

WELCOME



As part of our Whole Kids family, you join more than 8,500 garden programs in the US, UK, and Canada that are growing healthy kids!



NOTES

IMPORTANT INFO

ABOUT YOUR GRANT

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YOUR CHECK

Enclosed is a check for \$3,000 USD to be used toward the success of your educational edible garden program. Make sure to deposit your check within 90 days of the date issued or it will be cancelled automatically. We hope that our relationship with your garden program will span for years to come!

SPENDING GUIDELINES

Our grant funds are very flexible, supporting brand new gardens or the expansion of existing ones. We ask that you **DO NOT** spend grants funds on:

- Fields trips
- Travel expenses
- Real estate
- Trainings: No more than **30% of funds, or \$900**, can be spent on a scholarship to attend a workshop or training of any kind.

PROGRESS REPORT

We want to hear how your garden grows! This upcoming spring, you will receive an email with directions on how to submit a required report online via the grant portal - due **Fall 2025**.

The report will be your opportunity to share the successes of your garden, what you've learned, and about any challenges that may have come up. We will ask for photos and a general list of how the funds were spent. You will **NOT** be required to provide copies of receipts to us, though you do need to keep copies of your receipts.

As always, feel free to send informal updates or photos at any time to grants@wholekidsfoundation.org.

THE SCOOP E-NEWSLETTER

If you opted in, we'll be sending you The SCOOP e-newsletter throughout the school year. It includes school garden best practices, tips for your garden, success stories from other edible educational gardens, and other valuable resources.



FREQUENTLY ASKED QUESTIONS



WHAT IF WE NEED TO CHANGE THE SPECIFICS OF OUR BUDGET?

That's fine! We encourage you to adjust the budget as needed to best support your garden program. As long as the funds are used for the success of the garden and are in accordance with our **spending guidelines** (see previous page), you do not need to alert us when this happens. We understand that things often change for gardens, or, better yet, costs are reduced! You are not tied to the budget you submitted in the application.

DO WE NEED TO KEEP COPIES OF OUR RECEIPTS?

Yes. Your grant agreement requires that you keep receipt copies for six years. You are NOT required to send us receipts. In the required progress report, we will ask for a general list of how funds were spent.

BY WHEN DO WE NEED TO SPEND THE GRANT FUNDS?

We ask that the funds are deposited **as soon as possible**. Please **start spending the funds within one year** of receiving the grant. In other words, we want you to get gardening! We **do not have a deadline by which ALL of the funds** must be used.

WHAT IF WE DON'T SPEND ALL \$3,000 IN ONE YEAR?

Use the funds to cover garden expenses in the future! We do not require that unspent funds be returned, unless they are not used for the garden program.

WHAT KIND OF REPORTING IS REQUIRED?

One year after you receive your grant, you will be required to submit a progress report that will ask for a detailed account of how you spent the funds, your successes and challenges and a handful of photos. You will submit this through the same portal where you submitted your application and will receive automatic emails from SmartSimple when the report is ready to be edited. In subsequent years, you may be asked to fill out a short survey to keep your contact information up to date and provide an update on your garden. These will be required to apply for additional funding.

FREQUENTLY ASKED QUESTIONS



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CAN WE APPLY FOR ANOTHER WHOLE KIDS GARDEN GRANT NEXT YEAR?

Not next year, but you can apply again the following year! You must wait one full grant cycle before applying for a second grant. In addition, you must have submitted the required Progress Report in order to apply for a second Garden Grant. For example, if you applied for and received a grant in 2024, you must submit your progress report in the Fall of 2025 before applying for another grant in Spring of 2026.

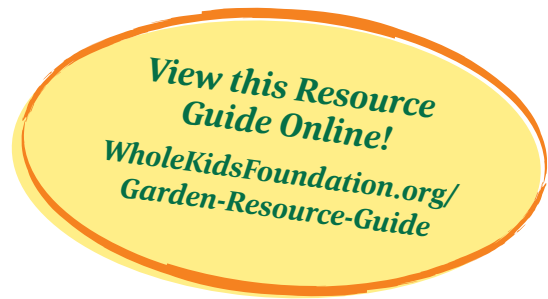
CAN WE APPLY FOR OTHER WHOLE KIDS PROGRAMS?

Yes! We hope you check out all of our grant programs to support your healthy community. In the following **About Us** section, you will find all needed information and details about our other programs. There is no limit as to how many of our programs you can apply to at once.

CAN WE APPLY FOR OTHER GRANTS?

Yes! We realize that sustaining a garden program requires ongoing financial funding. We've provided links to other grantmaking organizations in the Garden Resources section of this binder and on our website as well.

Have other questions? Email us at grants@wholekidsfoundation.org.



ABOUT US

Whole Kids supports schools and inspires families to improve children’s nutrition. We believe, given the right opportunities, kids will get excited about fresh vegetables, fruits, whole grains, and other nutritious foods!



NOTES

ABOUT US

Whole Kids is dedicated to helping kids eat better and enjoy it!

Founded in 2011 by Whole Foods Market, Whole Kids is dedicated to improving children's health and wellness through their nutrition. Whole Kids is a project of Whole Foods Market Foundation, a registered 501(c)(3) non-profit organization.



OUR PROGRAMS

Currently, our programs have impacted more than 11 million kids in the US, Canada and the UK! We provide support for edible education, school food transformation, bee education, and healthy school staff.

- **Edible Education** – we provide grant programs and resources to support edible educational gardens at schools and organizations.
- **School Food Transformation** – we provide salad bars and support to school districts to give kids easy access to fresh, nutritious foods.
- **Bee Education** – we fund grants for educational beehives.
- **Healthy Staff** – we offer cooking and nutrition education for teachers and food service staff to support their personal wellness and enable them to be healthy role models for their students.

