



The Green Thumb Print

GreenThumb News and Topics of Interest to Community Gardeners in New York City

May/June 2003

The bulletin of GreenThumb, a program of City of New York Parks & Recreation

Fundraising for Your Garden

Gardeners learned in Registration 2003 that a garden must have insurance to be a fully licensed GreenThumb garden. Some gardens have large memberships that can contribute to insurance with membership dues and others have initiated fund-raising plans that have not only raised money but created a fun activity for gardeners. The GreenThumb Garden Handbook provided to all garden contacts includes a section on how to put together a fund-raising plan. Below is the fundraising guideline from the GreenThumb Garden Handbook:

Determine your GOALS

- What specifically do you want to raise money for? Kids' programs? Plants? To hire a band? Write down one or two clear, concise sentences that answer this question. When you're raising money, people will want to know why. This exercise will help you get a clear answer to their question.

List your NEEDS

- Think about all the things (goods and services) you're going to need to achieve your goal, and write them down. Then think about what each thing will cost if you can't get it donated.
- The most common categories of budget items are: Materials, Publicity, and Giveaways (food and souvenirs given to participants at an event). You'll also need Labor (from bench painters to musicians), though this is usually volunteered.

Determine your RESOURCES

- Who can donate the things you need? -money, materials, and labor. Make a list of all the people, businesses, and organizations in your community that can help you.
- Cover all the bases. Look to local businesses, banks, newspapers, utilities, places your members work, all of your neighbors, important people in the community, landlords, schools, churches, other community groups, local government, the police athletic league, and foundations.

Create a PLAN

- Who are you going to ask for what? How are you going to ask them? Who's going to do the asking? When? The answers to these questions constitute your fund-raising plan.

Get HELP

- You'll need a committee to carry out your plan. When you get a lot of people involved you get a lot of connections to resources, a lot of help getting things done, and a lot of people who feel responsible for the garden. -

APPROACHING LOCAL BUSINESSES

Develop strong RELATIONSHIPS with local businesses

- Before you ask for donations, cultivate your relationships. Go door to door introducing yourself. Make sure businesses get your flyers and newsletters. Attend meetings of merchants associations or business improvement districts and invite their representatives to your meetings.
- Ask local merchants for their input, especially those who work near the garden and have a vested interest in its condition. Consider having a representative of the local business community sit on your board. Involved businesses are much more likely to give you donations later on.

Approach businesses that are LIKELY TO GIVE. Especially...

- Businesses that your members and friends own or work for. Large corporations often donate where their employees volunteer.
- Businesses near the garden. This includes stores, but also the landlords and co-ops that own buildings bordering the garden.
- Businesses with a logical link to an event who will get the most from sponsoring it - e.g. a music store for a concert, a kids clothing store for an after-school program, a hardware store for a spruce-up.

GIVE something in return

- Publicity -- publicly acknowledge helpful businesses at an event, in your newsletter, or on fliers. You can

also sell ads in a newsletter.

- Promotional Opportunities -- allow businesses to give out coupons and free samples at an event or let them use your mailing list.
- Community Goodwill -- spread the word to members and neighbors about the business's generosity and be sure to patronize it yourself. An article in the local paper does this very well.
- Your Thanks -- Always send a thank you letter and/or gift.-

Raffles Anyone?

It all started with a \$1 and a dream. It's not the NY Lottery but there were big winners.

The Manhattan Land Trust gardens wanted to hold a fundraiser. Amla Sanghvi of La Perla Garden, on the Upper West Side donated a juicer to the Manhattan Land Trust fundraiser and the idea of a raffle was born. 14 member gardens of the Land Trust collaborated to raise almost \$250 by selling raffle tickets at \$1 a piece. They sold raffle tickets at every event including the GreenThumb GrowTogether over the course of four months. The drawing was held on April 26 at the Trust for Public Land. The first prize went to Emily of Clayton Williams Garden, who won the juicer and a beautiful basket of fresh fruit donated by a local supermarket. The second prize went to Mo-Pals Garden for the most raffle tickets sold by a garden group and was awarded 100 packs of seeds and 3 bags of perennials which were obtained from GreenThumb's bulb and seed giveaways.

The first raffle was a big success, thanks to the collective work of all the gardeners in the Manhattan Land Trust. Loretta Welcome, of Clayton Williams Garden and Events Coordinator wishes to thank Amla Sanghvi for donating the juicer, Louise Kruger for offering Albert's Garden as a meeting place and Paul Coppola of Trust for Public Land for all his assistance. All participants had a great time and will be celebrating their success with a community barbeque and fish-fry in June. Congratulations to the Manhattan Land Trust on a successful fundraising event!

Fund-raising in the Market

Many low-income neighborhoods in New York City do not have markets that have fresh produce. Farmer's Markets are popping up throughout New York City to meet the shortage of fresh produce available in underserved neighborhoods. East New York Farms! Community Market was created to meet the needs of local residents and has blossomed into a thriving outdoor summer market. Locals can buy corn, okra, collards, sprouts, tomatoes and eggplants grown by community gardeners from Brooklyn and farmers from

Upstate NY. The ENY Farms! Community Market is a great place for GreenThumb gardeners to fundraise by selling the "fruits" of their labor and a great way to provide fresh produce to their community. The ENY Market is open every Saturday, June 7- November 22, 9:30 am - 3 pm. If you are interested in a space at the market, please contact Georgine at (718) 649-7979.



