

# DESIGN CONSIDERATIONS

## LOVING GARLAND GREEN *FOUND FRUIT COMPANY*

The *Loving Garland Green Found Fruit Company* is a volunteer-operated enterprise. A core group of volunteers are in charge of managing the operation and coordinating volunteer fruit pickers. The core volunteer group locates places in the city where volunteers can gather the fruit (with permission from the owners) and creates maps with information regarding these sites (what type of trees, names of owners, etc.). Various contracts are worked out with the owners of the fruit trees. Some may not care to keep any of the fruit. Others may want take a portion of the harvest for themselves. Some trees may be located on abandoned property, or even property that is owned by the city.

The point is that in the City of Garland tons of fruit fall to the ground and is wasted every year in our city. The goal of the Loving Garland Green Found Fruit Company is to see that this food no longer goes to waste.

### **The storefront operation for this enterprise would serve several purposes:**

1. Where records are kept of location of fruit trees
2. Where volunteers meet before going out on their fruit-gathering missions
3. Where the fruit is sorted, stored, sold and distributed
4. Where strategies and campaigns for the group are planned.

There are several groups similar to this proposed one already in existence in Canada and the USA. Brief excerpts of their operations follow.



### **Not Far from the Tree**

<http://notfarfromthetree.org>

Not Far From The Tree puts Toronto's fruit to good use by picking and sharing the bounty. When a homeowner can't keep up with the abundant harvest produced by their tree, they let us know and we mobilize our volunteers to pick the bounty. The harvest is split three ways: 1/3 is offered to the tree owner,

1/3 is shared among the volunteers, and 1/3 is delivered by bicycle to be donated to food banks, shelters, and community kitchens in the neighborhood so that they are putting this existing source of fresh fruit to good use. It's a win-win-win situation! In 2012 they picked 12,5212 pounds from 243 trees with 721 volunteering opportunities and 2,180 volunteer hours. The picked black walnuts, sweet cherries, sour cherries, mulberries, serviceberries, apricots, plums, grapes, crabapples, elderberries, sumac, pears and apples.

**Look at some of the job opportunities offered by Not Far from the Tree. The Loving Garland Green Found Fruit Company could follow some of their examples for staffing.**

The following are job descriptions for project-based volunteer positions at Not Far From the Tree:

### **1. Web Content Writer**

#### **Position Summary**

We are looking for a web-savvy writer to develop content for Not Far From The Tree's new website on a voluntary basis.

#### **Time Commitment**

5 to 10 hours per week from early March to late May 2013 (3 months)

#### **Work Location**

The selected candidate can choose to complete the bulk of this project from a location of their choice. Workspace is available at our office on Thursdays if needed.

#### **Responsibilities**

- Work collaboratively with Not Far From The staff to develop an overall plan for the new website
- Write and repurpose content for various pages of the new website

#### **Qualifications**

- Excellent written, visual and verbal communications skills
- Experience writing and editing content for the web and/or communications materials
- Strong interpersonal skills with the ability to work collaboratively
- Highly motivated and able to work independently and manage time effectively
- Familiarity with website architecture an asset

#### **Benefits**

- Use your talents to make a meaningful contribution to a budding non-profit project
- Love and affection from your friendly, neighbourhood fruit tree project
- Public transit tokens available for all trips to the office

## 2. Annual Report Visionary

### Position Summary

We are looking for a creative, skilled communicator to help develop content for our 2012 annual report on a voluntary basis. The selected candidate will play the role of a storyteller.

### Time Commitment

5 to 10 hours per week from early March to late May 2013 (3 months)

### Work Location

The selected candidate can choose to complete the bulk of this project from a location of their choice. Workspace is available at our office on Thursdays if needed.

### Responsibilities

- Dream up a content plan for the 2012 annual report with a focus on storytelling and fundraising
- Work collaboratively with Not Far From The Tree's Project Director and Graphic Designer to develop content for the annual report

### Qualifications

- Excellent written, visual and verbal communication skills
- Experience developing communications and promotional materials
- Fundraising skills and experience an asset
- Strong interpersonal skills, with the ability to work collaboratively
- Highly motivated and able to work independently and manage time effectively

### Benefits

- Use your talents to make a meaningful contribution to a budding non-profit project
- Love and affection from your friendly, neighbourhood fruit tree project
- Public transit tokens available for all trips to the office

## 3. Social Media Intern

### Position Summary

We are looking for a social media savvy individual to help implement Not Far From The Tree's social media strategy and strengthen the project's online presence on a voluntary basis.