FUNDING

Whole Kids is a project of Whole Foods Market Foundation, an independent registered 501(c)(3) nonprofit. Although we were founded by Whole Foods Market and enjoy a close relationship, we do not act on behalf of the company. Because Whole Foods Market covers our operating costs, 100% of the donations we receive go directly to support our various programs!

STAY IN TOUCH WITH US:

Visit us at wholekidsfoundation.org to follow us on social media and to sign up for our email newsletters filled with ideas, resources and updates on our programs.

Browse our dedicated hashtag (#growinghealthykids) for inspiration!



HEALTHY KIDS 1-2-3



At Whole Kids, we know that the more kids feel connected to their food, the more curious they become about how things grow and taste. We believe that these three simple healthy eating principles offer the greatest health benefits and will get kids more willing to try new foods.

1. EAT A RAINBOW.

We're talking naturally occurring colors, of course! Eating a variety of different and beautiful whole foods helps your body get a complete range of nutrients, including vitamins, minerals and antioxidants.

2. EAT LEAFY GREENS FIRST.

Green vegetables — especially dark leafy greens — pack in the nutrients while staying low in calories. One way to make sure you get your greens in is to plan your meals around vegetables, ensuring they make up half of your plate.

3. EAT AS CLOSE TO NATURE AS POSSIBLE.

Mother Nature provides the best nourishment! Think whole, fresh, natural, organic, local, seasonal, unprocessed foods.



RESEARCH TO SUPPORT OUR PROGRAMS

We believe in research-driven programs to create effective, lasting and impactful change. See below for a sampling of research that supports our programs – and can support yours, too!

WHY FRUITS AND VEGGIES?



Increasing intake of fruits and vegetables by as small as 1 serving/day in children showed a decrease in diabetes risk factors such as abdominal fat and insulin sensitivity.

(Cook et al 2014)

WHY SALAD BARS?



Kids with a salad bar at school ate 36% more fruits and vegetables than those without. *(Slusser et al 2007)*

WHY BEE EDUCATION?



A greater knowledge of bees was associated with a more positive attitude towards bees among students. *(Silva & Minor 2017)*



WHY SCHOOL GARDENS?



Extensive literature reviews show that involvement in a garden significantly increases a student's **nutrition knowledge, willingness to try, and preference for fruits and vegetables** – all "behavioral predictors" for increased fruit and vegetable intake. *(Berezowitz et al 2015; Savoie et al 2016; Ohly et al 2016)*

Students who were exposed to a garden increased their fruit and vegetable intake by up to 1.5 servings per day. *(Duncan et al 2015)*

Students who were exposed to a garden had a decrease in BMI and diastolic blood pressure, an increase in dietary fiber intake and less weight gain than those who weren't. *(Davis et al 2011)*

GARDEN TO CAFETERIA TOOLKIT



WHY?

For students, eating the produce they grew in the garden in the cafeteria truly brings a garden lesson from seed to plate. And it gets them excited about eating even more fresh vegetables and fruits.

Bring garden produce onto the lunch line!

WHAT?

The toolkit provides a step-by-step process to help a school district's Food Services team design its own health and food safety protocols to allow students to harvest their produce and serve it on the lunch line. It also includes protocols from six school districts as templates. The toolkit is free to download and use.

PARTNER

Slow Food USA researched and developed the toolkit and together we have implemented it at seven school districts across the country and counting!

LEARN MORE

Share this information with your school district's Food Services department. Visit wholekidsfoundation.org/garden-to-cafeteria-toolkit for a copy of the toolkit and recordings of our webinar series.

*Want to dive in today?
Check out the toolkit webinar
series on our website!*



SALAD BAR GRANT*



WHY?

Salad bars increase access to fresh, nutritious vegetables and fruits during school lunch. One study found that children may eat up to 36% more fruits & vegetables when given the option of a salad bar at school (*Slusser et al 2007*).



WHAT?

The grant includes salad bar equipment and access to salad bar specific training modules available through Chef Ann Foundation's School Food Institute. The ingredients for the salad bar are provided by the school as part of the US National School Lunch Program.

PARTNER

Together with Salad Bars to Schools, we've provided more than 6,100 salad bars in schools.

APPLY

The grant window is open year round for schools that participate in the US National School Lunch Program. Visit saladbars2schools.org for the most up-to-date availability and application details.

Visit TheLunchbox.org to find dozens of resources for making school lunch the most nutritious meal of the day.



*US Schools Only

GET SCHOOLS COOKING GRANT*

WHY?

School districts are looking to move from highly processed foods to more nutritious scratch cooking and need support to make it happen!

Getting school districts back to scratch cooking!

WHAT?

Get Schools Cooking will guide selected districts through a multi-year transformative journey that includes in-person workshops for food service directors, on-site assessment, recommendations, and strategic planning, along with peer-to-peer collaboration and access to a Technical/Equipment Assistance Grant. The program has a value of nearly \$250,000 per participating district (depending on district size).

PARTNER

We have partnered with Chef Ann Foundation to support 27 school districts!

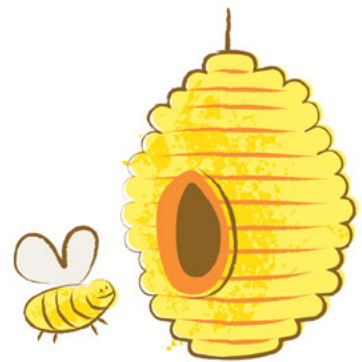
APPLY

Applications for the next cohort will be available August 1, 2024 to September 30, 2024.



*US Schools Only

BEE GRANT PROGRAM



WHY?

Teaching kids about the vital role that pollinators play in our food system is a key component in connecting them with where their food comes from.

