



Together We Grow



A GROWING PROBLEM



1. Diet related disease has surpassed infectious disease.
2. Two thirds of Irish adults are overweight or obese
3. Ireland has the highest rate of overweight and obese children under 5 in the EU (27%)

THE SOLUTION

FOOD EMPATHY

[food em-puh-thee]

noun

A deeper understanding of food, that arises when you grow some of it yourself



WHAT IS GIY?

- GIY is an emerging global food education and awareness movement which started in Waterford.
- The GIY movement is made up of people who grow food at home, school, work, and in the community.
- Founded in 2009, the not-for-profit GIY organisation will this year inspire and support over **65,000 people** and 1500 community food growing projects (in Ireland, the UK, Australia, Zimbabwe and Cambodia) through events, publications, campaigns, and resources.





Sow Seeds, Harvest Change



- **GIY@Home** : 15,000 people growing their own food with GIY in the community and in the cloud.
- **GIY@School**: 100,000 children in the innocent GIY Sow & Grow schools campaign 2013-2016.

GIY@Work: Employees growing their own food in Genzyme, Diageo, Eirgrid, Aramark, Deloitte, Boston Scientific, Oracle. Over 500 companies taking part in the *Give Peas a Chance* campaign in 2015.

- **GIY in the Community:** Over 400 **community food projects** funded by the GIY Get Ireland Growing fund supported by AIB since 2013.

GIY IS GETTING IRELAND GROWING



GIY Theory of Change



STRATEGIC ACTIVITIES

1. **GIY Groups**
2. **GIY Online**
3. **GIY Programmes**
4. **GIY Events**
5. **GIY Publications**
6. **GROW HQ**







GIY Team



Michael Kelly - CEO & Founder



Shona Dubois - Impact Coordinator



Ronan Douglas - Corporate Manager



Dermot Carey - Head Grower



**Elaine Brown
Community Liaison (Intern)**



**Arūnas Jagelavičius -
Projects Administrator**



**Claire McCabe -
Retail Co-ordinator**



**Karen O'Donohoe -
Fundraising**



“GIY is one of the most important initiatives to come out of Ireland in the last 20 years.”

- **Darina Allen**





Michael Kelly, CEO

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