our community in crisis.

### ***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 now provides space for over 100 families to grow their own food, flowers, and herbs. Located in the heart of Morris County's most densely populated municipality, the Early Street Community Garden was slated to be developed into a high-rise apartment building. However, in 2013, Grow It Green Morristown partnered with the Trust for Public Land and Town of Morristown to save the garden and secure much-needed open space for the community. Today, the community garden is a sustainable community park that features a parklet, an ADA compliant walking path, solar-powered pavilion, rain gardens and more. We offer a percentage of our plots at a subsidized rate and have a donation plot that we use to teach youth about growing their own food.

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

The Urban Farm is New Jersey's largest school garden. The farm is located on land leased from the Morris School District behind Lafayette Learning Center. The Urban Farm serves the community by:

- Providing 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 regenerative farming methods.
- Donating food 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 families in need 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 improve access and awareness of healthy food. Our work includes:

- Assisting other local organizations with establishing their own garden spaces
- Providing educational opportunities for school children, local groups, and individuals
- Creating opportunities for people to volunteer and make meaningful contributions to our community
- Managing the Winter Market and providing a safe space for people to purchase fresh food



## **Why Support Grow It Green Morristown?**

We focus on our community's changing needs and adapt our programs to provide services with the most impact. Our partnerships with local businesses will 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:**

- In 2020, we donated 8,840 lbs. of produce to our community and grew 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.
- We increased our donation amounts by 160% from 2018 to 2020.
- Our Director of Agriculture & Education continues to improve 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.
- Our Farm Educator created 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.
- We strengthened important programming with Atlantic Health System's Family Guidance programming by providing on the farm programs and take home kits for families in need through a grant from the Foundation for Morristown Medical Center
- We developed hands-on hydroponic kits for 9th grade STEM students at Morristown High School through a grant from Morristown Educational Foundation to encourage resilience and creativity and address real world problems of providing food for a growing population.
- We relocated 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.

### **Reach:**

Grow It Green has a strong social media presence and engaged online audience with over 3,000 followers on Facebook and 2,500 on Instagram. Our newsletter distribution list is over 3,000 constituents and our Winter Market draws an average of 800 people each week.

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

## Sponsorship Form

**Deadline for Sponsorship Inclusion on Marketing Materials: February 5th**

I will sponsor Grow It Green's Spring into Action 2021 Fundraiser at the level of:

- |   |          |
|---|----------|
| <input type="checkbox"/> <b>Carrot Collaborator</b> | \$10,000 |
| <input type="checkbox"/> <b>Produce Propagator</b>  | \$5,000  |
| <input type="checkbox"/> <b>Harvest Helper</b>      | \$2,500  |
| <input type="checkbox"/> <b>Beet Believer</b>       | \$1,000  |

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

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

Address \_\_\_\_\_

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

Phone \_\_\_\_\_

Email \_\_\_\_\_

I have enclosed a check for \$ \_\_\_\_\_ **PAYABLE TO: Grow It Green Morristown**

I would like to pay by credit card at the level marked above

*Please circle one:* MasterCard VISA AmEx

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

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

Signature \_\_\_\_\_

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

Ann Kent

Grow It Green Morristown

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

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

**Thank you for choosing to sponsor Grow It Green in 2021. Your support is critical to our ability to provide access to fresh food for individuals in our community whose lives have been impacted by the pandemic and sustain our other programs.**

To discuss other unique opportunities to sponsor Grow It Green Morristown, and to coordinate safe, outdoor volunteer opportunities, please contact Ann. This past year has tested our resilience, reinforced our commitment and taught us the importance of being flexible.