

350 garden challenge

MAY 15-16, 2010

Overview

Creating 350 waterwise food gardens in Sonoma County May 15-16, 2010



Overview

On a single weekend, May 15-16, 350 Sonoma County landscapes will be transformed into bountiful gardens, which save water and carbon emissions, grow food and habitat, and promote greywater and low-impact development, all while educating and empowering community and supporting local businesses. This can be as simple as planting a fruit tree or a tomato plant in a pot. But it is also an opportunity to create innovative gardens on front yards, apartment patios, school and church grounds, and business premises. The 350 Garden Challenge was inspired in part by the 350.org international campaign to find and implement solutions to climate change. We use the term "waterwise" to emphasize the need to conserve water in all aspects of life including as we increase local food production.



Goals

The goals are simple:

- * Create a healthy homegrown food supply
- * Save water and cut greenhouse gas emissions
- * Support local businesses
- * Build community and beautify our neighborhoods



Partnerships

Daily Acts, iGROW Sonoma, GoLocal & Living Mandala are collaborating with the Sonoma County Water Agency and dozens of community groups and companies to create the 350 Garden Challenge. This county-wide project will engage citizens, organizations, local businesses, media and civic leaders to save water and improve access to healthy, fresh local food while positioning Sonoma County as a national leader in the local food movement and water conservation.



Roll out

The 350 Garden Challenge planning team, together with community organizers, will assist residents with garden planning and design, water management, access to materials, team building, and documentation. Garden sites and participation will largely be coordinated online at www.igrowsonoma.org.



Contacts

Primary Contact

Beth Dadko, Coordinator
iGROW Sonoma
707-565-6681
bdadko@sonoma-county.org
www.igrowsonoma.org

Project Manager

Trathen Heckman, Director
Daily Acts
707-789-9664
trathen@dailyacts.org
www.dailyacts.org

Business Outreach

Kelley Rajala, Director
GoLocal Cooperative
707-888-6105
k.rajala@golocal.coop
www.golocal.coop



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How to Participate

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You can get involved in the 350 Garden Challenge in four simple ways...

- 1) Grow Your Own Garden
- 2) Join a Garden Crew
- 3) Become a Community Organizer, or
- 4) Support the Garden Challenge

1) Grow Your Own

Everyone can have a garden. Grow herbs in your kitchen, a potted garden on your balcony, a fruit tree in the front yard, or replace your whole lawn with an edible food forest. Growing food can also help you cut your water usage dramatically, very important in our Mediterranean climate. Our resource page is full of guides to help you plan edible estates big and small. We can even help supply volunteer labor and the know how. It is the responsibility of the homeowner to come up with the design and materials for the garden (subsidized materials may be available from our business sponsors). Help us meet our challenge by signing up your site today!

Simple Steps :

1. Register your garden project at www.igrowsonoma.org
2. Connect with your community organizer
3. Plan your garden (see "Get Growing" at www.igrowsonoma.org for ideas and resources)
4. Collect your supplies
5. Get ready to plant on May 15 & 16

2) Join A Garden Crew

Volunteers will be needed at many garden sites. Whether you are a life-long gardener or are looking for a reason to get your hands dirty for the first time, you can volunteer to help plant 350 gardens in a single weekend. Have some experience working in a garden or planting trees? Become a mentor and share the knowledge you have on how to Grow a Garden with others. Are you an artist? A musician? A culinary genius in your own right? Do you have a truck and a good sense of direction? Perhaps something else of value you'd like to suggest to volunteer to our cause? We need you, too! **Sign up to volunteer at www.igrowsonoma.org**

3) Become a Community Organizer

Every city or neighborhood will have a Community Coordinator and an organizing team to help coordinate volunteers and materials for the Challenge. If you have great organizational and communication skills we need you as an organizer. Please call Beth at 707-565-6681 for more information.

4) Support the 350 Garden Challenge

This is a big project and you or your organization or business can help in several ways....

- donate garden materials or plant starts
- make a financial contribution to support the project
- help us get the word out

Give us a call with any questions or ideas **707-565-6681** or go to www.igrowsonoma.org to learn more.



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Sponsorship Opportunities

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We expect to drive lots of gardeners to local businesses for materials, plant starts, drip irrigation and professional garden consultation. Your business can get involved and support the 350 Garden Challenge in different ways:

1. Sponsorship
 - * \$5,000 - premier logo placement on posters, flyers, directory, website and press releases
 - * \$1,000 - logo placement on website and listing in press releases and directory
 - * \$500 - listing on website and in directory
2. Donating materials
3. Offer discounts or coupons to participants
4. Volunteer staff
5. Sites for gardens
6. Promotion of the event through your store

We will be publicizing your participation through:

- * website: including your business on the iGROW, Daily Acts, GoLocal & Living Mandala websites
- * directory: including your business in the resource directory
- * promotion materials: posters & flyers (placement varies on sponsor level)
- * media: PSA's, press releases, social media



Yes! We'd like to participate!

Business Name: _____

Contact: _____ Title: _____

Phone: _____ Email: _____

Address: _____ City: _____ Zip _____

We would like to participate by:

_____ **sponsorship** ___ \$5000 ___ \$1000 ___ \$500 other _____

_____ **donating materials** (please list) _____

_____ **offer discounts or coupons** (please list) _____

_____ **volunteer staff** (# of hours) _____

_____ **site for a garden** (describe) _____

_____ **promotion (circle)** posters / bookmarks / email / social media / other _____

Please fax to 866-251-4555 or mail to GoLocal Cooperative, 900 College Ave. Santa Rosa 95404
 For more information, please call Kelley at 707-888-6105

