

Strategy 1: Strengthen the Organization with Bilingual Outreach

According to SimplyAnalytics, 46.77% of the residents in the 76104-zip code are Hispanic or Latino. Hispanics and African Americans are victims to food apartheid in this zip code, yet Hispanics face a much greater difficulty in obtaining access to healthy or fresh food if there is a language barrier present.

This statistic brings to light that all residents living in the 76104-zip code have experienced food apartheid, but not every person in this community is helped accordingly due to varying languages spoken. Food apartheid is an epidemic that can be encountered by any individual that is or has been victim to segregation or racism. To better cater to the residents in the zip code whose first language may not be English, these individuals need community outreach that offers bilingual volunteers.

For food apartheid to come to an end in the 76104-zip code, Southside Community Garden must obtain bilingual outreach between the volunteers and the residents.

- This can be leveraged through the recruitment of bilingual volunteers.
- The organization will also receive greater trust from the Latino community living in the zip code because of acknowledgement and respect for the Hispanic culture.

Southside Community Garden will not only help more residents of the 76104-zip code but will also benefit from community support and greater appreciation of the Hispanic culture.

Tactic: Develop and create partnerships with local organizations.

Due to the city of Fort Worth's high population of Hispanics or Latinos, there are many other nearby organizations addressing the direct need of bilingual outreach within the community. Each of the following establishments will create an opportunity to grow brand awareness of Southside Community Garden. Monthly meeting opportunities where Hispanic establishments are invited to join Southside Community Garden on build days. By inviting these establishments to the 76104-zip code, it will ignite a greater appreciation and deeper meaning to the epidemic of food apartheid that Southside Community Garden is aiming to solve. Therefore, leaders, members, and volunteers of the other organizations will contribute to help bring cultural awareness to the Hispanic community in the 76104-zip code Meeting opportunities can also create alliances between other organizations who understand the importance of catering to the

Hispanic community in the 76104-zip code. Contact information will be addressed later once the process of creating alliances begins. Most likely options for meeting opportunities include:

- Gardening build days
- Atatiana Jefferson Walk
- Scheduled raised-garden bed check-in days
- 76104-school gardening events
- Hispanic Heritage Observance Month/Other holidays relative to the Hispanic culture
- Future events hosted by Southside Community Garden

Top Recommendations

Organizations that have the closest alignment in beliefs surrounding the Hispanic culture based within the city of Fort Worth include:

Hispanic Women's Network of Texas

Hispanic Women's Network of Texas is a multicultural, non-profit organization, with its largest chapter located in Fort Worth, currently with over 200 members. The organization

There are numerous benefits to aligning with this organization:

- Despite the name of the organization, it is composed of both men and women who believe in supporting one another to reach goals and become business professionals within the Hispanic community. An organization who values the role of minorities within a predominantly white culture perfectly aligns with the mission of Southside Community Garden working to end systemic racism within the 76104-zip code.
- The organization has several ongoing activities, including *Latinas in Progress*, *Cafe con Leche*, and *Sabres es Poder*, and *Latinas Beyond!*, which all cater to the tailoring and mentoring of Hispanic business professionals learning best practices within the corporate world. Working alongside an organization that actively pursues the mission among the Hispanic community is highly relative to the need for bilingual volunteers within Southside Community Garden.
- Hispanic Women's of North Texas is located right in the heart of downtown Fort Worth, which is often considered the lifeline of the city, and not far from the location of the 76104-residents.

Hispanic Real Estate Brokers Association

Hispanic Real Estate Brokers Association is a non-profit organization working to help low-income communities gain financial literacy through provided teachings and information.