**Start Date:** Week of April 1st

**End Date:** Week of June 24th

**Hours:** 8 to 10 hours per week with some dedicated office hours on Thursdays

### Responsibilities

- Research trends and influencers in areas related to Not Far From The Tree
- Post interesting and relevant content through social media channels, including Facebook, Twitter and the blog
- Build relationships and networks through social networking
- Monitor trends in social media and track online patterns

### Qualifications

- Skills and experience with social media and/or marketing and communications
- Sound judgment and keen attention to detail
- Commitment to environmental and social justice
- Excellent interpersonal skills, with the ability to work collaboratively
- Highly motivated and able to work independently and manage time effectively

### Benefits

- Use your talents to make a meaningful contribution to a budding non-profit project
- Love and affection from your friendly, neighbourhood fruit tree project
- Public transit tokens available for all trips to the office

## 4. Resident Blogger

### Position Summary

We are looking for a creative writer to contribute fun and fruity posts and stories to our blog throughout spring 2013 on a voluntary basis.

### Time Commitment

5 to 10 hours per week from early March to late May 2013 (3 months)

### Work Location

The selected candidate can choose to complete the bulk of this project from a location of their choice. Workspace is available at our office on Thursdays if needed.

### Responsibilities

- Dream up blog post topics and themes to post to Not Far From The Tree's blog
- Conduct research and prep work as needed (depending on blog topics this could include conducting interviews, online research, experimenting with recipes, etc.)
- Write and upload one blog posts every one to two weeks

### Qualifications

- Computer savvy with blog writing experience
- Excellent written and verbal communication skills
- Strong interpersonal skills with the ability to work collaboratively
- Highly motivated and able to work independently and manage time effectively
- Photography skills an asset

### Benefits

- Access to a new venue to show off your writing skills
- Use your talents to make a meaningful contribution to a budding non-profit project
- Love and affection from your friendly, neighbourhood fruit tree project
- Public transit tokens available for all trips to the office

## 5. Community Engagement Intern

We are looking for an enthusiastic individual to assist with volunteer engagement and enhance community outreach on a voluntary basis.

**Start Date:** Week of March 4th

**End Date:** Week of May 30th

**Hours:** 8 to 10 hours per week with some dedicated office hours on Thursdays

### Responsibilities

- Investigate best practices in volunteer and community engagement
- Help to facilitate the formation of volunteer-led neighbourhood teams to support Not Far From The Tree's fruit picking program
- Assist with promotion and facilitation of neighbourhood meetings
- Coordinate outreach activities to broaden the scope and diversity of Not Far From The Tree's engagement

### Qualifications

- Skills and experience in community engagement and/or volunteer management
- Excellent interpersonal skills with the ability to work collaboratively
- Highly motivated and able to work independently and manage time effectively

### Benefits

- Use your talents to make a meaningful contribution to a budding non-profit project
- Love and affection from your friendly, neighbourhood fruit tree project
- Public transit tokens available for all trips to the office

## 6. Super Organizer

### Position Summary

We are looking for a natural born organizer to create an electronic and hard copy filing system for Not Far From The Tree on a voluntary basis.

**Start Date:** Week of March 4th

**End Date:** Week of May 30th

**Hours:** 5 to 10 hours per week with some dedicated office hours on Thursdays

### Responsibilities

- Design and implement an electronic and hard copy filing system
- Spend time with our files and folders, organizing them into streamlined, clear categories
- Create a code of conduct to help keep filing system in working order
- Assist with other organizational activities as needed

### Qualifications

- An excellent organizer with a genuine love of organizing
- Computer savvy and detail oriented
- Excellent interpersonal skills, with the ability to work collaboratively
- Highly motivated and able to work independently and manage time effectively

### Benefits

- Enhance your skills and gain experience in an office environment
- Use your talents to make a meaningful contribution to a budding non-profit project
- Love and affection from your friendly, neighbourhood fruit tree project
- Public transit tokens available for all trips to the office

## 7. Funding Proposal Writer

We are looking for someone with proposal writing skills to research new funding opportunities and write effective funding proposals and grant applications on a voluntary basis.

