



Youth Garden Grant Sponsorship Opportunities

About KidsGardening

KidsGardening is a national nonprofit organization creating opportunities for kids to learn and grow through gardening. As a leader in the youth gardening movement for 40 years, KidsGardening provides grants and original educational materials to 3.8 million kids across the country.

2021 Impact & Reach

- We reached 3.8 million children in 2021 with our curriculum, lesson plans, and activities.
- We reached 115k children with our grants in 2021.
- We reach 54k educators through our email list.
- Our email engagement averages 52%.
- We have an average of 44k unique visitors to our site each month with an average of 222k page views.
- Our audience is 50% formal educators, 25% informal educators, and 25% caregivers. 85% of our audience are women between 25-65 years of age.
- With every \$1 donated to KidsGardening, we reach 8 more children with resources to learn through the garden.

About the Youth Garden Grant

Beginning with 50 awards in 1982, KidsGardening's Youth Garden Grant is the oldest and longest-running award of its kind. This award is designed to build capacity for under-resourced school and youth educational garden projects that enhance the quality of life for students and their communities.

The award is open to any nonprofit, public or private school, or youth program in the United States planning a new garden program or expanding an established one that serves at least 15 youth between the ages of 3 and 18.

For the 2022-'23 program year, we will award 50 programs. To do so, we must raise \$40,000 in addition to in-kind product donations.

For more information or to sign up, please contact Grant Program Director, Sarah Lane at SarahL@KidsGardening.org

Sunshine Sponsorship - \$10,000+

The highest level of Youth Garden Grant sponsorship provides support to continue the longest-running youth garden grant in the community.

Benefits to your company will include:

- Your logo placed prominently on our grant landing page, [Our Partners](#) page, and our annual [Impact Report](#)
- At least 15 social media mentions throughout the lifecycle of the grant (1 year)
- Your logo in the grant announcement email, your logo in two KidsGardening monthly newsletters heralding your support
- A Youth Garden Grant support badge for your website
- A .pdf poster for your office or retail establishment.

Seed Money Sponsors - \$1,000-\$9,999

Your generous support of the Youth Garden Grant shows your company's commitment to getting more kids engaged in learning through the garden.

Benefits to your company will include:

- Your logo placed prominently on our grant landing page, [Our Partners](#) page, and our annual [Impact Report](#)
- A Youth Garden Grant support badge for your website and/or social media
- A .pdf poster for your office or retail establishment

Seed Money Sponsorship Levels

\$1,000 – Benefits listed above plus inclusion in once-per-month group sponsor shout-outs across KidsGardening's social media platforms

\$3,000 – Benefits listed above plus a unique sponsor spotlight post on all of KidsGardening social media platform

\$5,000+ – Benefits listed above, plus two unique sponsor spotlight posts on all of KidsGardening's social media platforms and your logo in one KidsGardening monthly newsletter

Product Sponsors - \$500-\$999 and product

- Your logo placed prominently on our grant landing page, [Our Partners](#) page, and our annual [Impact Report](#)
- A Youth Garden Grant support badge for your website and/or social media
- A .pdf poster for your office or retail establishment
- One Product Sponsor group shout-out across KidsGardening's social media platforms

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Sponsor Testimonials

"KidsGardening has led the youth gardening movement for more than 35 years with the goal of providing every child the opportunity to learn and grow through gardening, and we want to help them fulfill that promise."

- Gardener's Supply Good Works Manager, Lena Molinari.

"We take great pride in growing the plants we sell and believe that gardening is a powerful learning tool for all ages. We are blessed with the opportunity to nurture a child's outlook on the world and love to see a kid's face light up with pure joy. **We support the Youth Garden Grant because with the right tools and experiences, children can gain both the physical skills of planting and harvesting their own food, and the emotional skills of patience and self-satisfaction of a job well-done.**"

- Ed Knapton, owner of America's Best Flowers

"Teaching children how to get their hands dirty to grow food is a tremendous gift – especially in the times we live in - and such a positive thing for their development. Like music and art, they learn how to create - but they also gain math, vocabulary and organizing skills, along with a sense of responsibility for living things ... and not just those in the garden. We're very interested in fostering young peoples' interest in agriculture - perhaps one of those students may grow up to make a groundbreaking discovery, or even come to work at Stark Bro's."

- Ken Lane, Stark Bro's Chief Marketing Officer

"If we don't take the time to introduce kids to how important horticulture and agriculture are, we run the risk of losing an entire generation, on both a personal and business level."

- Jon Merrill of B.B. Barns

"My wife Megan and I have been organic farmers for over 40 years. In a pattern long familiar, we're now handing the farm down to our son, Caleb. Such generational transfers of practical gardening knowledge have been going on since the dawn of agriculture 10,000 years ago. **From the moment we first heard of KidsGardening, we knew we wanted to become involved.** Benefiting our planet's future by helping kids and nurturing in them a love of gardening is in total alignment with the lifelong goals and work of our family farm."

- Jim Gerritsen of Wood Prairie Farm

Read our article about [Growing the Youth Garden Movement](#) in *Lawn and Garden Retailer*

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