- The organization welcomes members of all ethnicities but was founded by Hispanic Real Estate Brokers. Despite this, most members speak Spanish, which is the ideal volunteer for Southside Community Garden to align with to create bilingual outreach.
- Hispanic Real Estate Brokers Association is very active within the community, such as offering home buyer workshops for low-income families. These workshops could be very beneficial for the residents of the 76104-zip code and could be a great component within future Southside Community Garden events that feature bilingual workshops.
- The organization partnered with the Fort Worth Hispanic Chamber of Commerce to participate in the FWHCC Scholarship Program, awarding several scholarships to Hispanic high school students attending public schools in the city of Fort Worth. Creating a bilingual outreach program with Hispanic Real Estate Brokers Association can create awareness among Hispanic high school students living within the 76104-zip code who could greatly benefit from the scholarship program.

Fort Worth Hispanic Chamber of Commerce

The Fort Worth Hispanic Chamber of Commerce serves the Hispanic community which is in need for equal representation among small local businesses within the city of Fort Worth.

- Because of the Fort Worth Hispanic Chamber of Commerce's understanding of the need for Hispanic representation within communities, leaders and members of the organization would be great role models to volunteer within the bilingual outreach program by Southside Community Garden.
- The Gloria J. González Memorial Scholarship was created in memory of Gloria González, who was a soon-to-be medical student at the University of Texas at Austin. Before her graduation from Undergrad, she was tragically killed in a car accident. The scholarship was made in honor of Gloria and is eligible to college students pursuing a medical-related degree. The Fort Worth Hispanic Chamber of Commerce is aware of the importance of healthcare in the Hispanic community, either from a patient or employee standpoint. In correlation to Southside Community Garden working to create

a healthier lifestyle for the residents of the 76104-zip code, this organization would offer ideal volunteers to help kindle bilingual outreach.

Additional Recommendations

Additional organizations that are relative to the Hispanic community (but still located in the city of Fort Worth and relevant to the target audience) include:

- Artes de la Rosa
- Pura Vida Youth
- Cuidado Casero Foundation

Tactic: Administer information about local financial workshops.

Because of the low-income families living in the 76104-zip code, many are renters. Financial literacy can be difficult to accept within oneself, and even more difficult to ask for help. By offering resources like Hispanic Real Estate Brokers Association's workshops, it allows the Hispanic residents of the 76104-zip code the knowledge and opportunity to obtain financial literacy in a non-judgmental and bilingual environment.

A future approach to offering financial literacy resources like this could be hosting workshops during Southside Community events. This can be executed if the financial workshop hosted at Hispanic Real Estate Brokers Association's location gains popularity from the residents of the 76104-zip code.

Strategy 2: Create Donation Opportunities

The residents of 76104-zip code have all been victims to systemic racism, and in result, food apartheid. To create a sense of inward alliance between the residents, designing events tailored for the community is a way to raise funds for Southside Community Garden, and at the same time, offer in-house resources to the residents.

Establishing opportunities within the 76104-zip code will further continue the organization's emphasis on accessibility for the residents. For events, resources offered will be in the heart of Southside and enable residents to acquire more than just raised-garden beds. Regarding outside fundraising opportunities, by accumulating awards and certificates, it will create more

notoriety and media attraction to Southside Community Garden, leading to more connections being made between the organization and possible donors.

Southside Community Garden already has a strong presence within Black Lives Matter Movements, such as the George Floyd and Atatiana Jefferson murders, but the organization needs to further expand its outreach into alternative options.

Tactic: Create a variety of events. Recommended events are listed below.

- For each of these, the goal is to create community awareness about food apartheid within the 76104-zip code.

Financial Workshops:

Finance-related workshops need to offer residents insight and knowledge from basic to intermediate financial advice. Because of the constant financial changes being made in our market, residents in the 76104-zip code can receive the best gift of all, the gift of knowledge. In partnership with Hispanic Real Estate Brokers Association, as stated above, would be a great local organization to help further the financial knowledge throughout low-income communities. Donors of Hispanic Real Estate Brokers Association and other likeminded entities may be willing to offer donations to help the continuation of financial workshops. Finance-related events are most appropriate during tax-return season, but also can be beneficial any time of year.