*Get kids buzzing
about bees!*

WHAT?

Traditional Bee Grant: Valued at \$2,500, the Bee Grant provides direct consultation with The Bee Cause Project, allows for K-12 schools or non-profit organizations that serve any grades K-12 to start a new or enhance an existing bee program hosting live bees on their campus. Applicants can choose either a \$1,500 monetary grant or an equipment grant.

Renewal Bee Grant: Allows for K-12 schools or non-profit organizations that have previously received the Traditional Bee Grant to receive support to grow their programs. Includes a \$500 monetary component, 1:1 consultation with The Bee Cause Project, and an Educator Resource Pack.

PARTNER

We designed and conduct this program in direct partnership with The Bee Cause Project, true honey bee experts.

APPLY

The next grant window will open September 2024.

Visit our website to find a 6 Week Bee Unit, Campus Pollinator Map activity, and many other resources to engage kids with or without a hive!



HEALTHY STAFF PROGRAM

WHY?

School and food service staff with more knowledge about nutrition and healthy eating can lead happier, healthier lives, be stronger role models for our kids, and be better advocates for school wellness policies - both in the classroom and in the cafeteria!



WHAT?

These nutrition inspiration courses are for teachers, school staff and food service staff. Designed as a free, digital, two-hour class, they feature cooking demos and nutrition information while teaching how to cook healthfully on a budget of time and money. To date, over 24,000 teachers and staff have attended.

WE UTILIZE OUR THREE PRINCIPLES OF HEALTHY EATING TO GUIDE THE CLASS.



**Eat A
Rainbow**



**Eat Leafy
Greens First**



**Eat as Close to
Nature as Possible**

HEALTHY STAFF PROGRAM

The Healthy Staff Program has two offerings: The Healthy Teachers Program for teachers and school staff, and the Healthy Food Service Program for food service staff.

The **Healthy Teachers Program** is designed to inspire school staff to learn about nutrition in their own kitchens by covering these core topics:

- Shopping tips
- Simple, healthy recipes that taste delicious
- Saving time in the kitchen
- Creating meal plans that work
- Knife skills

The **Healthy Food Service Program** brings food service staff along for the journey of cooking healthier food, being proud of their work, and improving their own well-being. The program is customized to fit their Food Service Director's goals, but will cover:

- Scratch cooking techniques
- Marketing of school food
- Customer Service
- Cooking healthy at home
- Knife skills and safety
- The evolution of the lunch

Free digital Healthy Food Service Program coming soon! Visit our website for updates.

You can now take the free Healthy Teachers Program online for USDA continuing education credit! Sign up on our website.



CANADIAN FARM TO SCHOOL GRANT*

WHY?

School communities that incorporate all aspects of seed to plate are effective at creating lasting healthy habits in their students.

WHAT?

Available across Canada's 10 provinces and 3 territories, this grant is valued at \$10,000. These holistic grants bring the local harvest to the school cafeterias by providing school gardens, nutrition education, advocacy training, and a salad bar.

PARTNER

In partnership with Farm to Cafeteria Canada and various Canadian health agencies, we have worked with over 150 and counting!

APPLY

Visit farmtocafeteriacanada.ca for updates on the next grant window.



*Canadian Schools Only



*View this Resource
Guide Online!
[WholeKidsFoundation.org/
Garden-Resource-Guide](http://WholeKidsFoundation.org/Garden-Resource-Guide)*

ACTIVITY RESOURCES

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Engage kids with these quick and easy recipes, hands-on projects and coloring sheets! You'll discover bite-sized inspiration, easy-to-digest nutrition lessons and tips to add to your garden curriculum.



NOTES

ACTIVITY RESOURCES

BETTER BITES



WHAT IS IT?

These simple nutrition lessons offer small changes a family can make for a huge nutritional impact. Each lesson is a double-sided downloadable PDF that offers tips, recipes and educational activities.

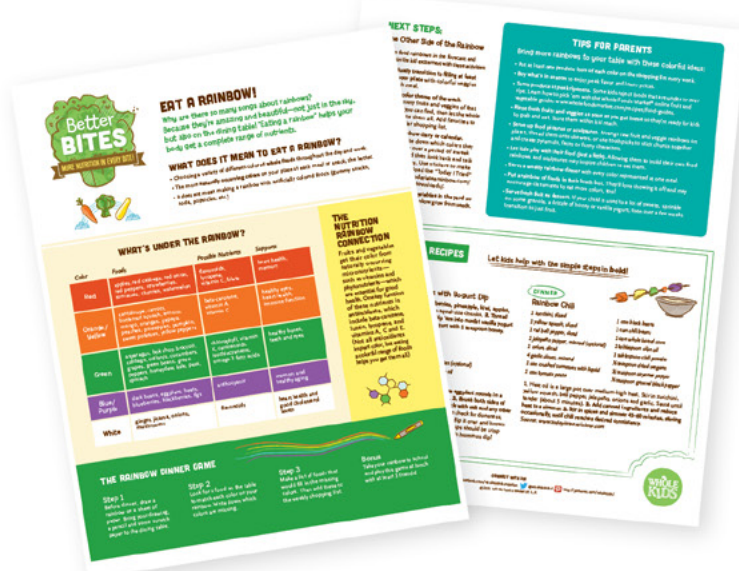
Bite-size food facts make for big changes!

HOW TO USE

Use Better Bites lessons to highlight produce from the garden or support your curriculum activities. Share them with parents and faculty at garden or community events to showcase what their children are learning!

WHERE TO FIND

Visit wholekidsfoundation.org/better-bites to download!



SCRAPKINS HANDS-ON PROJECTS

WHAT IS IT?