**Start Date:** Week of March 4th

**End Date:** Week of May 30th

**Hours:** 8 to 10 hours per week with some dedicated office hours on Thursdays

### Responsibilities

- Research new funding opportunities (including job creation grants)
- Assist with the writing of grant applications

### Qualifications

- Skills and experience in writing funding proposals and grant applications
- Excellent written communication skills
- Strong interpersonal skills with the ability to work collaboratively
- Highly motivated and able to work independently and manage time effectively

### Benefits

- Use your talents to make a meaningful contribution to a budding non-profit project
- Love and affection from your friendly, neighbourhood fruit tree project
- Public transit tokens available for all trips to the office

## 8. Fundraising Campaign Leader

### Position Summary

We are looking for someone with fundraising skills and experience to design and help implement a fundraising campaign on a voluntary basis.

### Time Commitment

5 to 10 hours per week from early March to late May 2013 (3 months)

### Work Location

The selected candidate can choose to complete the bulk of this project from a location of their choice. Workspace is available at our office on Thursdays if needed.

### Responsibilities

- Develop a fundraising campaign strategy (to be launched in mid-spring 2013)
- Create campaign materials and resources including campaign schedule, flyers (if needed), and content for the website, e-newsletters and social media
- Assist with the launch and management of the campaign

### Qualifications

- Fundraising skills and experience
- Excellent written and verbal communication skills
- Strong interpersonal skills with the ability to work collaboratively
- Highly motivated and able to work independently and manage time effectively

### Benefits

- Use your talents to make a meaningful contribution to a budding non-profit project
- Love and admiration from your friendly, neighbourhood fruit tree project
- Public transit tokens available for all trips to the office

## 9. Sponsorship Strategist

### Position Summary

We are looking for a strategic thinker with experience securing event sponsors to develop a sponsorship strategy for Not Far From The Tree events on a voluntary basis.

### Time Commitment

5 to 10 hours per week from early March to late May 2013 (3 months)

### Work Location

The selected candidate can choose to complete the bulk of this project from a location of their choice. Workspace is available at our office on Thursdays if needed.

### Responsibilities

- Research potential event sponsors
- Develop sponsorship packages and proposal letters
- Reach out to potential event sponsors and cultivate relationships
- Create a sponsorship strategy document for future use

### Qualifications

- Skills and experience in event sponsorship and relationship building
- Commitment to environmental and social justice
- Excellent written and verbal communication skills
- Strong interpersonal skills with the ability to work collaboratively
- Highly motivated and able to work independently and manage time effectively

### Benefits

- Use your talents to make a meaningful contribution to a budding non-profit project
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Note: Following is an announcement to illustrate one of the ways that the Garland Found Fruit Company could interact with the Commercial Kitchens for rent. Garland Found Fruit Company could host Food preservation workshops in the commercial kitchen and charge a fee for the workshops. In addition to advertising the Garland Found Fruit Company, it would also introduce people to the commercial kitchen for rent and show people how they might use these kitchens to earn extra income by preparing food they can sell to the public.



**FOOD PRESERVATION  
& COTTAGE ARTS CERTIFICATE  
PROGRAM**

The **Food Preservation and Cottage Arts Certificate** program is a new, 12-week series taught by Southern California's foremost food preserving expert, digging deep into myriad aspects of food preservation, including the nitty-gritty on how to implement the newly-enacted California Cottage Home Food Law.

As the most comprehensive food preservation course taught in the Los Angeles area, the CAN IT! Food Preservation and Cottage Arts Certificate Program will be an enhanced and expanded version of the courses that Chef Miller has taught in the past.

