



Harvesting Change Workshop Series

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1. Executive Summary

The Harvesting Change Workshop Series is a collaborative initiative led by Nourish Syracuse in partnership with 1199SEIU Healthcare Workers and Excellus Blue Cross Blue Shield. This six-part monthly workshop series is designed to address food insecurity, improve health literacy, and strengthen community trust through the lens of urban agriculture and food as medicine.

Each workshop brings together 20–30 community members to engage in presentations and discussions centered around two key themes: 1) Nourish Syracuse's role in advancing urban agriculture, and 2) the connection between nutrition and health outcomes, as led by 1199SEIU and Excellus Blue Cross Blue Shield. The series provides opportunities for participants to explore local food systems, share neighborhood concerns, and access wellness resources—all in a supportive, solutions-oriented space. Workshops are hosted at rotating locations across Syracuse, including churches, community centers, and the 1199SEIU quarterly meeting, ensuring accessibility and broad community reach.

Through catered meals, community surveys, and interactive learning, the series aims to uplift community voices and identify local leaders interested in deepening their involvement in urban agriculture. Participant data and feedback will help guide future programming while providing evidence to city and state officials about the need for continued investment in urban farming as both a public health and economic development strategy. Sponsors will receive visibility through print materials, blog features, email campaigns, and at the events themselves.

The Harvesting Change Workshop Series is a vital step toward building a healthier, more

food-secure Syracuse by fostering education, collaboration, and sustainable community engagement.

3. Audience and Reach

The Harvesting Change Workshop Series is designed to reach a diverse cross-section of Syracuse residents, particularly those living in underserved neighborhoods disproportionately affected by food insecurity, poor health outcomes, and systemic disinvestment. Our target audience includes low- to moderate-income families, seniors, youth, and healthcare workers—many of whom are seeking healthier lifestyles, stronger community connections, and opportunities to actively participate in local food systems.

We anticipate engaging 150 to 180 participants across the six monthly workshops, with an average attendance of 25–30 individuals per session. Outreach efforts are conducted through faith-based organizations, local farmers markets, schools, healthcare networks, and labor unions like 1199SEIU, helping us tap into trusted networks and maximize participation. The workshops are hosted in highly accessible community locations, including churches, wellness centers, and neighborhood hubs to ensure broad geographic reach within Syracuse.

The program's broader reach extends beyond in-person attendance. Through Nourish Syracuse's online platforms including our website, email campaigns, and social media. We will amplify each event, promote health education content, and highlight our sponsors. Blog recaps and visual storytelling will extend the series' visibility, encouraging continued engagement and positioning the initiative as a model for cross-sector collaboration in health and food justice.

By centering community voices and lived experience, Harvesting Change attracts residents who are not only interested in improving their own well-being, but also in co-creating solutions to address the root causes of health disparities and food insecurity in Syracuse.

4. Sponsorship Opportunities

We have created sponsorship packages at various levels to provide tailored visibility and benefits to our partners.

Seed Sower – \$250+

Support the foundation of growth with your contribution. Includes recognition on our website and event programs.

- **Recognition:** Name listed on our website and in the event program.
- **Social Media Shoutout:** A special thank-you post on Nourish Syracuse's social media channels.

- **Wearable Recognition:** Small logo or name listed on the back of the fundraiser shirts. Two shirts will be given to a Seed Sower.

Sprout Supporter – \$500+

Help us nurture the next generation of gardeners. Includes Seed Sower benefits, plus a personalized thank-you card and social media shout-out.

- All Seed Sower Benefits, plus:
- **Newsletter Feature:** Name included in a sponsor spotlight in one of our email newsletters.

Bloom Backer – \$1,000+

Help us cultivate flourishing gardens and scholars. Includes Soil Sustainer benefits and an exclusive Sow and Grow t-shirt.