Use these hands-on projects to support your curriculum activities. Each activity is designed to get a conversation started about good food choices! These downloadable, printable instruction sheets send kids to the recycle bin for a crafty activity. Each project finishes with “Think About It” questions. Elementary-age appropriate.

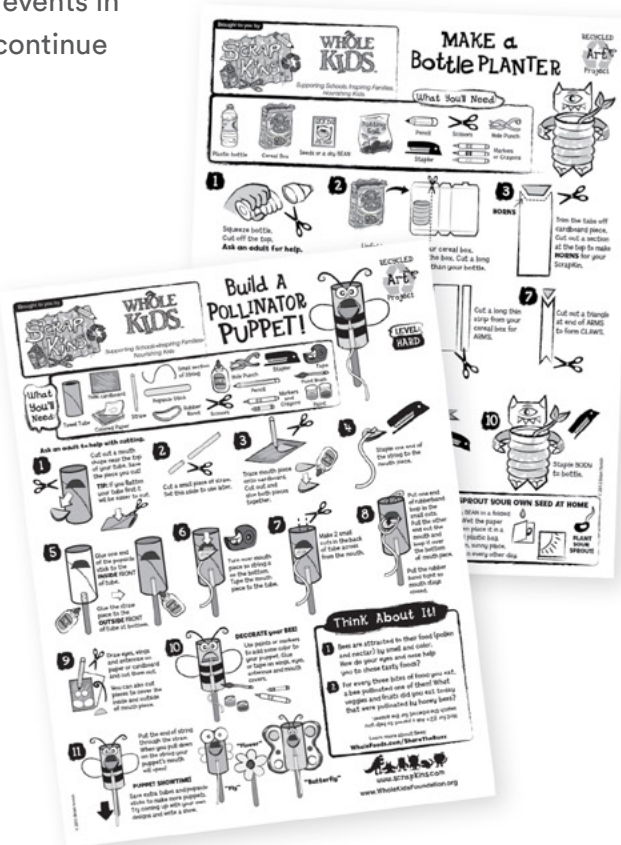
*Eco-friendly
and fun craft
projects!*

HOW TO USE

Support your curriculum activities! These activities are especially good for afterschool programs or for events in the garden. Hand out to parents and faculty to continue the educational fun at home!

WHERE TO FIND

Visit wholekidsfoundation.org/scrapkins to download all for free!



KIDS BOOK CLUB

Check your library for these great books!

WHAT IS IT?

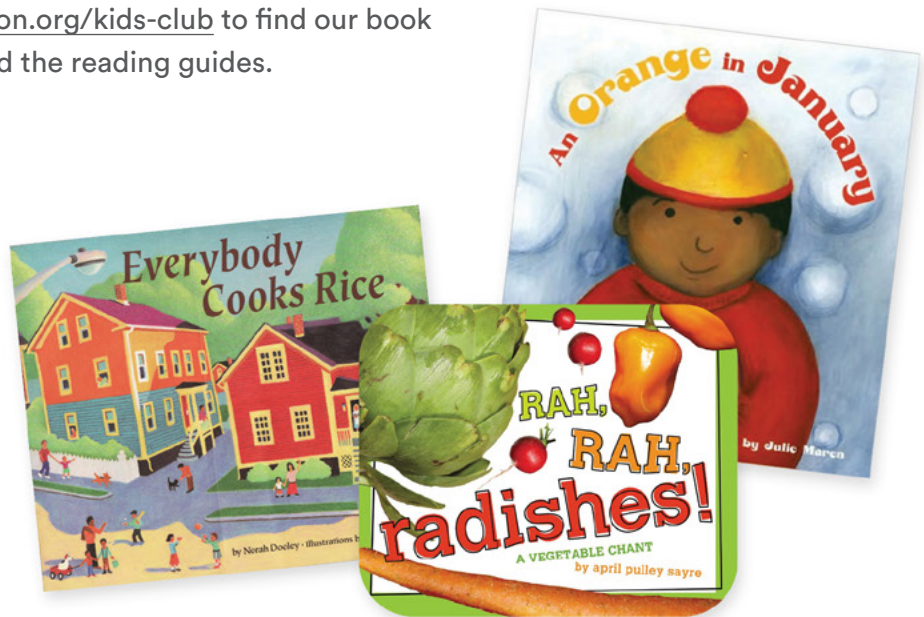
Book recommendations and reading tips for adults to guide the reading experience. We partner with Jumpstart, one of the most well-recognized literacy groups around, to provide these reading tips for parents. This tool is designed for early childhood and early elementary-aged reading.

