



# New Leaf Garden Blitz

## Media Kit

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## Mission

*New Leaf Foods, Inc.* supports the health and well-being of the people of Greater Green Bay by promoting healthy food access and education, and by cooperating throughout Northeast Wisconsin to build a thriving local food system in a clean environment.

*New Leaf Garden Blitz* empowers residents to grow food and be part of a sustainable urban agricultural system.

## Vision

Good Food for Good Health, Now and for Generations

## New Leaf Garden Blitz History

The New Leaf Garden Blitz started in 2014 and is modeled after a similar program run by the organization Victory Garden Initiative (VGI) in Milwaukee. VGI was instrumental to the development of our very own garden initiative in Green Bay. They provided us with training for the event and also for starting a mentorship program for new gardeners. To date, the New Leaf Garden Blitz has installed 705 gardens in the Green Bay area and with community partner, Brown County Community Gardens, we have helped mentor 118 new gardeners.

## 2021 Garden Bed Recipients

New Leaf Garden Blitz garden beds are open to the public for purchase, including: individuals, families, schools, business locations, pantries, shelters and more. However, each year, we dedicate a number of garden beds to low-income families, organizations that serve low-income families, and to educational institutions, for example.

This year, some locations for new Blitz Gardens include:

- Lincoln Elementary
- Jackson Elementary
- De Pere Middle School
- Dickinson Elementary
- Homes for Independent Living
- Freedom House
- Howe School

## 2021 Sponsors

- American Family Insurance
- Cellcom
- Nature's Way
- WPS
- Stein's Garden & Home
- Brown County Parks
- Willem's Landscape Service
- United Healthcare
- Stein's Garden & Home
- Target

## 2021 Partners

- Brown County Community Gardens
- Green Bay Botanical Garden
- Volunteer Center of Brown County
- NeighborWorks
- Brown County United Way

## Community Impact

Green Bay community members identified a variety of benefits achieved through participation in the New Leaf Garden Blitz. Respondents to an end-of-season survey reported that, because they received a Blitz garden, they ate more fruits and vegetables (64%), were more physically active (68%), spent more time with their families (59%), gained new gardening skills (82%), and spent less money on food (63%).

Respondents also shared how their garden boxes helped them form new relationships with other gardeners and build community with neighbors. Jenny W. of Jefferson Elementary school commented, "Having a garden box at our school allowed my students and I to collaborate together differently than we would in the traditional classroom. Our conversations seemed more rich as we worked together towards a common goal. We can't wait to add more garden boxes to our school garden. Thank you so much for the opportunity!"

Since 2019, Northeast Wisconsin School of Innovation has been utilizing their Blitz gardens for hands-on learning in life skills, health, and science classes. Their ultimate goal is to be able to send the veggies home with students. Anna, a social worker at the school, says about the Blitz, "I think it's an amazing program to be able to build these boxes and drop off the dirt. It sounds so simple, but it makes such a big difference. It's been really great to start with that foundation and for us to be able to take it away. As we learn, our kids are learning. What might seem simple as bringing in boxes to grow vegetables really turns into a cool community event and a cool opportunity for our kids."

Previously, New Leaf Garden Blitz has installed gardens in these locations:

### Schools

Elmore	King	Kennedy
Keller	Langlade	Nicolet
East High School	De Pere Bay View	Minoka- Hill
Jefferson	Middle School	McAuliffe
Dickinson/ De Pere	Cormier School	Fort Howard
Heritage	St. Thomas Moore	Howe
	Howard Elementary	Eisenhower

Danz  
Sullivan  
Lincoln  
Bay Port High school  
Encompass Daycare  
UWGB Natural  
Sciences  
UWGB Viking House  
UW Extension  
Neville Museum  
Oneida 4-H

### **Libraries**

Brown County  
Central  
Weyers-Hilliard

### **Businesses**

Nature's Way  
Dean Foods

### **Parks**

Bay Shore  
Hazelwood House

### **Group homes**

Lime Tree Terrace  
Parkview Terrace  
NeighborWorks  
housing sites  
Veterans Manor  
Clarity Care

### **Shelters & food pantries**

House of Hope  
Manna for Life  
CASA Alba  
Kroc Center  
Freedom House

### **Community gardens**

The Farmory  
Nami/ Gathering  
Place  
5th Street

## 2021 Garden Blitz Event

### Things You Should Know

- A team of volunteers will “Blitz” the area with new garden boxes each year
- The Blitz is always recruiting volunteers to aid in this process
- Boxes can be purchased for \$199, which includes delivery, installation and soil
- This year, 40 garden beds will be placed in the homes of Black and Indigenous folks, and group homes for folks living with disabilities
- We are currently working to build partnerships and sponsors for the 2021 New Leaf Garden Blitz

### By the Numbers

- May 20-23, 2021: Dates of the next New Leaf Garden Blitz
- 75: Total number of garden boxes being installed
- 40: Number of boxes designated for our focus group, provided at no or low-cost
- 75+: Expected number of volunteers

### Buy a Garden Bed

A garden bed purchase of \$199 includes construction, delivery and installation with a high-quality garden soil/compost mix. Each bed is 8' x 4' and 10" high, made of untreated Douglas Fir. Our garden beds can be purchased for homes, schools, churches, or businesses.

