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**GrowGood Inc.**

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GrowGood Science & Technology Fair and Urban Farming Market[[1]](#footnote-1)

**5th October 2020**

# Aspirations - What do we want to achieve and why?

GrowGood desires to educate the public and its participants in the areas and aspects concerning urban farming, food sustainability, and nutrition. There have been many recent advances in these areas using technology and hydroponics. Therefore, we would like to obtain a new space and equipment to educate and add to our already existing programs.

# Mission - Purpose for the organization's existence

GrowGood, Inc. is a non-profit organization that runs a 1.5-acre ecologically integrated farm to produce nutritious organic food for the adjacent Bell Shelter for homeless men and women and sells produce to support our farm, and our programs, including employment training, to help shelter clients move toward independence.[[2]](#footnote-2)

# Strategies - Advance by aligning and organizing resources

* Apply for technology grants
* Appeal to more donors
* Farm Product's that we produce and sell
* Resources that our large current donors may be willing to share
* Volunteer (individuals & groups)

Organization Strategy - Increase funding for the addition of a new technology and hydroponics building along with awareness of our services and programs over the next 3-5 years. (pg. 20)

# Goals- statements about general aims or purposes tied to strategies

1. Acquire a venue space
2. Set a date for our event
3. Set a budget
4. Apply for Technology/Urban Farming Grants
5. Find donors and sponsors for our event
6. Allocate space for science fair booths, farmers market, food services, presentation area
7. Allocate one or a couple of guest speakers in the related industries
8. Find volunteers to assist in the event’s activities

Objective - Increase donations/funding to procure a technology and hydroponics facility while also increasing the awareness of our programs and services. (pg. 20)

# Tactics - Activities are undertaken to achieve a larger objective

1. Contact potential venues, as well as donors who, also have venue space
2. Research technology grants that GoodGrow qualifies for and apply
3. Reach out to current donors, sponsors, and volunteers for financial or service support
4. Host meetings for staff, volunteers, and donors to make them aware of our event to create new opportunities
5. Reach out and search for companies or organizations who would like to sponsor our event
6. Analyze the crop production of the farm and see what produce would be available to sell at the time of the event (fall - pumpkins, squash, gourds, etc summer - Flowers, cucumbers, tomatoes, etc. Spring - starter plants)
7. Ask for individuals from the shelter if they would like to be a part of a science fair with projects based in urban farming, then help them develop their projects and displays.
8. Reach out to the restaurants who purchase our crops and partner with us and see if they would be willing to sponsor or help us make food items to sell. (food carts/trucks, etc)
9. Contact previous volunteer groups and see if hey would be willing to serve at our event
10. Publicize/ hire Marketing and Public Relations to help market our event
11. Seek out a guess speaker in the area of urban farming, hydroponics, farming technology
12. See if local schools would like to attend and learn more about urban farming and technology (possibly host local high school students for the science fair instead of shelter residents ?).
13. Design the floor plan for the space and day of the event

Tactic - Secure $\_\_\_\_\_\_\_\_\_ [[3]](#footnote-3)for the use toward the purchase of a technology and hydroponics facility by hosting the GrowGood Science and Technology Fair and Urban Farming Market (pg. 20)

# Initial SWOT

|  |  |
| --- | --- |
| Strengths   * Already partnered with great Donors (The Salvation Army) * Partnered with Local restaurants * Provides for one of the largest homeless shelters in LA * Grant writer of Staff | Weaknesses   * A small pool of initial staff * No marketing/Public Relations currently on staff |
| Opportunities   * Expand donor and partnership pool * Expand volunteer pool * Increased awareness of programs and facilities * Increase interest from local restaurants | Threats   * If outdoors the weather * Lack of awareness |

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1. Name is subject to change as this project is developed. [↑](#footnote-ref-1)
2. https://www.grow-good.org/#news-feature [↑](#footnote-ref-2)
3. Unsure of how much we need to obtain yet… Subject to Change [↑](#footnote-ref-3)