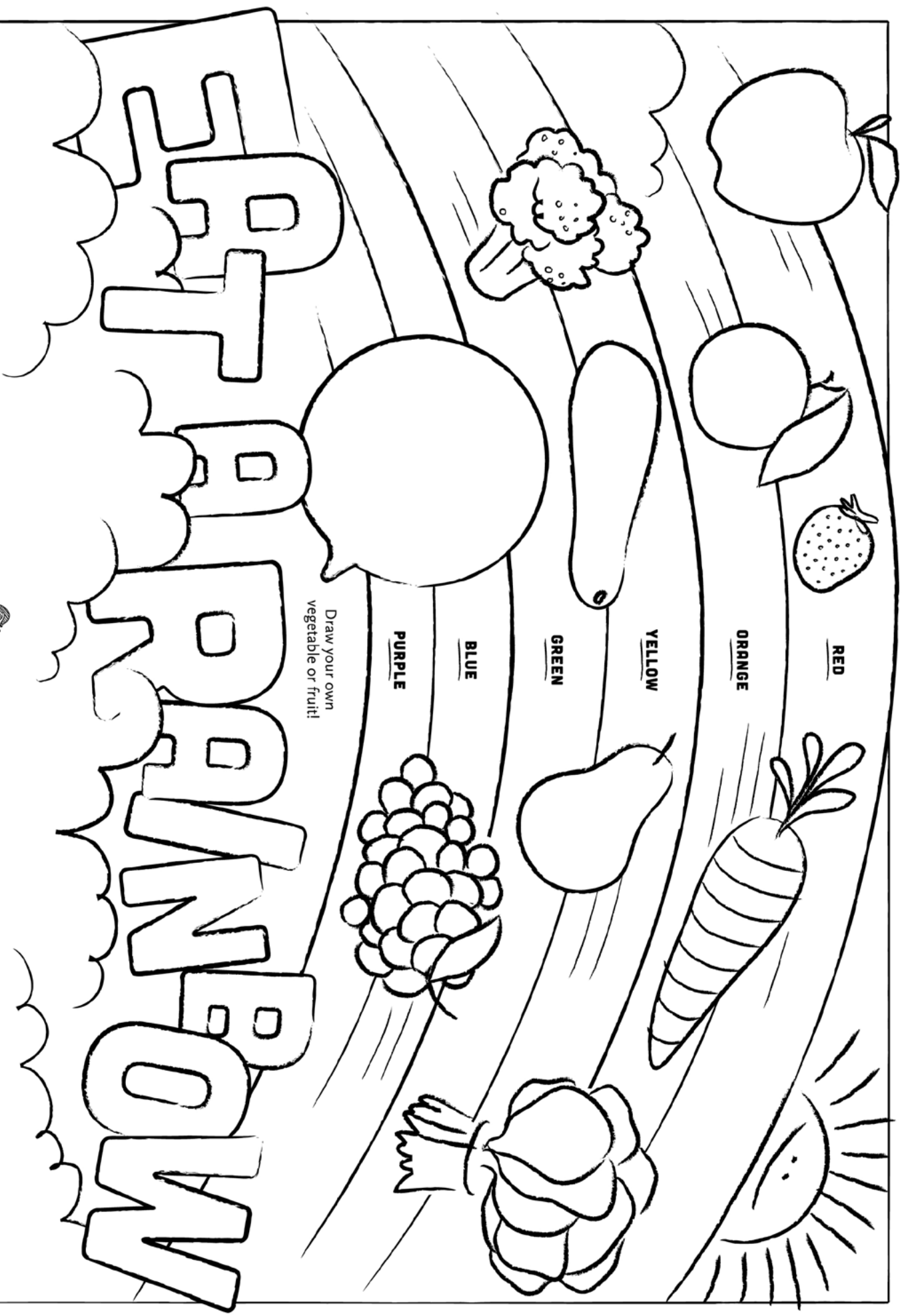
HOW TO USE

Incorporate these books into your storytime to reinforce lessons from the garden and in healthy eating. Use the reading guides to learn new vocabulary words, spark conversation and extend learning into fun activities! Share these reading guides with parents and faculty to use at home.

WHERE TO FIND

Visit wholekidsfoundation.org/kids-club to find our book selections and download the reading guides.





RED

ORANGE

YELLOW

GREEN

BLUE

PURPLE

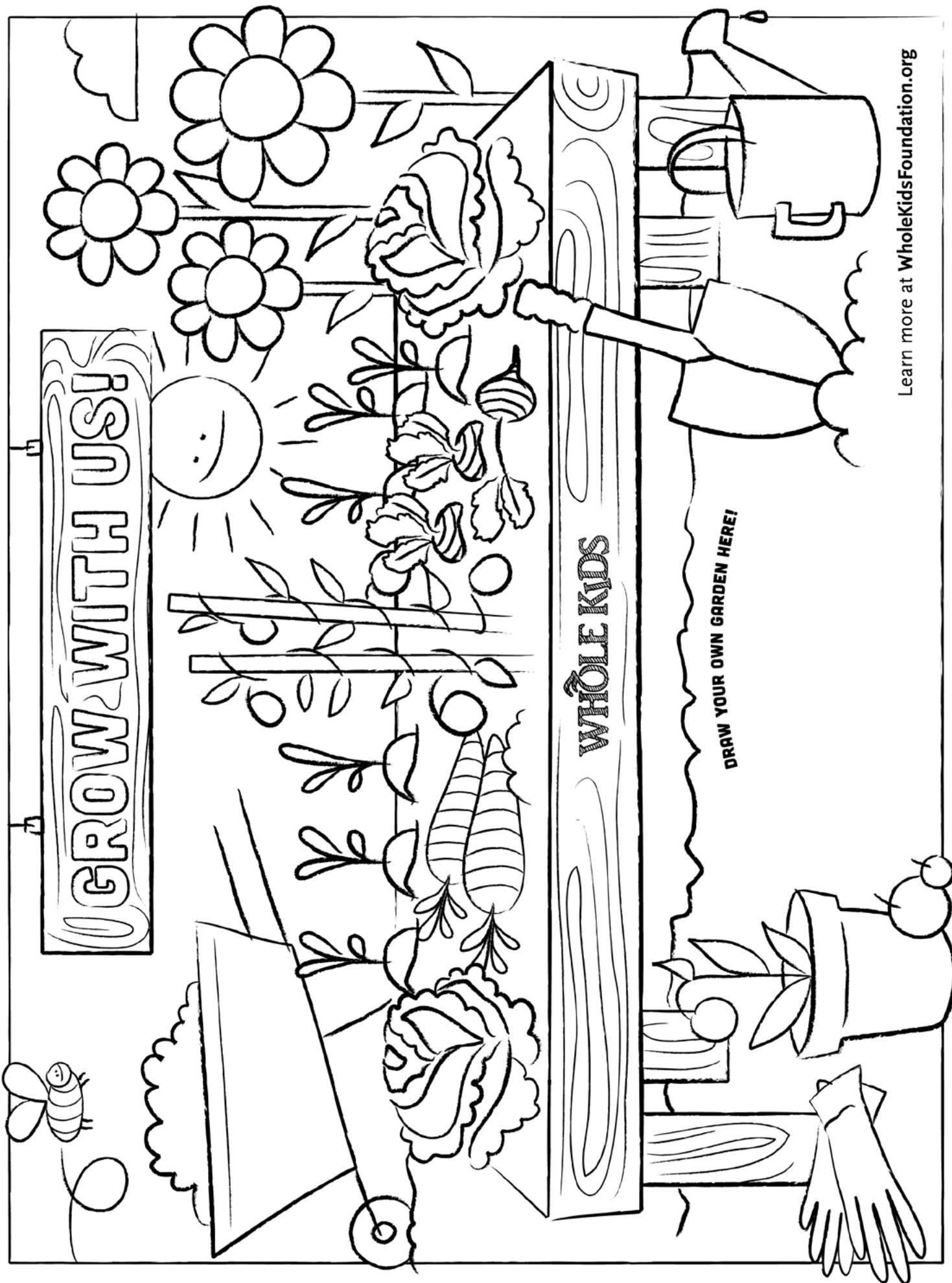
Draw your own
vegetable or fruit!

