**Mission and Vision**

Vision and mission statements should articulate the essence of your group's beliefs and values and define its place in the world. They establish the long-term direction that guides every aspect of an organization's daily operations.

**VISION**

A VISION statement expresses a group/organization's main goal and reason for existence.

*Think of these questions as you draft your vision statements.*

- What are the values or beliefs that inform your work?
- What would you ultimately hope to accomplish as a result of your efforts?

**Developing A Vision For Your Garden**

Defining why you want to develop a community garden will help you create a vision for your garden project. It will also help the garden group identify what you want to accomplish and how you will prioritize your garden’s goals. This will help to recruit new garden members and gain community support.

**Example: West Milford Organic Community Garden**

We wish the garden to be fun, creative, uplifting, a place where people meet, get to know one another in the course of fruitful work, learn together, provide a plenteous harvest of delicious, healthy food, and benefit the community.

**Example: Canaan Baptist Church**

We see this garden as a way to connect our organization with the community and as another point of connection for the neighborhood.

**SETTING ACHIEVABLE GOALS**

A GOAL is a desirable long-term result(s) of a program, project, or effort.

**Define What You Want To Accomplish And Prioritize Your Goals**

Example:

1. Our primary goal is to produce fresh nutritious food for our families and our neighbors.
2. We want clean up our neighborhood block and create a beautiful garden where people can come together.
3. We want to educate youth about gardening and the importance of environmental stewardship.

List three goals your garden group wants to accomplish and then prioritize.

**Use your garden goals to create a brief mission statement. Create a mission statement that unites the group and the garden to a larger purpose.**

Example: “Our mission is to strengthen our neighborhood by maintaining a community garden that educates our youth, beautifies our neighborhood and produces fresh nutritious food for our families and neighbors.”

**MISSION**

A MISSION statement provides an overview of the group’s plans to realize that vision by identifying the service areas, target audience, and core values, beliefs and goals of the group/organization. The mission is a brief statement (1-3 sentences) of purpose, scope and method.

*Think of these questions as you draft your vision statements.*

- How do you plan to work toward this broad vision?
- For whose specific benefit does the organization exist?

**Example: City Green**

City Green, Inc. is a 501(c)3 non-profit organization dedicated to facilitating the establishment of urban farms and gardens in northern New Jersey’s cities to create increased access to healthy, local food while cultivating education in food systems, nutrition and the environment. City Green offers practical, technical and financial support to community members of all ages to design, create and manage these urban green spaces. City Green promotes food justice and environmental equality through these greening efforts.

**Example: La Casita Verde (Brooklyn)**

La Casita Verde is an urban “green esquina” for the public to learn about and participate in the soil food web.
STRAATEGIES FOR RECRUITING MEMBERSHIP

- Canvassing and getting to know your neighbors
  - Door to door
  - Flyers
- Word of mouth
- Social media (Fb for instance)
- Going to other group’s meetings
- Connect with other groups and let them know about the work you are doing
- Work dates
- Pot lucks
- Love letter

GARDEN COMMITTEE AND ROLES

**Garden Steering Committees = Garden leaders**

- Locally manages each community garden site
- Can be driving force behind the garden’s creation.
- Provide overall leadership.
- Allow the management of responsibilities to be shared so one person does not become overburdened.
- Provide direction, motivation, and shape and develop the garden as a whole

**Basic Responsibilities of Steering Committee**

- Plan and set goals and policies or rules for garden
- Line of communication between gardeners and other groups
- Maintain internal communication
- Track garden expenditures
- Fundraise
- Leadership training and organizational structure
- Ensure community has access to plots – collect garden applications and fees
- Coordinate plot assignment (if applicable)
- Coordinate water usage (if applicable)
- Organize events such as community potlucks and work days
- Coordinate maintenance of common areas and infrastructure

**Registrar**

- Organizes sign up sheet and application/registration form
- Assigns plots and keeps track of which plot goes to which family/individual year to year
- Establishes an updated contact list and email mailing list of all members
- Assesses plot activity and ensures that gardeners are actively gardening during the season
- Participates in the communications committee

**Treasurer/bookkeeper**

- Collects fees for the season (if applicable)
- Manages garden budget and conducts financial business of community garden

**Garden leader/ garden coordinator/administrator**

- Plans and sets goals and policies or rules for gardens
- Drafts gardener rules/agreement/contract to signed by gardeners - Draft must be approved by steering committee
- Develops and adjust community garden rules to meet the needs of the group
- Encourages and welcomes diversity at the community garden
- Provides communication between gardeners, committees and Dig In! program manager
- Coordinates maintenance, mediate issues, sets meetings and agendas and brings requests to steering committee
- Leads meetings, records notes (or minutes), maintains guidelines and records and resolves disputes

Example 1:
La Casita Verde (Brooklyn, NY) –
**** Standard Steering Committee
President
Vice President
Assistant Vice President
Treasurer

Example 2:
Ringwood Community Garden (Ringwood, NJ)
***Garden committee with many roles
Garden Coordinator, Treasurer and Registrar
Installation and Upkeep
Tools
Pest Committee
Education Committee
Events Coordinator
Water Crew
Soil Crew and Communications Coordinator

For additional resources, contact:
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Adapted from: foundationcenter.org; eatgreaterdesmoines.org; and Foodshare Toronto