To purchase a garden bed, please follow these instructions:

1. Fill out this form:  
[https://docs.google.com/forms/d/e/1FAIpQLSfhDsjH\\_CIJ8X2m\\_1qgXss6-uM6rAf6W2hVtJv9N24\\_4lmhfw/viewform](https://docs.google.com/forms/d/e/1FAIpQLSfhDsjH_CIJ8X2m_1qgXss6-uM6rAf6W2hVtJv9N24_4lmhfw/viewform)
2. Pay for your garden bed online with Paypal or by check
3. Note that all sales are final, and refunds will not be issued after payment is received.

## Volunteer

Over the weekend of May 20-23, 2021, volunteers can expect to take part in building raised bed garden boxes, delivering them to local homes & organizations, and filling them with soil.

Sign up to volunteer here:

[https://docs.google.com/forms/d/e/1FAIpQLSfgJw\\_Obo73sXVfebdmm4niCDTE3\\_TOUHF\\_uM8i-uETgYkMXA/viewform](https://docs.google.com/forms/d/e/1FAIpQLSfgJw_Obo73sXVfebdmm4niCDTE3_TOUHF_uM8i-uETgYkMXA/viewform)

Review all of our volunteer needs here:

[https://volunteergb.galaxydigital.com/need/index?agency\\_id=48757](https://volunteergb.galaxydigital.com/need/index?agency_id=48757)

RSVP to the Facebook event:

<https://www.facebook.com/events/746239519420292>

## Become a Garden Mentor

Our Garden Mentor Program pairs experienced growers with new gardeners, so that they have the support they need to have a successful growing season. We believe that a gardener who has a positive first growing experience will be more likely to continue to garden.

Every garden mentor is assigned one mentee to meet five times over the course of the season, which can be done virtually while we continue to navigate COVID-19. Dates, times and location are up to you! Mentors will receive a mentoring guide filled with helpful handouts, tips, and a schedule of topics to cover. There's also room for flexibility and creativity. Brown County Community Gardens is responsible for coordinating the mentorship program.

Interested garden mentors can fill out this form:

[https://docs.google.com/forms/d/e/1FAIpQLSfFxCxGL3oJ\\_edat3wrJP\\_-HP3DAXPMTRGXreeldoZknznKw/viewform](https://docs.google.com/forms/d/e/1FAIpQLSfFxCxGL3oJ_edat3wrJP_-HP3DAXPMTRGXreeldoZknznKw/viewform)

Interested garden mentees can fill out this form:

[https://docs.google.com/forms/d/e/1FAIpQLSd7NExwmDTGp3fH2wks6uupv\\_YuhOFEqkrIC-3VQx3kGXjBRA/viewform](https://docs.google.com/forms/d/e/1FAIpQLSd7NExwmDTGp3fH2wks6uupv_YuhOFEqkrIC-3VQx3kGXjBRA/viewform)



[Click Here to read a story](#) about founding Blitz volunteer Cheryl, who became a garden mentor!

## Donate

Donations are gratefully accepted and help us purchase garden bed materials. If your company would like to make a tax-deductible in-kind corporate donation, please contact us. Corporate donations of funds are also welcome and will be recognized publicly and on our website.

**Please donate here:**

[https://docs.google.com/forms/d/e/1FAIpQLScc3roOul4JASzRAUhA9ogfCG\\_qjtwrUD850bIK5lePDKJr8w/viewform](https://docs.google.com/forms/d/e/1FAIpQLScc3roOul4JASzRAUhA9ogfCG_qjtwrUD850bIK5lePDKJr8w/viewform)

[Please view our wish list here](#)

## Garden Blitz Media & News

2021

NBC 26 Coverage:

- [https://www.nbc26.com/news/local-news/new-leaf-garden-blitz-underway-in-green-bay?fbclid=IwAR1vKcC3s4Ogyq462kaEPHHdUs6O2z\\_rSDdyVDp5bjdwGoXySufk5Dwg58A](https://www.nbc26.com/news/local-news/new-leaf-garden-blitz-underway-in-green-bay?fbclid=IwAR1vKcC3s4Ogyq462kaEPHHdUs6O2z_rSDdyVDp5bjdwGoXySufk5Dwg58A)

2020

NBC 26 Coverage:

- [https://www.youtube.com/watch?v=le9YxMa\\_m-0](https://www.youtube.com/watch?v=le9YxMa_m-0)

2019

Improving health and well-being

- <https://www.youtube.com/watch?v=yc-LKHtgsQI>

Cellcom was proud to support the Garden Blitz initiative to install 25 gardens at Green Bay Public Schools

[https://www.youtube.com/watch?v=1Ez1NUpCLqM&feature=emb\\_title](https://www.youtube.com/watch?v=1Ez1NUpCLqM&feature=emb_title)