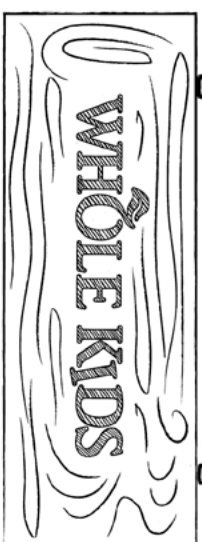
Eat a Rainbow

Learn more at WholeKidsFoundation.org

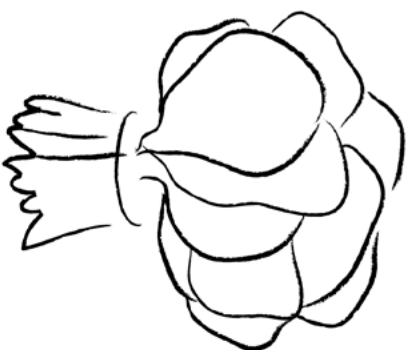
WHOLE KIDS

Choosing a variety of different-colored whole foods
will help your body get a complete range of nutrients!

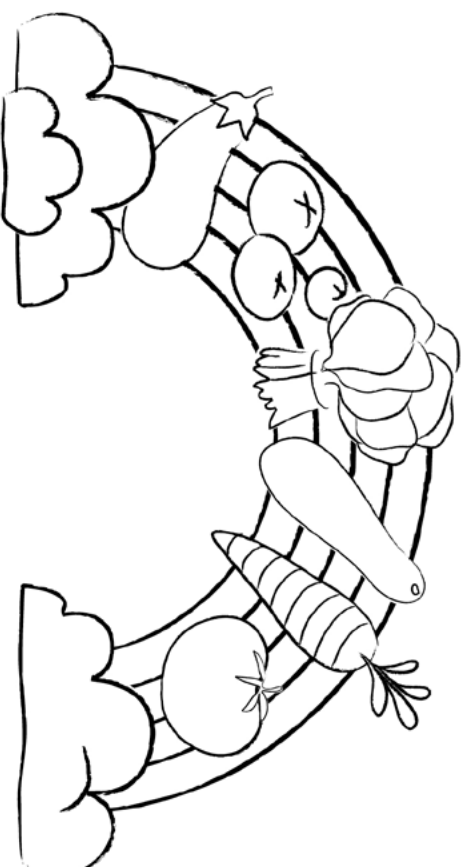




WHAT HEALTHY KIDS EAT!



EAT LEAFY
GREENS FIRST



EAT A RAINBOW
OF COLORS



EAT AS CLOSE
TO NATURE AS
POSSIBLE



*View this
Resource
Guide
Online!*



SUSTAIN YOUR GARDEN

Whether it's following a helpful guide, building your network, integrating into curriculum, or establishing ongoing funding – there are so many ways to sustain your garden for years to come. Dive into these helpful resources, all of which can be found on our website at wholekidsfoundation.org/garden-resource-guide.



SUSTAIN YOUR GARDEN

NOTES

SUSTAIN YOUR GARDEN

GARDEN GUIDES

Gather your tools and dig in! You already have a solid garden plan, but here are some resources to help ensure the plan stays strong into the future.

A Garden for Every School

By Keep Iowa Beautiful and Teachers Going Green, these 10 instructional videos walk you through the necessary components for a successful school garden program.

FoodCorps Healthy School Toolkit

This resource lays out a road map for building a healthy school community, including understanding where your school currently is, mapping out an action plan, and evaluating the results.

Greenhouse Manual: A Guide for Educators

United States Botanic Garden, the National Association for Appropriate Technology and City Blossoms developed a guide to support educators in building and utilizing greenhouses for farm to school activities and as an educational tool.

"Bee" a Friend to Pollinators Campus Map

Pollinators are integral to the success of any garden! Utilize The Bee Cause Project's core compliant mapping lesson to assess and discover how your campus is supportive to pollinators - then identify how your campus can welcome them with healthier habitats. Suitable for any outdoor space!

FOR CANADIAN RECIPIENTS:

Gardening Guides by Master Gardeners of Ontario Inc.,

This database is full of resources on annuals, perennials, container gardening, herbs, native plants, pests & diseases, pollinator gardens, soil & fertilizers, and more. It also includes an "Ask a Master Gardener" forum. There are several local Master Gardener groups in Ontario, British Columbia, Nova Scotia, New Brunswick, Prince Edward Island, and Newfoundland.



