



YOUTH GARDEN GRANT SPONSORSHIP OPPORTUNITIES

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 provided grants and original educational materials to 2.7 million kids across the country in 2023.

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. In 2024, every \$1,000 sponsorship, reached 270 more kids.

**For the 2025 program year, we will award 50 programs.
To do so, we must raise \$40,000 and a variety of
gardening product donations by September 2024.**

To join on as a sponsor or for more information, please contact Sarah Lane, KidsGardening's Grant Program Director, at SarahL@KidsGardening.org.





SPONSORSHIP LEVELS

Planting Sponsor \$1,000

- Logo on our grant landing page
- Logo in our grant impact report
- A Youth Garden Grant support badge for your website and/or social media

Sprouting Sponsor \$2,500

Includes benefits of Planting Sponsor; and:

- Logo on our [Partners page](#)
- Logo in our [Impact Report](#)
- One unique sponsor spotlight post across social media platforms
- Use of grantee photos

Blooming Sponsor \$5,000

Includes benefits of Planting and Sprouting Sponsors; and:

- Two unique sponsor posts across social media platforms
- Spotlight in one grant promotion email
- Mention in a press release to announce the grant

Harvesting Sponsor \$10,000+

Includes benefits of Planting, Sprouting, and Blooming Sponsors; and:

- 10+ unique sponsor posts across social media platforms
- Spotlight in the grant announcement email
- Spotlight in two grant promotion emails
- Mention in “The Latest” blog post

Add On: Product Sponsorship

Donate gardening products to the award package to also receive the following benefits:

- Use of grantee photos
- One Product Sponsor group shout-out across social media platforms

SPONSOR TESTIMONIALS

"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

"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

"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 Pessio, Botanical Interests

"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

"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

MORE ABOUT KIDSGARDENING

OUR IMPACT IN 2023

2.7 MILLION CHILDREN REACHED!

**2.5 MILLION
CHILDREN**

reached with our curriculum, lesson plans, and activities

**78,000
CHILDREN**

reached with our grants, garden installations, and contests

**37,500
CHILDREN**

reached through the Kids Garden Community

**90% OF
EDUCATORS
AND
CAREGIVERS**

we work with see an increase in youth environmental stewardship and social-emotional skills



EMAIL

- “KidsGardening Friends” List: 60k
 - 30% are “highly engaged”
- “Grants & Contests” List: 15k
- “Activity e-Kit” List: 15k

WEB

- 50k visitors/month
- Grants, Contests, and Activities are the most viewed
- Average 10k downloads/month
- Site includes a Spanish-language section with youth garden activities and lessons

SOCIAL

-  14k followers
-  11k followers
-  363 followers
-  5k followers
275k monthly views