2016

WLUK-TV FOX 11 Coverage:

<https://fox11online.com/good-day-wi/green-bay-garden-blitz>

2014

Volunteers installed 111 gardens in area homes, schools, community gardens, food pantries and a library

- <https://www.youtube.com/watch?v=rXtwEypwiq0>

WLUK-TV FOX 11 Coverage:

- [https://www.youtube.com/watch?v=\\_7t4lafnlqY](https://www.youtube.com/watch?v=_7t4lafnlqY)
- <https://www.youtube.com/watch?v=gKTP2esTKy8>

## Current Press Releases



### FOR IMMEDIATE RELEASE

Contact: Margaret Franchino - Community Garden Coordinator  
[browncountycommunitygardens@gmail.com](mailto:browncountycommunitygardens@gmail.com) | (920)391-4660

## Garden Mentors Needed for This Year's New Leaf Garden Blitz

Are you an experienced gardener, ready to help a new gardener grow? Become a garden mentor for the New Leaf Garden Blitz! Volunteers are needed to provide community members with the skills and support they need to grow their own food. Those interested can sign up for an April orientation session [here](#).

Mentors are assigned a new gardener who has received a New Leaf Garden Blitz garden box or rented a plot through the Brown County Community Gardens Program. Pairs meet five times (virtually or in person, typically at the mentee's home or community garden, to be decided by each pair) over the course of the season in order to provide guidance and build gardening confidence. Mentors receive a mentoring guide filled with helpful handouts, tips, and a schedule of topics to cover. Flexibility and creativity are encouraged! All mentors are required to complete an orientation and a background check to become an official volunteer of Brown County.

"This really is a low-commitment, high-impact program," says Brown County Community Garden Coordinator Margaret Franchino. "Since the program's start, it has helped dozens of gardeners gain the confidence to grow their own food."

The Garden Mentorship Evening Training dates and times are April 20th from 6-7 PM, and April 21st from 9-10 AM. Those Facebook events can be found [here](#) and [here](#). The deadline to apply to receive a mentor is April 15th, and can be done through the purchase of a garden box, which can be done [here](#).

The mentorship program is a partnership of Brown County Community Gardens and New Leaf Foods' Garden Blitz. The New Leaf Garden Blitz plans to build and install 75 raised bed gardens throughout the community in 2021, specifically focusing on installing gardens for organizations that empower Black and Indigenous communities, as well as people living with disabilities. Those who receive these boxes, as well as new gardeners who rent a community garden plot through the Brown County Community Gardens Program, will be eligible to apply for a mentor.

New Leaf Foods supports the health and well-being of the people of Greater Green Bay by promoting healthy food access and education and by cooperating throughout Northeast Wisconsin to build a thriving local food system in a clean environment. Specifically, through our Garden Blitz program, we work to address healthy food access by gathering volunteers to build and install raised bed gardens throughout the community. Since 2014, we have installed over 700 gardens in the Green Bay area.

*The New Leaf Garden Blitz is a project of New Leaf Foods, Inc.. Our program also benefits from community support including Brown County Community Gardens, Green Bay Botanical Garden, Nature's Way, and Cellcom. Please visit our website, <https://newleafoods.org/garden-blitz> and join us on [Facebook](#).*

## FOR IMMEDIATE RELEASE

Contact: Maryssa Paulsen, Volunteer Coordinator, New Leaf Foods, Inc.

[GBGardenBlitz@gmail.com](mailto:GBGardenBlitz@gmail.com) - Phone: 920-322-5489



### **Garden Box Sales Continue for This Year's New Leaf Garden Blitz**

The New Leaf Garden Blitz plans to build and install 75 raised bed gardens throughout the community in 2021, specifically focusing on installing gardens for organizations that empower Black and Indigenous communities, as well as people living with disabilities. Those who receive these boxes, as well as new gardeners who rent a community garden plot through the Brown County Community Gardens Program, will be eligible to apply for a mentor.

The New Leaf Garden Blitz provides a comprehensive approach to urban agriculture by selling and installing low-cost, high-quality raised bed gardens and providing education and mentorship for new gardeners. The garden boxes are built, installed, and filled with soil over the course of one weekend (May 21, 22, 23, 2021) by our team of volunteers. In addition to their garden boxes, new gardeners have a variety of educational opportunities, including our mentor program, which matches experienced gardeners with new growers.

Gardeners must complete a garden box registration form online [here](#). This form includes crucial contact information, as well as indicates whether the gardener would like a garden mentor, a program meant to assist new gardeners during their first growing season. *The deadline to purchase a garden box is May 1.*

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## Find Us Online!

Website <https://newleaffoods.org/garden-blitz>  
Facebook <https://www.facebook.com/nlgardenblitz>  
Instagram @newleafgardenblitz  
Twitter @newleaffoods1  
LinkedIn [New Leaf Foods, Inc.](#)

## Contact Us

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## Garden Blitz Logo

