Needs Assessment

GrowGood

A small green rectangle to divide sections of the document

# Meeting History

Due to the COVID-19 virus, GrowGood has not had any large or small gatherings since November 2019.

**Permaculture Action Day** Sunday, October 20th, 2019 10am – 5pm

A day of **hands-on projects** to grow food, hope, and community with the Bell Shelter. GrowGood partnered with Permaculture Action Network, KissTheGround, and Mama Sunshine for this event.

<https://www.facebook.com/events/531225717632722/>

<http://www.permacultureaction.org/event/l-a-permaculture-action-day-at-growgood/?fbclid=IwAR1md8U0StT0Hc0aaVhYiKBwVDscj4EliE6tTtQ3OwOD0BBnhFHtFA5f3mQ>

Attendees: ~75 Interested:~170 (see FB)

**INTRODUCTION TO MAKING PERFUME WITH THE INSTITUTE OF ART AND OLFACTION** Saturday, August 24, 2019 11:00am – 1:00pm

The Institute for Art and Olfaction returns to Growgood for a perfume-making workshop with a focus on the materials that can be found in our collaborative Perfume Garden. Join IAO founder Saskia Wilson-Brown for an introduction to the creative practice of blending scents. Expanding on the bountiful aromatics already found in GrowGood’s farm, participants will spend 2 hours smelling and talking about aromatic materials while learning the basics of how to formulate materials into perfume. Everyone leaves with a small spray vial of their own personal scent.

Your workshop fee helps enable Bell Shelter clients to attend the class without charge. If you feel so inclined, we would be grateful for any additional donations to GrowGood.

<https://www.grow-good.org/events-list/2019/8/17/introduction-to-making-perfume-with-the-institute-of-art-and-olfaction>

**WILD SODA MAKING WORKSHOP WITH BOTANICAL BUSTERS** Saturday, August 10, 2019 1:00pm – 3:00pm

In this hands on class, we will learn about common regional plants that make tasty, homemade sodas using just a few ingredients. During our time together we will discuss regional/invasive plants, supplies needed, soda instructions, and most importantly make a soda to take home that day! Dont worry, we will be sampling some sodas during class made just for you. Just think, now you can save some money and make sodas for all your summer festivities.

[https://www.eventbrite.com/e/wild-soda-making-workshop-with-botanical-busters-tickets-66228058907#](https://www.eventbrite.com/e/wild-soda-making-workshop-with-botanical-busters-tickets-66228058907)

**Summer Fruit Tree Pruning 101 with Fruitstitue** Saturday, June 8th, 2019 10:30am - 1:30pm

Summer Pruning 101 is a hands-on workshop that will focus on stone fruit trees (peaches, apricots, plums, nectarines, etc.) and teach people why summer pruning is an essential component to growing great stone fruit. Participants will learn fruit tree pruning basics and how the season changes a tree's response to pruning as well as basic tool care. From there, we’ll dive into why, when, and how to prune a stone fruit tree as we get our prune on! Please wear close-toed shoes and sun protection. Water and snacks will be provided.

[https://www.eventbrite.com/e/summer-fruit-tree-pruning-101-with-fruitstitue-tickets-62852968922#](https://www.eventbrite.com/e/summer-fruit-tree-pruning-101-with-fruitstitue-tickets-62852968922)

**GROWGOOD SPRING FAIR FUNDRAISER** Saturday, April 27, 2019 12:00pm – 5:00pm Workshops, food, drink, panel discussions, and more! Tickets range from $30 - $100, kids under 12 are free!

Come join a day of educational, plant themed workshops including, natural dyeing by Niki of Lookoutandwonderland, composting by LA Compost, herbal medicine by Danielle of Wild Terra, pickling by Rachael Narins of Chicks With Knives, plant paper making by Snakeroot Apothecary, zero waste, and a panel on self reliance.

<https://www.facebook.com/events/1180138708833560>

\*FB event did not yield too many people attending.

\*This would be the most similar event to the one I am planning thus, most of my efforts and notes will come from these results of this event. I may have to make some details up as I have not heard back from GrowGood as of yet if they would and could provide me with some other details.

Strengths: Many Sponsors, Partnered with L.A. Compost,

Weaknesses: Not much interest shown on FaceBook (?)

Opportunities: Different times of the year, involve local families, involve high school students, generate awareness in younger audiences, increase volunteer population, new sponsors/partners

Threats: Weather Permitting for outdoor workshops, COVID-19

A small green rectangle to divide sections of the document

# Stakeholder Requirements

**Requirements**

•Are compulsory components in a meeting present?

•Define the necessary conditions for the meeting (venue, time of year, etc.)

The event must be able to be hosted on GrowGoods campus/farm. The time of year would be the season of fall.

**Objectives** •Are clear descriptions of the intended result stated? family-friendly, fundraiser, awareness of GrowGood, increase awareness in the younger population, Science & Technology Fair with Partnered Highschools, have a Covid Plan •Amplify goals and translate then into specific aims to achieve within a time frame and with available resources Integrate the Science & Technology Fair with a fundraising event (February 1, 2021), organize the flow of event workshops on farmland and indoor facilities (October 1, 2021), Create a backup Covid Plan(June 1, 2021)

**Outcomes**

•Are achievements that occur because of the meeting? Awareness of GrowGood programs and mission within highschool age individuals as well as the community, learning about Urban farming and technology associated, Learning about sustainability through fun workshops

•Define the end product of successful completion of the meeting’s objectives

* Awareness among highschool students
* Attendance of at least 100 people
* 10 fun & engaging workshops/activities
* 5 involved sponsors
* Raise $\_\_\_\_\_\_ for the new technology building and hydroponics technology

A small green rectangle to divide sections of the document

# Gap Analysis

Current State: GrowGood has had what appears to be fundraising events on a potentially large scale in the past with its spring fair. It, however, did not have a great online presence according to the FaceBook event page. They have lots of sponsors and partners that they have worked with in the past. The target audience typically I would say has been aimed to be family-friendly but I think that it only got the attention of people who already desire or know about sustainability and being environmentally friendly.

Desired State: GrowGood wants this fundraiser event to target high school age individuals and get them involved and grow their knowledge of Urban Farming and the programs/services that they offer to homeless individuals. They have already partnered with local high schools to host a science and technology fair for students who wish to participate to win a cash prize. However, with would like to turn the event into a fundraiser in order to raise funds for the addition of a technology and hydroponics building and programs.

Gap Analysis: What do we need to get there?

* Fun & engaging workshops
* Good & interesting Food Options
* Volunteers
* Partners
* Sponsors
* Schedule
* Media Awareness/Marketing Strategy
* Music (?)

A small green rectangle to divide sections of the document

# Target Audience

Young Adults - ages 13-30

Environmentally conscious or interested in Urban Farming

Those interested in Farming technology

\*What does family-friendly constitute? May need help on this front.