Examples of Financial Workshops:

- “The Road to Successful Home Ownership”
- ” How to Increase Your Credit Score and Keep it There”
- “How to Effectively Use Your Local Bank”
- “Guidance to Starting Your Own Business”

The Purpose of Financial Workshops:

Although lack of financial literacy and lack of healthy food seem very different in nature, the two have the same origin. Systemic racism is the root cause for both difficulties, and the residents of the 76104-zip code are victims to both. One of the results of the homeowner’s raised-garden beds is that many begin to sell the fruits and vegetables grown. Understanding how to manage and make profit from a small-business owner’s products is valuable information, no matter how small a business may be.

Wellness Fairs:

Wellness fairs are necessary for the residents of the 76104-zip code, as this community faces a 15-year less life expectancy and higher chances for heart disease, high-cholesterol, and high-blood pressure. Partnering with local hospitals who are in the same zip code as Southside Community Garden's target audience are required to have a successful wellness fair. Donors to nearby hospitals who care about the food apartheid within the 76104-zip code may be willing to donate towards the continuation of wellness fairs. Contact information will be addressed moving forward once the process of planning wellness fairs begins.

Examples of Wellness Fair Activities:

- Free physical exams for all residents of the 76104-zip code
- Cooking classes featuring heart-healthy ingredients that are inexpensive, simple, and garden-sourced recipes
- Mental wellness clinics offering therapeutic sessions

The Purpose of Wellness Fairs:

76104-residents face lack of accessible healthcare, including, but not limited to, fresh and healthy food, physical exams, proper cooking instruction with fresh fruits and vegetables, and mental health awareness. By hosting regular wellness fairs, 76104-residents will have the opportunity to comfortably receive health care that is right in the zip code and tailored to help victims of food apartheid.

Tactic: Apply for local awards and grants to stimulate notoriety. The following programs are recommended for Southside Community Garden.

NORTH TEXAS and FORT WORTH AWARD/GRANT PROGRAMS

Entrepreneur of Excellence Award- Fort Worth Inc.

Timing: November 2023 (nomination deadline)

The annual Entrepreneur of Excellence Award is given to someone who has excelled within the city of Fort Worth through community involvement, outstanding leadership, respectable

business actions, and more. The program offers 10 different categories, with the most recent one being. "Up-and-Coming."

By promoting Patrice Jones as the recipient of this award for this category, it shows her dedication and persistent involvement within the 76104-zip code. Having a leader who is active in the community can be perceived as a positive action by many other potential volunteers and donors.

This approach can create a streamline of donations for Southside Community Garden due to media coverage relating to the award. Also, with Patrice Jones gaining notoriety for her hard work among her organization, more residents will want to contribute through volunteer hours, monetary funds, or word-of-mouth for the organization.

Small Business of the Year Award - Fort Worth Chamber of Commerce

Timing: July 2023 (nomination deadline)

The Small Business of the Year Award would be ideal for Southside Community Garden because of the minimum employee category, which is 1-20 employees. Due to Southside Community Garden still working to obtain employees, gardeners, and donors, this award would give the organization an opportunity to create more buzz around the name. The award is granted to small businesses in the city of Fort Worth that have displayed exceptional "Best Practices" within business.

By applying for this type of award, it will help to exemplify the importance of Southside Community Garden's role in the 76104-zip code. This award will also create greater trust and reliability in the minds of interested donors.

The Fund to Advance Racial Equity - North Texas Community Foundation

Timing: January 2023 (nominations open)

The Fund to Advance Racial Equity was created by North Texas Community Foundation to award nonprofits who are working towards establishing equality within communities. The foundation hopes for this award to be granted to someone who is continuously working towards ending systemic racism in the North Texas region.

Southside Community Garden is an ideal recipient for this award because Patrice Jones and Alison Pope working to end food apartheid, which is a result of systemic racism, within the 76104-zip code. This grant would give Southside Community Garden the leverage to create a more powerful presence within the city of Fort Worth, and most specifically, the 76104-zip code.

