

2024 PRESS KIT

THE
GIVING
GROVE



Table of Contents

- I. Mission Statement & Stats
- II. Giving Grove Philosophy
- III. Quotes, Testimonials, & Impact Statements
- IV. Language Guidelines
- V. Logo & Branding
- VI. Links



Giving Grove Mission

The Giving Grove's mission is to provide healthy calories, strengthen community, and improve the urban environment through a nationwide network of sustainable little orchards.

2024 Giving Grove Stats



14

Giving Grove
Cities



553

No. of Giving Grove
Orchard Sites



1.4M

Annual Production
Potential



96M Gal

Stormwater Mitigated
Per Rain Event



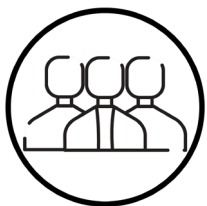
89M

Lifetime Servings
Potential



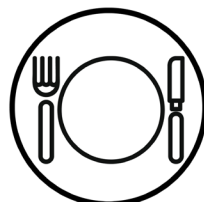
10+ tons

Carbon Sequestered



1,000+

Trained Volunteer
Stewards



4.17M

Number of 1/3 lbs
Servings Annually

Giving Grove Philosophy

CULTIVATING COMMUNITY LEADERS: Local community members champion and maintain the orchards, which encourages lasting, generational change.

COLLABORATING AMONG AN ACTION-ALIGNED NETWORK: We collaborate with existing urban agriculture and community garden organizations to create impact and scale through a network united by shared principles and programming.

SHARING KNOWLEDGE AND LIFELONG SKILLS: We offer a series of workshops that equip orchard stewards in using a holistic approach to orchard care.

ENGAGING THE COMMUNITY: When families and neighbors know one another, they feel safer, more engaged, and less socially isolated.

RECONNECTING CHILDREN AND FAMILIES WITH NATURE: The orchards are also growing a community of curiosity and connection to nature.

EQUITABLE PLACEMAKING: Greenspace should be equitable and sustainable. When efforts are tied to a longer-term vision, residents are more likely to become engaged and feel a sense of ownership.

ENCOURAGING FOOD SOVEREIGNTY: With the support of Giving Grove horticultural expertise, communities choose their own selection of nutritious fruits, berries and nuts for their neighborhood.

GROWING WHERE INVITED: Giving Grove orchards provide access to fruit, directly in the neighborhood, in areas of the city that experience low access to fresh produce.

USING A HOLISTIC, ORGANIC APPROACH: Conventional orcharding requires heavy use of synthetic fertilizers, insecticides and herbicides. Our holistic curriculum is based on the principles of the natural world – utilizing beneficial insects to counter harmful insects and eco-friendly products to encourage a healthy tree and soil biology.

REESTABLISHING GREENSPACE IN THE URBAN ENVIRONMENT: In urban areas, fruit trees improve the microclimate, retain and regenerate soil, manage storm water runoff, and provide a habitat for biodiversity.

Quotes, Testimonials, & Impact Statements

"I've seen the power of fruit trees inspiring kindness and community across Kansas City. This **PROVEN SOLUTION** is about to drive **TRANSFORMATIVE CHANGE** across America, empowering neighborhoods to create sustainable food systems directly in their community. This is urban ag at its finest."

-SLY JAMES, former Kansas City mayor

"During the initial planting sessions, a diverse group of individuals showed up and worked side by side. It really felt like **TRUE COMMUNITY BUILDING** in action."

-VOLUNTEER ORCHARD STEWARD

"The Giving Grove is one of our community's **MOST IMPACTFUL NON-PROFITS**. Their work exemplifies one of the key tenants of MARC's Regional Green Infrastructure Framework: establishing solutions which integrate human and social benefits while simultaneously providing ecosystem benefits like clean air and water."

-TOM JACOBS, Mid-America Regional Council

"Trees lend themselves to **CLEANING THE AIR WE BREATHE**. It's a wonderful example of the reciprocity in nature. Living in alignment with the earth as opposed to destroying it. We absolutely love the orchard!"

-VOLUNTEER ORCHARD STEWARD

"The orchard feels like a **TRUE INVESTMENT IN THE COMMUNITY**. We have planted these trees not just for ourselves to enjoy this season, but hopefully for neighbors to enjoy and **RECEIVE NOURISHMENT** from for years to come."

-VOLUNTEER ORCHARD STEWARD

Logos & Branding

Giving Grove Logos



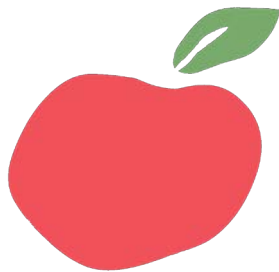
Full Giving Grove Logo

[Click here](#) to access the png file.



Giving Grove Logo

[Click here](#) to access the png file.



Giving Grove Apple

[Click here](#) to access the png file.

Links

- *Website:* www.givinggrove.org
- *Website Donation Page:* www.givinggrove.org/donate
- *Website Press Page:* www.givinggrove.org/about-us/#gg-news

- *Facebook:* www.facebook.com/communitytreegardens
- *Instagram:* www.instagram.com/givinggrove
- *Twitter:* www.twitter.com/givinggrove
- *YouTube:* www.youtube.com/c/thegivinggrove

- *2020 Gather+Grow Film:* <https://youtu.be/JZLG45UeIAY>
- *2021 Gather+Grow Film:* <https://youtu.be/TIdJOA4RGUY>
- *2022 Impact Film:* https://youtu.be/aiq4I_XP46U
- *2024 Impact Film:* <https://youtu.be/QOYKSZ3CeIM>