

Fundraising Successes

Our first annual "Growing the Green Campaign"

In time for holiday gift-giving, we launched our first annual "Growing the Green" campaign to support the work of the Grow Dat Youth Farm.

We partnered with StartSomeGood, an online crowdsourcing platform designed to "ignite ideas, investment, and impact" for entrepreneurship projects. Our alternative gift campaign featured "Thanks for Giving" cards in which donors could purchase youth employment stipends in honor of a gift recipient. We're excited to announce that the campaign was a success, with over seventy individuals contributing \$6,606 of support for our youth employees!

Over a dozen tools were purchased by generous donors through our online tool registry. Tools donated include:

- Earthway seeder and seed plates
- Tomato twine
- Bed cultivation rakes
- Field rake
- Trowels
- Three-tine cultivator
- Harvest knife and sheath
- Scuffle hoe



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Chegg for Good

In November, Grow Dat was selected by the textbook company Chegg to be featured in the launch of their Chegg for Good initiative. Grow Dat competed alongside several other non-profits for tiered fundraising levels in an online popular vote. After a close race, Grow Dat came in second place, securing \$3,000 of funding!



Greater New Orleans Foundation

We are so pleased to announce that we have been awarded two grants from the Greater New Orleans Foundation in 2011. Our IMPACT grant will fund expansion of our current cooking program, allowing us to launch cooking and nutrition classes for families of youth in our program. We have also received funding from the Coastal Communities Fund, which will provide staff salary support for the current and next fiscal year. We are honored to have our work recognized and supported by such an esteemed local foundation as GNOF.

Site Update: Our Farm

Our farm team and hundreds of dedicated volunteers have been hard at work transforming a former golf course into a verdant field for planting in City Park. In the fall we purchased an amazing BCS walk-behind tractor which has made our work much easier. Developing the soil quality has been a top priority: natural soil amendments of composted manure and coffee chaff were supplemented by a large donation of nutrient-rich biohumus. Cover crops have been rotating on the site since last summer, with crimson clover and bio-drilling tillage radishes taking center stage. The soil is now ready to grow the lush produce that our youth will sell at market and donate as our Shared Harvest this spring.



Site Update: Our Campus

Several dozen students from the Tulane School of Architecture participated in Emilie Taylor's Community Build Studio this fall. Alongside Tulane City Center staff, our campus rapidly developed, becoming a beautiful community space for teaching, learning and gathering. The retrofitted shipping containers are now stacked and positioned, the concrete floor of the outdoor classroom has been poured, and the composting toilets have been buried. Water started flowing from the faucets of our post-harvest handling area in January. We're ready for youth on the site to start harvesting vegetables!



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Our Second Year Begins!

After an intense interview process, four Grow Dat graduates returned to our program as Assistant Crew Leaders (ACLs) for 2012. ACLs will work alongside a Grow Dat staff person to serve as leaders and role-models for new Crew Members. The ACLs began training on the farm at the beginning of January. Training has focused on deepening leadership abilities by having ACLs lead warm ups, openings and agricultural tasks in the field. Welcome back Muffin, John, Martin and Ace!

This year, over 30 young people from five partner schools around New Orleans completed the rigorous application process to apply for our 2012 program. We held our second annual Interview Day on Saturday, January 14. ACLs led a variety of games and activities to see how youth interacted with one another in groups. Meanwhile, seven interviewers met with each student one-on-one to learn why they want to be a part of Grow Dat. After a long and arduous process, the hiring committee offered employment positions to 20 young people! They began our 20-week program on the farm the first week of February. We are really excited to have developed relationships with both public and private schools this year, increasing diversity amongst our 2012 crew!



Grow Dat Supporters

Partner School

Joseph Clark High School
 The Net at Clark High School
 New Orleans Charter Mathematics and Science High School
 De La Salle High School
 Warren Easton High School

Partners

Grow Dat Youth Farm is currently being incubated by the Tulane University Center and works in partnership with:

Second Harvest of Greater New Orleans and Acadiana
 Tulane University
 City Park
 Crescent City Cafe
 Emerging Philanthropists of New Orleans
 Gaea Engineering
 Hollygrove Market and Farm
 Louisiana Outdoor Outreach Program
 New Orleans Botanic Garden
 Sankofa Farmer's Market
 Second Harvest
 Whole Foods

Funders

Blue Cross Blue Shield
 Capital One Foundation
 Chegg
 ConAgra Foundation
 The Gould Family Foundation
 The Greater New Orleans Foundation
 Maziar Behrooz
 John and Anne Mullen
 Rockefeller Foundation
 Emerging Philanthropists of New Orleans
 Anonymous Donors

Please visit our website for a full list of individuals who supported our annual Grow the Green campaign.

Press

Times Picayune

"Foundation awards \$680,000 in grants to 33 community organizations"
 John Pope
 December 21, 2011
http://www.nola.com/news/index.ssf/2011/12/foundation_awards_680000_in_gr.html

Grist Magazine

"Dirty South: Youth farms keep New Orleans teens in school gardens"
 Tracie McMillian
 16 December 2011
<http://grist.org/food/2011-12-16-dirty-south-youth-farms-new-orleans-teens-school-gardens/>

Tulane University

"Tulane is the cream of the crop with urban innovators"
 Short film about Grow Dat Co-Director Johanna Gilligan
http://www.youtube.com/watch?feature=player_embedded&v=xVLVqqBOUEQ

Stay Involved!

Please follow our progress and learn more about upcoming volunteer days on our new website: www.growdatyouthfarm.org
 Like us on Facebook: <http://www.facebook.com/pages/Grow-Dat-Youth-Farm/193229134029719>
 Follow us on Twitter : <http://www.twitter.com/GrowDatNOLA>