

Planning and organization of the urban gardens

Funding

➤ Fundraising

- Grants
- Events
- Trusts
- Legacies
- Membership
- Sales of goods and service
- Social media
- Appeals
- Corporate
- Charity Shops
- Direct marketing
- Door to door
- Street collections
- Donations
- Challenge events
- Electronic media
- Fundraising with schools
- Raffles and lotteries
- Volunteer fundraising

➤ Additional approaches to generate income

- Produce sales
- Deliver Training
- Room hire
- Admission fee for events
- Sponsorship
- Membership
- In-kind donations
- Advertise for free

Financial

➤ Budget plan – total cost calculation including:

- ✓ Management project
 - Ground preparation
 - Gardener's wage
 - Rent
 - Other
- ✓ Tools/Equipment
 - Crop fleeces
 - Propagation
 - Other useful equipment
 - Protected growing
 - Watering
 - Wind breaks

➤ Cost-structure:

- ✓ Capital vs. Revenue:
 - Capital = tangible (things you can touch)
 - Revenue = intangible (e.g. services)
- ✓ Fixed vs. Variable
 - Fixed costs
→ periodic cost that remains more or less unchanged irrespective of the output level (e.g. depreciation, insurance, interest, rent, salaries, and wages)
 - Variable costs
→ increase or decrease depending on the work that is being carried out (e.g. seeds, plug plants, shrubs, utilities – water, electricity, running event costs, planning applications)

Resources

- Capacity to deliver services
- Available space
- Volunteers
- Staff
- Roles & responsibilities

Network & Partnership

- Knowledge of local area
- Awareness of similar services deliverers & other local groups
- Opinions for collaborations

Marketing

- Needs of users
- Techniques for raising awareness's
- Attracting new members
- ICT
- Fliers
- Accessibility
- Marketing strategies

Monitoring & Evaluation

- Consultation
- Data collection
- Record keeping
- Review of services
- Development
- Performance → compare your projects to others:
- Feedback

Promotion category	YOUR Garden	Allotment Association	Community Garden
Services offered	????	Growing for own food	Cater for people with disabilities
Location	????	Urban	Urban outskirts
Fees	????	£35 p/year	Receives NHS funds