BUILD YOUR NETWORK

There is strength in numbers! Prevent the reinvention of the garden wheel by connecting with other educational gardens in your community on a district, county, state, regional or even national level.

Participants in a network can include:

- Garden Educators
- Students
- Teachers
- Master Gardeners
- Nutrition Educators or Interns
- Extension Programs
- Farmers
- School Food Service Staff
- Families
- PTA/PTOS
- Other Garden & Nature Organizations
- City Council Members & Local Politicians
- Food Banks
- Public Health Departments
- Local City Departments (Parks & Recreation)
- Community Revitalization Programs
- Community Gardens
- Community Colleges & Universities
- Local Nonprofits

Check out our website for more but here are some of our favorite resources to connect with a network:

Whole Kids Recipient Database

Over 12 years, we have worked with over 15,000 schools and organizations across the US and Canada. Check out our recipient database to find a like-minded school or organization near you!

School Garden Support Organization Network

This network focuses on supporting organizations that support multiple school gardens but the resources they provide are relevant to all educational garden practitioners. Check out their online forum, peer learning communities, newsletter, and webinars!

Farm to School Network

This national network seeks to be a hub for information, advocacy and networking for local food sourcing and for food and agriculture education in schools.

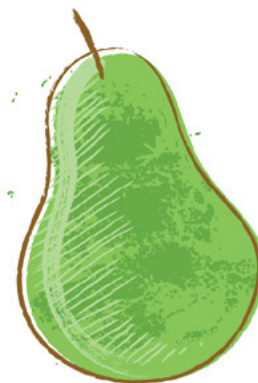
Red Internacional de Huertos Escolares

An international network focused on providing support and resources for school gardens in Spanish speaking regions.

Kids Garden Community

The Kids Garden Community is a free community supporting individuals, families, and organizations with the skills, tools, and connections to garden with kids and scale transformative programs.

CURRICULUM RESOURCES



Garden programs that are incorporated into educational programming solidify kids' learning, further influencing their lifelong healthy eating choices!

ELEMENTARY EDUCATION ONLY

- Whole Kids and American Heart Association
- City Blossoms Pre-K Bilingual Curriculum
- Slow Food USA Good and Clean Curriculum
- University of California Berkeley Botanical Garden

MIDDLE AND HIGH SCHOOL EDUCATION ONLY

- Braiding Sweetgrass
- Columbia University, Teacher's College, LiFE Curricula
- Composting in the Classroom by Cornell University
- Edible Schoolyard Berkeley
- Farm to School Youth Leadership Curriculum
- FoodSpan by Johns Hopkins School of Public Health
- In Defense of Food
- Portland State University Science in the Learning Gardens
- The Food Project

ALL GRADES

- Big Green Garden Bites and Real Food Lab Curriculum
- Collective School Garden Network Curriculum Database
- Edible Schoolyard Network Database
- Green Schoolyard's Activity Guides
- Junior Master Gardener
- Kidsgardening.org
- Learning for Sustainable Future (Canada-based) Database
- Life Lab
- National Agriculture in the Classroom
- National Farm to School Network Resource Database
- National Wildlife Federation's Eco-Schools Program
- Nature Works Everywhere
- Project Learning Tree
- Nourish
- Red Internacional de Huertos Escolares (Spanish language)
- The Greenhouse Database by Big Green
- University of Maryland Food Supplement Nutrition Education Program
- USDA Team Nutrition Curriculum Resources

APPLY FOR GRANTS



Diversifying funding sources for your garden can be a key factor in success. Here are a handful of grants to support different aspects of your program! Please visit each organization's website for the most up-to-date information.

- American Academy of Dermatology
Shade Structure Program
- American Heart Association
Teaching Garden Grant
- American Honda Foundation
- Carton to Garden Contest
- CCOF Foundation Future
Organic Farmer Grant Fund
- Edible Tree Grants
- Fruit Tree Planting Foundation
- Greening Canada School Grounds
- Honey Bee Conservancy
Sponsor-A-Hive Bee Grants
- Kids Gardening Youth Garden Grant
and others
- King Arthur Flour Bake for Good Program
- Lorrie Otto Seeds for Education
Grant Program
- Native American Agriculture
Fund Grants
- NEA Foundation Grant Programs
- Network of Nature Grants
- NSTA Awards and Recognition Program
- Nutrients for Life School Garden Award
- Project Learning Tree Greenworks
Grants
- Sodexo Stop Hunger Foundation Grants
- Sprouts Healthy Communities
Foundation Grant
- The Herb Society of America Donald
Samull Classroom Herb Garden Grant
- The Pollination Project Grant Programs
- Toshiba America Foundation Grant
- Tree Canada Grants
- USDA Farm to School Grants
- Walmart Foundation Community
Grant Program
- Westinghouse Charitable Giving Program

FUNDRAISING

Raise funds for your garden with these ideas:

Company Profit Share

Reach out to local businesses and apply for a profit share. For example, Chipotle has a profit share opportunity where 25% of the profit will go to your cause.

Create a Wishlist

You can use Teacher Lists or Amazon wish list to collect your garden classroom wish list and get it funded by your community.

GoFundME

Use this easy-to-use fundraising platform to raise funds for your garden.

Green Fundraising with Ecolunchbox

Select from a couple of options to sell eco-friendly products at a discounted cost to support your school.

Monetize your Garden

Consider selling garden produce (e.g. setting up a school farm stand), creating and selling products from your garden (e.g. basil pesto), creating and selling school garden merchandise.



CONTINUING GARDEN EDUCATION



Expand your garden knowledge, learn best practices, and connect with other inspiring educators like yourself through the trainings and resources offered by these organizations.