Nonprofit and Corporate Citizenship Award - D CEO and Communities Foundation of Texas

Timing: May 2023 (nominations deadline)

D CEO and Communities Foundation of Texas have partnered together to present the Nonprofit and Corporate Citizenship award for 2023. This award is presented to nonprofit leaders who are making a positive impact within the DFW Metroplex.

By nominating Southside Community Garden for this award, it opens the door to gaining attention, volunteers, donors, and high profile within the nonprofit sector. This will make donors willing to work with the organization because of its presence in the metroplex and the difference it makes in the 76104-zip code.

Strategy 3: Integrate with the Local Youth.

The young generation of today are the future leaders of tomorrow. Because of this, many nearby organizations and schools believe in finding ways to initiate community involvement and engaging activities to allow a space for children to find a sense of belonging.

Tactic: Create partnerships with local organizations.

Each of the following organizations can greatly benefit from partnering with Southside Community Garden. At the same time, Southside Community Garden can find volunteer help that will be a great advantage. Contacting the organizations will be later addressed once the process for partnerships proceeds. Most likely options for partnership include:

- Volunteer build days (i.e., I Dig Like a Girl Build Day)
- Gardening competitions (i.e., The Cowtown Showdown in 76104)
- Community activities (i.e., Southside Awareness Day)

Top Recommendations

Organizations that offer the best opportunities based on proximity to the 76104-zip code and members that are within the target age range include:

girls inc. of Tarrant County

girls inc. of Tarrant County aims to motivate girls living within poverty-stricken areas to be smart and strong young women. The organization offers programs to help stimulate education,

independence, and preparation for future careers. Activities like volunteering is a great way to incorporate key principles to the development of young girls in the community.

There are several benefits to seeking a volunteer build day with this organization:

- The organization is located right in the 76104-zip code, making it not just compatible by location with Southside Community Garden, but also parallel in perspective about the real needs and values within the community. This also makes partnership activities much more accessible due to proximity.
- Since 1976, girls inc. has currently served over 20,000 girls within the 76104 community and plans to continue that growth through future activities. Because of the organization's popularity among families within the area, it would be an ideal candidate to promote volunteer activities together.
- By having an all-female organization, Southside Community Garden can create future volunteer activities encompassing the importance of women in the community. For example, volunteer days such as, "I Dig Like a Girl," can be planned during the month of March, which is Women's History Month. This volunteer activity can create volunteer work for Southside Community Garden, while also arming the young girls with lifelong skills.

YMCA of Fort Worth - Amon G. Carter, Jr. Downtown Location

The YMCA of Downtown Fort Worth, or also known as "the Y," is located just minutes from the 76104-zip code. The goal of the organization is to serve children ages 5 to 17-years-old and instill Christian morals through daily programs and services. During the process at the Y, children will develop relationships with mentors and friends that are components towards creating a positive and healthy lifestyle.

Benefits to seeking a gardening competition with this organization:

- Because of the organization's proximity to the 76104-zip code, partnering activities would be simple and local for the residents of the 76104-zip code and the members of the Y.
- Boys and girls between the ages of 5 to 17-years-old thrive in competitive opportunities. Creating gardening competitions through the planting and preparation of the 76104 resident's raised-garden beds, gives the children a chance to learn something new and do something positive for the community. This gardening competition could be called, "The Cowntown Showdown in 76104."

- Gardening competitions will help to quickly grow the number of raised-garden beds in the 76104-zip code, due to the fast-nature and healthy tension that are components to contest. The residents would receive results within the community on a faster basis.
- Competition prizes could be social media spotlights on Southside Community Garden's platforms (i.e., volunteer of the month on Instagram), gardening tools, and seedling packets. This will ignite the children's attention when competing in the gardening competitions.

