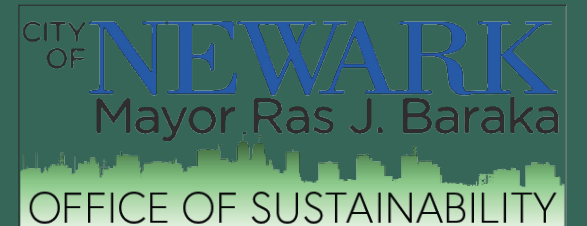


PLOT IT FRESH MINI-GRANT PROGRAM

INFO SESSION #1 – NOVEMBER 14, 2022

INFO SESSION #2 – DECEMBER 1, 2022

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ABOUT GREATER NEWARK CONSERVANCY



After 35 years in operation Greater Newark Conservancy welcomed Natasha S. Dyer, as its new Executive Director in June 2022—the first person of color and Newark native to lead the organization. In preparation for a new Executive Director, the Conservancy’s Board of Directors and staff engaged in significant work, including: the adoption of a new mission statement that specifies a commitment to collaboration and racial justice and board expansion and training with a lens towards diversity, equity, and inclusion.

New Executive Director



Welcome to our new Executive Director

The Board of Directors of the Greater Newark Conservancy is pleased to announce that after an extensive search, it has unanimously approved the appointment of Natasha S. Dyer as its new Executive Director, effective June 6, 2022. A fourth generation Newarker, Dyer has a deep-seated commitment to the health and development of her hometown as demonstrated in over 15 years of service in Newark’s nonprofit and philanthropic sector. Her dedication to our mission and long-standing relationship with community stakeholders including representatives of the City of Newark, the Newark Board of Education, funders, and civic leaders, will be invaluable as she leads the Conservancy into its 35th year and beyond.

New Mission & Vision

The mission of Greater Newark Conservancy is to foster collaboration in our community at the intersection of environmental, food, and racial justice to promote the health and wellbeing of all Newark residents. Since 1987, our programs have worked to reverse the long history of systemic racism to improve social determinants of health by expanding access to green spaces, nutritious food, wellness education, and youth development for residents with little to no access to such resources.

We envision Newark and its surrounding communities with universal and equitable access to nutritious food and a green, resilient, sustainable, and healthy urban environment for all those who live, work, and recreate here.

BACKGROUND – NOURISHING NEWARK



- The Plot It Fresh Mini-Grant Program extends the goals of the *Growing & Urban Agriculture* focus area of the Nourishing Newark Community Grants Program, which aims to support community-based growers, urban farmers and gardeners in Newark to
 - 1) expand or significantly improve their production of fresh healthy food; and
 - 2) make fresh healthy food available to families experiencing food insecurity, either directly or through partner relationships with pantries and other free or low-cost distribution entities

PROGRAM OVERVIEW



- The Plot It Fresh Mini-Grant Program supports projects that **expand the production of fresh, healthy foods in Newark, NJ through community gardens and urban farms.**
- Available Funding: Multiple grants of up to \$5,000; Total of \$32,000 to be awarded.
- **Funding Categories** – Projects will be funded based on the following categories. Please note: This grant program will NOT fund improvements to a single, privately owned residential property.
 - **Seedling Grants** - for projects that seek to establish new community gardens/urban farms
 - **Blooming Grants** - for projects that seek to expand the infrastructure of existing community gardens/urban farms
 - **Connection Grants** - for projects that seek to connect residents to community gardens/urban farms through garden-based programming



PROGRAM TIMELINE

- **November 7, 2022 – Applications Open**
- November 14, 2022 - Info Session # 1
- December 1, 2022 - Info Session # 2
- **January 6, 2023 – Applications Close**
- January 2023 – Application Review
- February/March 2023 – Awards Announced
- March – August 2023 – Project Implementation
- September 2023 – Final Reports Due



APPLICATION COMPONENTS

- **Cover Sheet**
 - Applicant Information
 - Garden Site
 - Project Summary
 - Start & End Dates (May – August 2023)
- **Proposal Narrative**
 - Project Overview
 - Project Background
 - Project Timeline/Work Plan
 - Capacity & Readiness
 - Outreach
- **Impact/Target Population**
- **Attachments**
 - Budget (required)
 - Letters of support, schematics, etc. (optional but encouraged)



QUESTIONS?

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