URBAN HARVEST
Gardening for Good in Houston since 1994
Mission & Values

Mission Statement:
To cultivate thriving communities through gardening and access to healthy, local food.

Our core values are
- Integrity
- Empowerment
- Sustainability
- Equity
WE DIG HOUSTON

- Urban Harvest has a loyal following
  - 21,000 e-newsletter subscribers
  - 20,000 Instagram followers
  - 27,000 Facebook followers
  - 10,500 Twitter followers
- 700+ Volunteers
- Approximately 2,000 patrons weekly at Saturday Farmers Market
Across programs, Urban Harvest annually reaches over 19,000 individuals across the Greater Houston area including:

- 2,500+ backyard and community gardeners
- 130 teachers and over 9,500 students, primarily in Title 1 schools
- 300+ local farmers, food producers, and farm employees
- Approximately 2,000 patrons weekly at Saturday Farmers Market
- 750+ Volunteers
Grow With Us

Partnership Opportunities with Urban Harvest
Urban Harvest has adapted its programs to meet the needs of the Houston community during the Covid-19 Pandemic. From farmers market drive-thrus to virtual gardening classes, Urban Harvest believes that social distancing doesn’t mean we have to be disconnected. We offer innovative opportunities for Houston area businesses to connect with our constituents and the community-at-large.
COMMUNITY OUTREACH COBRANDING

To realize a more resilient, community-based food system, Urban Harvest is seeking partners to sponsor community outreach efforts including:

• **Press and Public Relations Campaigns:** Urban Harvest engages media contacts to share information about cobranding sponsorship and increase awareness of Urban Harvest’s food access programming.

• **Website Promotion:** Increase traffic to Urban Harvest website through targeted social media adds.

• **Mailer:** Announce community outreach partnership and share food access information, such as recipes and nutrition tips, through mailer to 16 zip codes.
CLASSES SPONSORSHIP

Through company partnerships, Urban Harvest creates engaging, experiential content, educating the next generation of gardeners through:

- **Annual Class Offerings:** Corporate partners sponsor classes from Urban Harvest’s list of annual class offerings.

- **Social Media Content:** Promotion of Facebook LIVE classes and YouTube videos, cobranded with corporate sponsor details.

- **Technology and Operations:** To create quality content, corporate sponsors provide resources to record and create classes.
Urban Harvest creates unique opportunities for corporate partners to engage with over 2000 weekly farmers market customers and receive:

- **Sponsored Farmers Market Booth**: Vendors receive sponsored booth content and umbrella.
Regular maintenance and volunteer engagement is crucial for sustaining community gardens as neighborhood hubs. Urban Harvest partners with corporate sponsors to provide:

- **Volunteer Events**: Urban Harvest works with our corporate sponsors to schedule volunteer days providing hands-on teambuilding opportunities.

- **Event Promotion**: Community members learn about upcoming events through sponsored social media, website, and traditional media promotion.
Contact Libby Kennedy, libby@urbanharvest.org to create your sponsorship opportunity today.

Thank You