The Food Preservation and Cottage Arts Certificate Program is aimed at the burgeoning professional, the serious hobbyist and the passionate amateur. It will be taught by food preservation guru, **Chef Ernest Miller**, who for the past three years has been the lead instructor for the UC Cooperative Extension/LA County Master Food Preserver program. The curriculum will include jams, jellies, fermentation, liqueur, beer brewing, curing, bread making and more.

**Where:** The Gourmandise School 395 Santa Monica Place, Santa Monica

**When:** March 26<sup>th</sup> - June 11<sup>th</sup> on Tuesday Nights from 6 to 10<sup>pm</sup>

**Cost:** \$1495 (Includes books, tools and materials)

**Sign Up!** Please Complete Application & Send with Check Addressed to **Food Forward** 7412 Fulton Ave. #3 North Hollywood, CA 91605

Other ways that the group raises money is by selling aprons with the name of their group. We could sell cup towels, aprons and T-shirts with Loving *Garland Green Found Fruit Company* logos.

**Portland Fruit Tree Project** began in 2006 <http://www.portlandfruittreeproject.org>

Portland Fruit Tree Project is a grass-roots non-profit organization that provides a community-based solution to a critical and growing need in Portland and beyond: Access to healthy food. By empowering neighbors to share in the harvest and care of urban fruit trees, we are preventing waste, building community knowledge and resources, and creating sustainable, cost-free ways to obtain healthy, locally grown food. *Because money doesn't grow on trees... but fruit does!*

"We organize people to gather fruit before it falls, and make it available to those who need it most. We register fruit and nut trees throughout the city, bring people together to harvest and distribute thousands of pounds of fresh fruit each year, and teach tree care and food preservation in hands-on workshops."

### ***Found Fruit Maps***

Members of the Loving Garland Green Found Fruit Company could create maps of our community showing the location of fallen fruit to sell as artwork and also to be used by the volunteers to locate the fruit deemed acceptable to pick and pick up off the ground.

In addition to Found Fruit other food gleaning activities can be undertaken by this group.

RESOURCE: <http://www.hungeractionnys.org/studentgleaningmanual.pdf>

### **LOCAL RESOURCES TO ASSIST IN THE FORMATION OF THE GARLAND FOUND FRUIT COMPANY**

One group that might be a good resource is **Slow Food Dallas**

The Dallas chapter of Slow Food was launched in the spring of 2003 when interest in this area reached a critical mass. It is, by its nature, a grass-roots group that ebbs and flows based on what members want and contribute.

Their name says Dallas, but their members live in Addison, Albany, Allen, Arlington, Barry, Bedford, Buffalo, Burleson, Carrollton, Celina, Comanche, Coppell, Daingerfield, Dallas, Denison, Desoto, Dodd City, Emory, Euless, Farmers Branch, Flower Mound, Fort Worth, Frisco, Garland, Glen Rose, Grand Prairie, Grandview, Grapevine, Greenville, Irving, Keller, Lewisville, McKinney, Murphy, North Richland Hills, Plano, Red Oak, Richardson, Rockville, Rockwall, San Angelo, Southlake, Springtown, Sulphur Springs, Waxahachie and Weatherford, Texas.

Jim Shade and Christopher Tuck are co-leaders of Slow Food Dallas.



<b>BUILD TEAM FOR LOVING GARLAND GREEN FOUND FRUIT COMPANY</b>	
<b>Team Liaison</b> (good communicator, great note taker and observer)	This person is responsible for coordinating when needed with other Liaisons from other Build Teams for the Garland Urban Agriculture Center. This person also works closely with the Commercial Kitchen for Rent as well as with other community leaders such as those for the Girl Scout/Boy Scouts.
Build Team Leader	This person is responsible for organizing the various groups into their related activities. For example, one of their initial tasks will be to identify, locate, map, and obtain permission to pick fruit from certain bushes and trees in the community.
Map Makers	These will be people who create maps showing the location of the fruit. If they are artistically done, the maps can be sold for profit
Web Site Builder	This person is responsible for creating the website associated with the Garland Found Fruit Company
Event Coordinator	Works with Build Team Leader to promote found fruit gleaning events.
<p>Note: For other possible build team members, see the job descriptions provided in this section.</p>	