- **All Seed Sower Benefits, plus:**
- **Social Media Feature:** Your business or name highlighted in a dedicated sponsor post across all of our social media platforms.
- **Wearable Recognition:** Medium logo or name listed on the back of the fundraiser shirts. 5 shirts will be given to a Bloom Backer.

Sunlight Sponsor – \$2,500+

Be a source of growth and vitality for our community. Includes Bloom Backer benefits, plus a featured spot on our event signage.

- **All Bloom Backer Benefits, plus:**
- **Event Signage:** Your name or logo displayed on a banner at all program events, including community dinners and cooking demos.
- **Advertising:** Quarter-page ad in program booklets
- **Special Mention:** Verbal recognition at the events as a key contributor to the program.

Harvest Champion – \$5,000+

Reap the rewards of a thriving community garden. Includes Sunlight Sponsor benefits, plus so much more.

- **All Sunlight Sponsor Benefits, plus:**
- **Custom Merchandise:** Receive a special gift bag with Nourish Syracuse branded merchandise (t-shirt, tote bag, water bottle, etc.).
- **Advertising:** Half-page ad in program booklets or on the website.
- **Prominent Logo Display:** Your logo featured prominently on all event marketing materials (flyers, banners, programs).

5. Sponsor Benefits

As a sponsor, you will receive:

- **Brand Exposure:** Your logo and company name will be prominently featured in all event-related marketing, including digital and print materials, ensuring visibility in front of our engaged audience.
- **Community Engagement:** Be recognized as a key supporter of local efforts to combat food insecurity and promote education.
- **Positive PR:** Gain positive recognition for contributing to a meaningful cause in the local community.
- **Networking Opportunities:** Connect with community leaders, educators, and fellow sponsors at our events.

6. Marketing and Promotion Plan

We will actively promote the Sow and Grow Scholar Program and our fundraising events through:

- **Social Media Campaigns:** Featuring sponsor logos and content across our platforms (Facebook & Instagram).
- **Newsletters and Email Blasts:** Directly reaching our subscriber base, including community members, supporters, and previous donors.
- **Media Partnerships:** Press releases and features in local media, including TV, radio, and print outlets.
- **Event Promotion:** Flyers, banners, and signage at events highlighting sponsors.

7. Impact and Return on Investment

The *Harvesting Change Workshop Series* delivers a high-impact return on investment by creating measurable, community-level change with relatively modest funding. For every dollar invested, sponsors help activate a multi-benefit program that strengthens public health awareness, supports food justice, and increases community trust and civic participation.

By funding this initiative, sponsors are not only supporting educational workshops—they are investing in preventive healthcare, community-driven data collection, and the development of Syracuse's urban agriculture infrastructure. The series includes grassroots health education, culturally relevant nutrition discussions, and direct engagement with underserved populations, resulting in reduced isolation, better access to health-supportive resources, and a stronger foundation for long-term behavior change.

Additionally, the marketing return is strong: sponsors receive logo placement on printed materials, digital promotion via email and social media outreach, and recognition in blog recaps shared with our growing network of stakeholders and supporters. These touchpoints increase sponsor visibility within the health equity, food justice, and grassroots organizing sectors while aligning your brand with a cause that residents value and support.

Beyond awareness, the ROI includes valuable community data. Through participant surveys, we gather critical insights into health needs, food access barriers, and interest in urban agriculture. These insights support future program design, influence local policy, and create pathways to scale. In this way, your support doesn't end at the workshop—it seeds systemic change that benefits Syracuse long after the event concludes.

8. About Us

Nourish Syracuse is a grassroots initiative dedicated to fostering urban agriculture, food justice, and community empowerment in Syracuse, NY. Our campaign aims to cultivate healthier, more resilient neighborhoods by promoting access to fresh, nutritious food and empowering residents to grow, cook, and share together. Through educational workshops, community garden initiatives, cooking demonstrations, and volunteer opportunities, we strive to build stronger connections between individuals, neighborhoods, and local food systems. Join us as we work towards a more sustainable and equitable future for all.