Fort Worth Sister Cities International

Fort Worth Sister Cities International is a non-profit organization that facilitates international youth trips to create cultural awareness and appreciation within the developing minds of children. Sister city locations are in Indonesia, Hungary, China, eSwatini, Japan, France, Mexico, Germany, and Italy. The organization also promotes scholarships for high school students who showcase leadership qualities.

Benefits to seeking a community activity with this organization:

- This organization already understands the importance of cultural awareness. Southside Community Garden has faced systemic racism for years due to lack of respect for the African American and Hispanic communities. By partnering with Fort Worth Sister Cities International for volunteer days, it will give the opportunity to teach the youth about the culture and history of the 76104-zip code.
- Fort Worth Sister Cities International is based right outside of the 76104-zip code and received over 500 visitors last year. Embracing the community through neighboring activities will allow children to understand that racism is happening every day and is much closer than expected. By inviting the youth that is enrolled in the international program, volunteer numbers will grow, thus more work being accomplished.
- By incorporating children who are enrolled in the international program, cultural awareness is a topic at the forefront of most conversations. For example, community activities such as, "Southside Awareness Day," can be created to teach the children about the history and cultural importance of the 76104-zip code. This activity will promote appreciation among the children towards the 76104-zip code and will also generate volunteer productivity for Southside Community Garden.

Additional Recommendations

Additional organizations that are relative to the mission of Southside Community Garden and the relative location to the 76104-zip code include:

- Trimble Tech High School
- De Zavala Elementary School
- Boys & Girls Club of Greater Fort Worth

Tactic: Develop and plan a related media relations campaign for Trimble Tech High School.

Trimble Tech High School is in the 76104-zip code and is directly across the street from the hospital district. Creating a media relations campaign for these students will help to bring community awareness and support to the zip code that is considered the high school's home.

- Create volunteer activities for the high school students to help procure volunteer hours.
- Distribute news releases about the work that is being done to local media outlets.
- Distribute a news release announcing the partnership between Trimble Tech High School and Southside Community Garden with a follow-up release documenting the progress being made.
- Create and distribute feature releases that highlight the students that have gone above-and-beyond volunteering for Southside Community Garden.
 - For example, hosting a "Leaders of Tomorrow" volunteer day can showcase the leadership qualities among the students, which can help to create stronger people skills and gain knowledge about gardening. This type of activity can be beneficial for students applying to college, as this can be a volunteer activity listed on a resume.
- Because the volunteer activities are home to the students at Trimble Tech High School, conducting a poll to find out what other ways would students like see the community improve, i.e., planting flowers, painting murals, cleaning streets, etc. This poll could be a way to engage with the students and learn more about the needs of the community. Then, a news release could be distributed documenting the findings of the poll.
- Position volunteering as the "cool thing to do." Distribute a feature release documenting the feedback and experiences of the students who have volunteered, hopefully encouraging other high school students to join. Time the release for distribution during the following times:
 - The week prior to Spring Break
 - The week prior to Summer Break
 - The first day of Fall
 - Nearing college application deadlines

- By following the above timelines, these dates can encourage students to volunteer during free time, add volunteering to college applications, and during the most ideal gardening seasons.
- Pitch profiles and feature stories in relative Fort Worth media outlets:
 - Fort Worth Star Telegram - Feature Patrice Jones as a black, female entrepreneur on the rise in Fort Worth.
 - WFAA - Highlight the history and cultural importance of the 76104-zip code in the city of Fort Worth. NOTE: There has not been a dedicated 76104 coverage in this publication recently.
 - Fort Worth Business Press - Highlight a small-business on the rise in the city of Fort Worth.
 - Fort Worth Weekly - Featuring a nonprofit based in the 76104-zip code changing the narrative for victims of systemic racism. NOTE: There has been no media coverage highlighting systemic racism in the 76104-zip code in this publication recently.
 - NBC DFW - Highlighting nonprofit working to end food apartheid needs community support to continue serving the 76104-zip code.