

Client Name: Southside Community Garden, a program of *By Any Means 104*

#### Background / Introduction:

Southside Community Garden is a nonprofit organization based in Fort Worth, Texas. It is a program of the organization, *By Any Means 104*. It is comprised of partners, gardeners, seedling volunteers, and other roles as they may arise. The organization either receives supplies through an in-kind donation or purchased through donation. The purpose of Southside Community Garden is to ultimately provide food that is fresh and healthy in an accessible format that is at no cost to the home gardener. It serves the 76104-zip code in Fort Worth, which is currently identified as a "food desert." Food desert is the result of redlining, which is when businesses discriminate and withhold services from a customer because of their race.

Unlike traditional community gardens, the approach that Southside Community Garden provides is creating accessible food that is healthy and fresh through the implementation of raised garden beds. These beds offer fresh vegetables and fruit that are built within the community to help combat 76104's current food injustice. After the initial build of the raised garden beds, Southside Community Garden provides four check-ins a month. Once the garden owners have an established raised garden bed, they will then receive seedlings every season. There are currently 51 total raised garden beds, and the organization continues to add more depending on the amount of volunteer availability. With the help of volunteers, Southside Community Garden has been building an average of two beds per day with each bed costing roughly \$1,100 for the past two seasons.

Volunteers are the backbone of the organization and are the reason the raised garden beds get built. The philosophy of the organization is "teach to fish," meaning, that it provides a long-term solution to the major problem that is food apartheid. September 17<sup>th</sup> will be the organization's biggest build day and the place where Southside Community Garden will be announcing a major partnership. Southside Community Garden exists because of the ongoing fight of food apartheid.

76104 is home of the hospital district, and the zip code currently doesn't have any grocery stores within the area. The cause of this is due to the placement strategy of grocery stores being based on the area's average income, which is extremely low in this area due to lack of generational wealth. The major concerns of this zip code is the rise in health issues such as high cholesterol, heart problems, high blood pressure, and high mortality rate. 76104

has an average life expectancy that is 15 years less than the state average. Heart disease is also the #1 killer in Tarrant County.

**Origin story:** On October 12, 2019, a young woman by the name of Tatiana Jones was wrongfully murdered in the 76104-zip code. Patrice Jones decided to bring a group of volunteers and Black Lives Matter (BLM) advocates together to create a Tatiana Jefferson mural in the 76104-zip code, which was home to her. Patrice decided to paint the mural because there was a lack of awareness of Tatiana's murder, and she wanted to change that. Patrice needed to buy snacks and drinks for the volunteer workers as they painted the mural. She realized that there were not any nearby grocery stores because 76104 is in a current food desert, meaning her only option for food or drinks would be from a fast-food chain or gas station. Patrice was unable to offer any healthy or fresh snacks to her volunteers because of the systemically racist design of the 76104 community.

#### Campaign Brief:

The organization needs more volunteers, sponsors, fundraisers, and in-kind donations due to the lack of resources and the result of redlining. With the increase of heart disease and mortality within this community, organizations like Southside Community Garden are vital to combat the worsening issue of food apartheid. The lack of fresh or healthy food that is accessible does not exist for the community outside of the raised garden beds that Southside Community Garden has built. To be able to impact the community's life expectancy and quality of life, the organization needs volunteers and donations to be able to improve the access to fresh fruits and vegetables. However, because it is a non-profit organization, the movement solely relies on donations. Therefore, resources like financial assistance, natural supplies, and volunteer involvement will help solve the active problem in this community, which is food insecurity.

#### Objectives/targets:

The organization emphasized the importance of the following components to reach their prospective growth and to reach a minimum of 200 additional households:

- Secure funding for materials to construct raised bed gardens
- Increase number of volunteers for build day
- Secure sponsorships of \$25,000 or less
- Create a block of entire home gardens
- Corporate sponsorships

- More media coverage

For this campaign to successfully achieve the previous needs listed, the organization will need to categorize their needs into three Objectives:

- Bring brand awareness
- Increase follower engagement
- Generate donations

These three objectives will be measured in the span of reaching the 200-household minimum by using social media metrics. Brand Awareness will be measured by growth of followers, volunteers, home gardeners, and sponsors. Follower engagement will be measured by likes, comments, mentions, and shares across all social media platforms. This will also create the opportunity to recruit for volunteers and home gardeners. Donations will be measured by the amount of fundraising, in-kind donations, sponsorships, and volunteer work that is generated.

Target Audience:

The Target Audience that Southside Community Garden is helping are residents that live in the 76104-zip code, which has a high population of African Americans, and therefore they are the most systemically affected by the food apartheid epidemic. This community faces a 15-year decrease in life expectancy and are at high risk for heart disease. 76104 is also facing systemic racism which has been ongoing for decades. Therefore, since more than a quarter of the community is African American, they are the target audience in need of gardening beds from Southside Community Garden.

The Target Audience that Southside Community Garden is needing to build more raised garden beds:

- Gardening enthusiasts or anyone that may be educated in gardening
- Faith based organizations, meaning the organization as a whole or specifically the church goes
- For-profit organizations interested in the justice matter that Southside Community Garden addresses
- Corporate executives
- College students
- Working mom with kids under the age of 18
- Small business owners or startup business owners
- Health enthusiasts
- BLM advocates

### Positioning:

For the African American community living in the 76104-zip code that need a sustainable way to food accessibility, Southside Community Garden equips the community with a means to healthy food. The organization achieves this through their philosophy, "teach to fish," and creates their unique selling proposition. This philosophy teaches entrepreneurship and a means of income. The program specifically benefits families in the 76104-zip code and is a long-term solution to the problem of food apartheid. Unlike Funky Town Fridge, the local food banks, and church-based food distribution programs, Southside Community Garden offers long-term solutions to the food epidemic.

### Key Messages:

The mission statement of Southside Community Garden is "Each One. Teach One. Reach Many.," relating back to the organization's core philosophy, "teach to fish." Furthermore, the mission is to solve the epidemic of food apartheid within the 76104-zip code. The organization is in need of volunteers, sponsors, home gardeners, fundraisers, and in-kind donations in order to achieve their goals. In doing so, the organization will help to end the systemic racism that this community has endured, and in return, fallen victim to having lack of necessary resources.