



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 more than 40 years, KidsGardening provides grants and original educational materials to 3.3 million kids across the country.

2022 IMPACT & REACH

- We reached 3.3 million children with our curriculum, lesson plans, and activities.
- We reached 63k children with our grants.
- We reach 57k 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.

“KidsGardening has led the youth gardening movement for more than 40 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.”

Christie Kane, Gardener's Supply Company

“It is important to spread the gift of gardening with kids as one day it will be their world. Smart Pots is excited to continue working with KidsGardening to support the Youth Garden Grant program.”

Todd Culver, Smart Pots

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. Any organization in the United States or US Territories planning a new or improving an existing garden program that serves at least 15 youth between the ages of 0 and 18 is eligible to apply.

For the '23-'24 program year, we will award 50 programs. To do so, we must raise \$100,000 in addition to in-kind product donations.

SPONSORSHIP LEVELS

Sunshine Sponsor - \$10,000+

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
- A .pdf poster for your office or retail establishment.
- At least 12 social media mentions throughout the lifecycle of the grant (1 year)
- Your logo in the grant announcement email and two KidsGardening monthly newsletters heralding your support.
- Use of select grantee photos (application, unboxing, year-end)
- Mention in a press release written and distributed to announce the grant
- Mention in "The Latest" blog post highlighting grant winners

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"Our promise is to help people grow, which is why we were incredibly grateful to be able to partner with KidsGardening to support the Youth Garden Grant. The content, programs, and grants that they offer kids at home or through schools is incredibly knowledgeable and empowering to young minds. We know gardening is a vehicle to make a difference in children's lives, and KidsGardening is passionate about what they do. We love collaborating with their team and know that our support is making a difference."

Paula Douer, Crescent Garden

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SPONSORSHIP LEVELS

Seedling Sponsor - \$5,000

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
- Use of select grantee photos (application, unboxing, year-end)
- Two unique sponsor spotlight posts on all KidsGardening's social media platforms
- Your logo in one KidsGardening monthly newsletter

Sprouting Sponsor - \$2,500

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
- One unique sponsor spotlight posts on all of KidsGardening's social media platforms
- Your logo in one KidsGardening monthly newsletter

“Botanical Interests recognizes the importance of garden-based learning for children, and we are so grateful for the incredible work that KidsGardening does in providing that opportunity—reaching schools and communities across the country. It’s always an absolute pleasure to be involved with the Youth Gardening Grant Program and to watch our sponsorship bring joy to so many young lives!”

Madeleine Pessa, Botanical Interests

“The KidsGardening team continues to be one of American Meadows’ favorite partners. They are exceptionally well-organized, proactive with updates, easy, and fun to collaborate with – I truly cannot say enough good things about Em and her team! In addition to being a top-notch organization, the work they do always warms my heart. KidsGardening truly helps kids fall in love with gardening.”

Cullen Boudreaux, American Meadows

SPONSORSHIP LEVELS

Product Sponsor - \$500 plus in-kind product

Benefits to your company will include:

- Your logo placed on our grant landing page
- 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

"As our community's local garden center, KidsGardening is easily our favorite organization to support! In a world where technology and less enriching activities for our youth reign, their work and mission are vital. Educating and empowering kids in an area that really matters - what could be more important!"

Lauren Younis, B.B. Barns

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



Kohala Elementary School