Introduction to The Green Scheme

The Green Scheme’s mission is to provide leadership, education, training and awareness on a wide variety of environmental topics from healthy living to green career pathways.

Mission/Vision

The organization as a whole seeks to promote the following guiding pillars:

- Environmental sustainability
- Health awareness
- Social justice
BACKGROUND

- THE GREEN SCHEME IS A DISTRICT OF COLUMBIA BASED NON-PROFIT, FOUNDED IN 2011

- TGS STARTED WORKING PRIMARILY IN THE DISTRICT’S WARDS 5, 7 & 8 DUE TO Social and Environmental Issues.

- TRADITIONALLY UNDERSERVED AREAS; LOW-INCOME; COMMUNITIES OF COLOR; FOOD DESERTS!!

- FOCUS ON URBAN AGRICULTURE, ENVIRONMENTAL, SUSTAINABILITY, HEALTH & EMPOWERMENT
Urban Gardens & Farms

- The Green Scheme has worked with residents to establish community gardens at the locations where the family workshops are conducted (Lincoln Heights & Wheeler Terrace).

- This work began before the Code Green project was awarded.

- It has only been made possible by the dedicated residents, Green Scheme team, and community partners.

- USDA funding supported the expansion of these community garden initiatives into broader projects to address the DC food system.
THE “CODE GREEN” PROJECT

Goal: To implement sustainable enhancements to underserved communities' current food system by promoting self-reliance through the establishment of a farmers market, and providing hands-on workshops and entrepreneur development for youth and low-income families.

- FAMILY COMPONENT
- YOUTH COMPONENT
- FARMERS MARKET
- ADVISORY BOARD & PARTNERS
“Code Green Curriculum”

- Urban Ag./ Nutrition Education Hands on Workshops
- Curriculum developed by the Green Scheme Team in Partnership with American University School of Public Health
- Culturally appropriate & relevant to participants

Youth Classes

- Occur across multiple sites in DC, Maryland, and VA (i.e. Langdon Youth Garden, YMCA, D.C. Public Schools, Dept. of Recs, hospitals, faith-based institutions, DC Housing Authority
- Focus on food justice, gardening, nutrition, and social entrepreneurship
- Captive Audience of Various Ages
- Curriculum can be scaled up or down due to site needs.

Family Classes

- Occur in Public Housing Sites (Lincoln Heights, Wheeler Terrace, etc..)
- Focus on Healthy Eating on a Budget; Expanding Nutrition Options, Growing your own food, garden construction, and much more!
- Community Gardens Present
- Outreach and Engagement Activities are Essential
Code Green Experience
Green Career Pathways

We offer a series of social entrepreneurship workshops that provide participants with education/training on finance (fundamentals of bookkeeping & accounting), Communication/Marketing (determining feasibility of ideas and advertising), Ethics (becoming a responsible citizen and standards of conduct/moral judgment), and Economics (principles of supply and demand). We also provide mentors to the participants of these workshop series.
Outreach & Engagement Activities

- Community and Environmental Consulting
- Community Day Plantings
- Tree Plantings
- Consistent Workshops
- Green Facts (social media, WPFW 89.3 (radio)
- Annual Power of One Campaign w/ Broccoli City Festival
Community Advisory Board

- Meets 3 Times a Year
- Provides Advice and Guidance on the Project
- Offers Support
Green Scheme Facts:

- 15 Urban Gardens (5 Fruit Orchards)
- We provide urban agriculture workshops to over 2,500 youth per year.
- We have created a strong following via social media, radio, website, partnerships that gives us a competitive advantage.
- Weekly garden volunteer/training days (training experience)
- Consulting other organizations on community engagement and outreach.
- And much more!
An Early Success Story

Mr. Gregory Hill (a Lincoln Heights resident and garden champion) has always loved working in the garden. Through his constant involvement on the Residents Council, and partnership Green Scheme Mr. Hill has generated employment as the Lincoln Heights Resident Garden Manager. Funded through the D.C. Department of Human Services (DHS), Mr. Hill provides garden maintenance and assist Green Scheme in the Code Green Project. He consistently encourages other residents to participate in the family workshops and partake in the gardens’ bounty. Mr. Hill exemplifies the intent of this project; food freedom through sustainable and self-reliant social enterprise.
Media/Press

Just a few...

Featured on ABC 7 News, WPFW 89.3, WIJA, Washington Post, Washington Informer, and more

- [http://wired-inspired.blogspot.com/2012/05/changemakers-green-scheme.html](http://wired-inspired.blogspot.com/2012/05/changemakers-green-scheme.html)
The Green Scheme Sponsorship Levels and Benefits

All Sponsors receive:
- Recognition at all Green Scheme Events, and in The Green Scheme Annual Report
- Certificate of Recognition
- Invitation to annual Green Scheme appreciation event

Platinum $5,000+
Sponsors receive:
- A large company sign prominently displayed at the selected site
- Corporate volunteer event for your staff
- One Month sponsorship of the #GreenFactOfTheDay on IG and FaceBook
- Company logo placed on website for one year
- Featured article placed on our website
- Featured article on Facebook
- Two featured articles in our e-newsletter

Gold $2,500
Sponsors will receive:
- A large company sign displayed at specified urban garden
- One Month sponsorship of the #GreenFactOfTheDay on IG and FaceBook
- Volunteer service event for your staff at selected site
- Company logo placed on website for six months
- Featured article placed on our website
- Featured article on Facebook
- Featured article in our e-newsletter
The Green Scheme Sponsorship Level and Benefits

**Silver $1000**
Sponsors will receive:

* A company sign displayed at a garden (24” by 28”)
* Featured article in our e-newsletter (3000 recipients)
* Recognition on The Green Scheme website

**Bronze $500**
Sponsors will receive:

* A company sign prominently displayed at one garden site
* Recognition in our e-newsletter & blog
* Recognition on The Green Scheme website

**Organic Supporters $250**
You will receive:

* Recognition in our e-newsletter
* Recognition on All The Green Scheme Social Media Platforms

We are open to other benefit ideas, as well as expanded partnerships and in-kind donations. Donations to The Green Scheme, a 501(c)(3) non-profit organization, are tax-deductible as allowable by law. Please contact The Green Scheme at Info@TheGreenScheme.org if you have any questions.
A Simple Way to Track what You Grow

1. Select the three bar menu to open navigation
2. The right navigation will show all the different tabs you have referenced
   - Select the Sites Tab
"The New Cool"

The Green Scheme: Salesforce1 Quick Reference Guide

Button Guide
- Open Salesforce1 Menu
- Edit Record
- Post to Chatter
- Create New Record
- Return to Previous Screen

Important Objects (via SF1 Menu)
- Accounts
- Contacts
- Sites
- Workshops
- Produce
- Opportunities (Grants/Donations)

General Navigation

Tabs
- **Feed** - Displays Chatter posts specific to record
- **Details** - Displays specific fields for record (scroll up/down to view additional details)
- **Related** - Displays related records/contacts

[Image showing a sample Salesforce1 interface with tabs and objects]
Contact Us

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