Growing Gardens Tend-A-Garden Sponsorship

Program Overview

Food insecurity impacts approximately 45% of households in Western Massachusetts, with financial constraints, language barriers, and limited transportation restricting access to fresh, nutrient-dense food. Additionally, many of the people we serve carry a deep history — stories of land lost, traditions interrupted, and knowledge that has had to be reclaimed. Through Growing Gardens, we honor these experiences and grow together towards sustainable, intergenerational, community-led solutions.

In partnership with a network of approximately 12 agencies, we provide agency constituents with tools, education, and mentorship so they can plan, plant, and harvest their own food. From infants to elders, this program offers nourishment, empowerment, and healing.

Sponsorship Opportunity

We invite your business, organization, or family to partner with RTWM to deepen the impact of the Growing Gardens program. Sponsorship goes beyond financial contributions—it's about building meaningful relationships with local communities and supporting grassroots change.

Every agency in our network has unique needs. Your company can make a direct difference through:

- Teaching workshops (e.g., financial literacy, avoiding scams, healthy shopping on a SNAP budget)
- Offering pro-bono services (legal, wellness, career development)
- Providing routine volunteer support (e.g. watering once per week on your way to work)
- Donating in-kind goods (tools, seeds, compost, garden supplies)

RTWM will collaborate with your team to identify the most meaningful opportunities and match you with agencies aligned with your mission and values.

Use of Sponsorship Funds

- Materials: Annual funding for tools, seeds, and infrastructure, with additional resources for new or expanding gardens.
- Mentorship: One-on-one support, technical assistance, and volunteer labor to help new agencies build sustainable garden spaces.
- Continued Education: Expert-led workshops (e.g., early childhood garden education), digital resources, and community learning events.
- Network Development: Expanding partnerships (e.g., with UMass Public Health, NOFA/Mass) that enhance programs like SNAP/HIP education, Food Is Medicine and produce prescription efforts.
- Peer Mentor Stipends: Compensation for program alumni who mentor new gardeners—building leadership and sustaining community knowledge.

Sponsorship Tiers (and accompanying perks)

🌱 Seed Starter – $5,000
- Logo recognition on RTWM's website
- Thank-you in quarterly newsletter
- 1 social media shout-out (aligned with your brand guidelines)

🌿 Seed Saver – $7,500
- Includes all benefits above, plus:
- Garden signage recognizing your sponsorship as a Seed Saver
- Featured sponsor spotlight in newsletter
- 3 social media mentions (more in-depth postings) across the year
- Social media recognition of your employees who attend Open Community Gleaning events

🌻 Seed Sustainer – $10,000+
- Includes all previous benefits, plus:
- Opportunity to attend a Sponsor Gleaning Day with employees/family members
- Inclusion in press releases and media outreach
- Co-branding in local print media and/or business publications
- Co-branded educational resource (if applicable)

Learn more at https://feedwma.org/growing-gardens/ or contact Executive Director Jodi Falk at jfalk@feedwma.org.

GROWING GARDENS

Rachel's TABLE
Feeding Western Massachusetts
Reduce Waste. Relieve Hunger.





Planting and gleaning with *Jewish Family Service*



A cook off at *Christina's House*



Students installing raised beds at *Independence House*



The Gray House Kids' Club transplanting veggies and tending the flower garden



Good News Garden volunteers



A *Friends of the Homeless* gardener



HeadStart kids searching for pumpkins at *Robinson Gardens*



Harvesting veggies and tending chickens at the *Boys and Girls Club of Chicopee*



Wheelchair accessible beds at *Seniority House*

1. **Boys and Girls Club of Chicopee** serves youth (ages 5-18) so they may receive dedicated mentoring and hope for a great future. Supplementing the Club's nutrition program, their garden provides families with healthy food and empowers youth to take leadership around food.



2. **Ronald McDonald House of Springfield** supports and houses children and their families seeking care at nearby hospitals. They provide a critical link between families and essential medical care by centering the family, joy, and togetherness. Their garden provides fresh food as well as a therapeutic outlet for children and their families.

3. **The Gray House** is a non-profit social service agency that provides neighbors facing hardships with food, clothing, and educational services in a safe, positive environment. Their robust garden contains 19 different types of crops and served 400 clients last year.

4. **Seniority House** is a home for elderly residents. The House prioritizes inclusivity and affordability so that seniors can get the care they need despite financial barriers. Their garden is a social hub as well as a source of fresh, healthy, affordable food.

5. **Friends of the Homeless** (FOH) is a program of nonprofit community behavioral health agency Clinical & Support Options. FOH provides emergency shelter to adult individuals (18+) experiencing homelessness in Greater Springfield. The FOH garden provides shelter guests with therapeutic and extracurricular involvement and also contributes to the FOH kitchen, which serves more than 165,000 free meals each year to housing-insecure individuals.

6. **Christina's House** is a ministry aiming to educate, embrace and encourage women and their children who are homeless or near homeless. The House provides selected mothers and their children with life skills needed to become self-sufficient. Their garden allows families address food insecurity concerns and empower participants through cooking and meal prep.



7. **Independence House** offers affordable, comfortable, accessible apartments to seniors and individuals with disabilities. Raised beds in their garden allow people with limited mobility to grow and enjoy fresh food.

8. **Robinson Gardens** provides fresh produce to all in the housing community. Youth are encouraged to plant, tend, and harvest fresh food. Nearby HeadStart students take trips to the garden for gardening activities while teens help to facilitate events and programs.

9. **Jewish Family Service of Western Massachusetts** provides social services to support individuals and families from diverse cultural and economic backgrounds. Their garden supports refugee families in establishing a sense of community, growing and gathering culturally relevant food, and promoting healthy eating and food insecurity.

10. **Good News Garden** is dedicated to serving and facilitating programs that support the community that surrounds them. Their Good News Garden provides fresh produce to community organizations. Their garden is maintained by parishioners and was featured in the Episcopal Times magazine.



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Program Partners

NOFA/Mass Northeast Organic Farming Association Massachusetts Chapter
GrowFood NORTHAMPTON

Founding Seed Sustainer

GREENFIELD Cooperative Bank
NORTHAMPTON Cooperative Bank

Program Sponsors

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