Members of the Manhattan Land Trust proudly present the prizes donated for the fund-raising event.

Plant Giveaway

Over 50 gardens joined GreenThumb on Saturday, May 10, at Brooklyn Bears Community Garden in Flatbush for a plant giveaway. Over 200 flats of vegetables and flowers were given away including 5 varieties of tomatoes, red and green bell peppers, 2 varieties of eggplant, flat leaf and curly parsley, zinnias, cleome, dusty miller and much more. Thanks gardeners for coming out for a splendid plant giveaway.



Brooklyn Outreach Coordinator, Alice Brooke Wilson passes a dozen bell pepper plants to Hazel Haynes of Lincoln Road Garden, in Brownsville at GreenThumb's Plant Giveaway.

GreenThumb Gardener Departs

Long-time GreenThumb gardener, Jim Mackey, passed away late February this year. Mr. Mackey helped start the 1100 Block Association of 223rd Street, in the Bronx. The garden was started back in the early 80's and is currently a New York Restoration Project site. One of the smallest Greenthumb gardens in the Bronx - just a little strip of land tucked between a service station and the backyards of the folks on 223rd St -- the garden is covered by a small manicured grassy area and some veggie beds in the back. The fence was only a few feet high, yet there weren't reports of vandalism or theft. The gardeners must have been doing something right. Jim Mackey will be missed.

Shakespeare in the Garden

Blunt Theater Company will be holding the 4th Annual Garden Theater Festival at La Plaza Cultural from May 29 - June 29. The festival will be featuring the first NYC revival in over 20 years of Jack Richardson's Award winning play, *The Prodigal* and the year's most unique *Romeo & Juliet*.

First produced in 1960, Jack Richardson's play *The Prodigal* enjoyed rave reviews from the critics (alongside the other groundbreaking hit of that season, Albee's *The Zoo Story*). It is the story of Agamemnon's return from the Trojan War and Orestes' reluctance to accept his fate of avenging his father's murder. In a nod to classical Greek theatre, Blunt will use masks to enhance the storytelling and the stone amphitheater of La Plaza Cultural will provide the perfect backdrop. Blunt Theater Company is proud to give the public its first look at this modern classic in over 20 years.

Blunt Theater Company's production of *Romeo & Juliet* will be a powerful commentary on the current political situation with the Middle East. This classic love story will be set in postwar Baghdad and will incorporate Muslim and Middle Eastern culture, music and dance. With Muslim Capulets and American Montagues, the tragic deaths of the title characters will teach a valuable lesson in resolving differences and working towards mutual respect and understanding. Blunt's production of *Romeo & Juliet* will be a celebration of both cultures' strengths and an examination of their weaknesses.

The festival is free and open to all! Please join gardeners from all over for a night of brilliant theater. La Plaza Cultural is located at 9th Street and Avenue C. All shows start at 8 pm (except Saturday, June 21 @ 2pm). For more information please contact Alana Gans at 646-382-7504.

The Prodigal:

Thursdays & Saturdays **ONLY**, June 5,7,12,14,19,2, Thursday - Sunday, June 26,27,28,29)
NOTE THAT THE JUNE 21 PERFORMANCE IS AT 2PM, ALL OTHER SHOWS ARE AT 8PM

Romeo & Juliet:

Thursday - Sunday, May 29,30,31 & June 1
Fridays & Sundays **ONLY**, June 6,8,13,15,20,22)

--Extracted from the Blunt Theater Company Press Release

GreenThumb Garden Events

Art in the Garden

RING (Riverside Inwood Neighborhood Garden), Inwood

June 1, 12 pm - 4 pm

Art show featuring the work of local community artists in all genres including multimedia, painting, sculptures, photography, and crafts display. A community potluck picnic to follow Art in the Garden Show at 4:30 pm - bring a dish to share.

Location: 1835 Riverside Drive

Directions: By train - A to Dyckman/200th St., garden located at convergence of Dyckman St and Broadway. By bus - Bx7 or Bx100 t Dyckman St.

Info: Please contact Liz Popiel @ (212) 567-1587

Native Plant Care, Preparing your garden for summer Greenspace President Street

Sunday, June 1, 10 am - 12 pm

Specific planting plans for native plant communities with emphasis on preparing your garden for the summer. There will be hands on garden work laying mulch and planting.

Location: 222 5th Ave, corner of President St

Directions: By train - R to Union St and 4th Ave. By bus - B63 to Union St on 5th Ave.

Info: Please call Judy Janda at (718) 638-8939

Father's Day Celebration

Jardin Criollo, Bronx

Sunday, June 15, 1 - 11 pm

Disc Jockey, Music, free Food and Beverages. All for Dad.

Location: Corner of E 152nd St and Concord Ave

Directions: By train - 2, 5 to Jackson Ave. By bus - Bx4 to Jackson Ave

Info: Please contact Fernando Rodriguez at (718) 585-3774