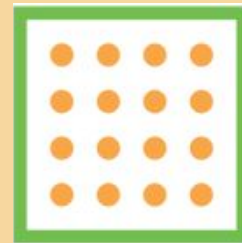


# Wilmington Green Box Urban Community Garden

Sophia Crisomia, Bailey Davin, & Jose Lanzona





**Jose: Spokesperson**

Spearhead outreach initiatives on behalf of WGB with Wilmington

## OUR TEAM



**Bailey: Liaison Coordinator**

Keep WGB executive director, team and urban garden players in loop



**Sophia: Secretary**

Create meeting agendas, take meeting minutes, record of team progress



# WGB MISSION STATEMENT

We are a 501(c)(3) non profit project that provides at-risk teens with entrepreneurial jobs while supplying communities with direct access to cold pressed juices.



# SWOT Overview

## Strengths

- Community support
- Natural transition of leadership
- SNAP Benefits Programs

## Weaknesses

- Board is close friends
- Financial documentation is not readily available
- Nonprofit or Business venture confusion

## Opportunities

- Empty Garden Plot
- Seasonal Menu
- Keeping the kids off the streets

## Threats

- COVID-19 Vaccine will need to be distributed
- Crop yield unknown
- City of Wilmington

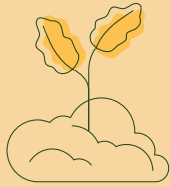


# SWOT Analysis



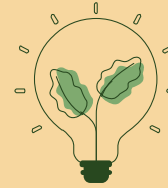
## Key Details

- **Short term goal** - urban garden completion
- **Long term goal** - formalize Board
- **Financial support** from Green Box Kitchen, grants, and donations
- **Marketing** via website and Instagram
- **Board of directors** - Jason Aviles, John Naughton, James Thompson
- **Social entrepreneurial ventures** - Green Box Kitchen, outdoor kiosk + green space, community garden



## PROBLEM

West side of Wilmington, a food desert, lacks green space



## SOLUTION

Construction of an urban community garden and educational programming for employed teens

# Successes

**Through March 27**

Garden prep +  
clean up

**April 27**

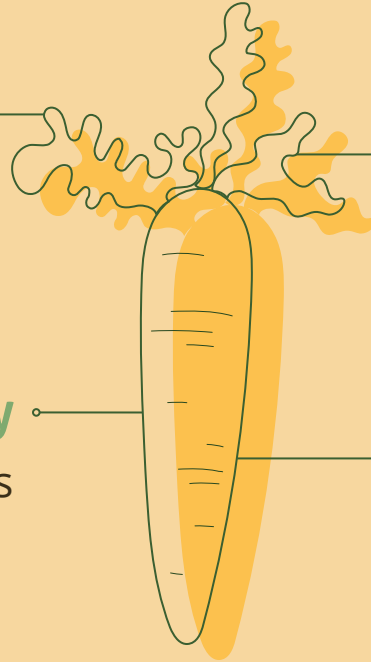
Finalize and purchase  
materials for garden

**May**

Build beds + plant seeds

**May**

Kickstart educational  
programming with  
TUGI



# Overcoming Challenges

## Challenge

- Specifying project objectives
- Water meter installation delay
- Creating educational programming through DCH
- Finalizing Cedar Tree Found grant proposal



## Pivot

- Frequent meetings to clarify objectives and share updates
- Use water meter delay to mobilize educational programming
- TUGI → create educational opportunities
- Assess other grant opportunities
- Staying positive and trusting the process



# Outputs and Assessment

## Expectations

- Become gardening experts
- Manually setting up garden beds
- Hear back from city October 2020
- Sustainability Projects: Water Barrels & Compost Bins
- Community can engage with garden by May

## Reality

- George and Megan were the experts we delegated
- Water meter installed March 2021
- Decided physical garden was priority
- We have so many interested neighbors!



# Next Steps

01

## Grand Opening

Garden ribbon  
cutting  
ceremony

04

## Utilize produce

Use produce for  
restaurant menu



02

## DCH + WGB

Collaboration  
for long term  
educational  
programming

03

## Community Engagement

Have members use the bed  
for their own gardening in  
return for volunteer hours

# Learning Outcomes

## Jose

- Confrontation is okay
- “Keep calling, so they know you’re serious”
- Trust the Process

## Bailey

- Finding the right resources is key
- Nothing gets done without clear communication
- Focus on smaller goals first with the big picture in mind

## Sophia

- Keep the end goal in mind
- Time is valuable so allocate it sparingly
- Find the hidden gems



# Thank you

## Questions?