Edible Schoolyard Trainings

The Edible Schoolyard Project offers various trainings and resources on principles and practical tools for engaging students in lessons in the kitchen, garden, and cafeteria.

Life Lab Professional Development

Life Lab offers virtual and on-site workshops, webinars, consultations, and many more resources and trainings for educators on facilitating learning in their school gardens.

National Children & Youth Garden Symposium

The American Horticultural Society hosts an annual symposium, typically held in the summer, to focus on the success and future of school gardens.

National Farm to Cafeteria Conference

Hosted by the National Farm to School network, this conference brings together many different stakeholders from across the country and is an opportunity to learn from, network, and collaborate with like-minded leaders of the farm to cafeteria movement. This conference is typically held every other year.

Green Schools Conference & Expo

A national event bringing together those who build, operate, and teach in green and sustainable schools.

Children and Nature Network

Children & Nature Network seeks to bring together best practices for increasing equitable access to nature for children, families and communities through their many resources - from free toolkits to infographics and advocacy tools, webinars and an annual Children & Nature Network Conference.

School Garden Support Organization Leadership Institute

Hosted by Life Lab and the School Garden Support Organization Network, the Leadership Institute brings together school garden professionals from across the country, providing an opportunity to collaborate and learn from one another.

Growing School Gardens Summit

Hosted by the Sprouts Healthy Communities Foundation in partnership with Life Lab and the SGSO Network, a national conference focused entirely on school gardening, the summit will unite 600 educators and leaders to share innovations and harness our collective power for future change.

READING RECOMMENDATIONS



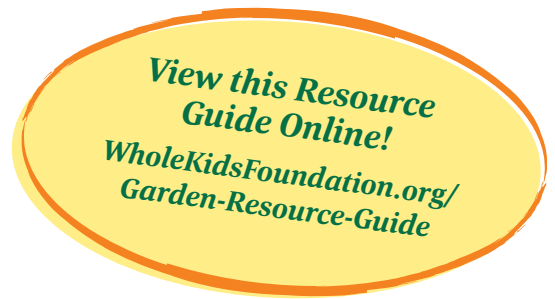
SCHOOL GARDEN BOOKS AND PRINTED RESOURCES

- **Asphalt to Ecosystems: Design Ideas for Schoolyard Transformation** by Sharon Gamson Danks
- **Creating Gardens of Goodness** by Center for EcoLiteracy for Annie's
- **Edible Gardening: 10 Essential Practices for Growing Your Own Food** by Benjamin R. Eichorn
- **Getting Started: A Guide for Creating School Gardens as Outdoor Classrooms** by the Center for EcoLiteracy
- **How to Grow a School Garden: A Complete Guide for Parents and Teachers** by Arden Bucklin-Sporer and Rachel Kathleen Pringle
- **Slow Food USA School Garden Guide**
- **Ripe for Change: Garden-Based Learning in Schools** by Jane S. Hirschi
- **The Growing Classroom: Garden-Based Science** by Roberta Jaffe and Gary Appel



HELPFUL GARDENING BOOKS

- **Accessible Gardening for People with Physical Disabilities: A Guide to Methods, Tools, and Plants** by Janeen R. Adil
- **All New Square Foot Gardening, Second Edition: The Revolutionary Way to Grow More In Less Space** by Mel Bartholomew
- **Gardening at the Dragon's Gate** by Wendy Johnson
- **How to Grow More Vegetables** by John Jeavons
- **Micro Eco-Farming: Prospering from Backyard to Small Acreage In Partnership with the Earth** by Barbara Berst Adams
- **Step by Step Organic Vegetable Gardening** by Shepherd Ogden
- **The New Organic Grower** by Elliot Coleman



COMMUNITY ENGAGEMENT

It takes a village to support a garden...and enjoy it! Your community has a whole host of skills and passions that could grow and maintain your garden. Check out the following tips and resources to invite them in and share your story.



NOTES

INVITE YOUR COMMUNITY IN



Invite your community in to both enjoy and support your garden. You never know what skills and passions they may have to keep your garden growing. From community garden builds to community potlucks, there are a lot of ways to bring people into the space. Here are a few fresh ideas.

OPEN SCHOOL GARDENS DAY EVENT PROMOTER PACKET

Developed by Life Lab and supported by Whole Kids, this packet provides everything you'll need to create an open house for school gardens in your community, including tips, templates for signs and emails, sample media communications, and more!



YOUTH FARM STAND

Have a surplus of garden produce, herbs, or flowers? Engage your students and enlist their entrepreneurial spirit to sell to your community. Not only will you bring your community into the garden but you may also make a little money to support your garden.

Utilize the Denver Youth Farm Stand Toolkit to get started! Created by the Denver Youth Farm Stand coalition, a partnership between Slow Food Denver and Denver Urban Gardens, this toolkit is based on over a decade of experience running more 30 youth-run markets.



GARDEN TO CAFETERIA

Bring your garden produce onto the lunch-line and truly create a seed-to-plate experience for your students! Check out the Garden to Cafeteria Toolkit developed by Slow Food USA and Whole Kids to support your food service team in setting up the correct health and safety protocols so that your students can safely bring the produce into the cafeteria. You'll also find sample protocols from districts that have already accomplished this.



MEDIA OUTREACH & PR



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Healthy kids support healthy communities! Sharing your garden program with your local community can help get your community involved in this common goal.

WHY REACH OUT TO LOCAL MEDIA?

Your community can become supporters of your project, but they can't support it if they don't know about it. Local media is always looking for great stories to share, especially those about non-profit donations, local heroes, impact on children, and health education.

Local press is also helpful to engage your more immediate community of parents and families so they can hear about your great garden stories! Before reaching out to media, be sure to check your school and district policies about engaging the media.

Opportunities for outreach can include:

- Community Leaders
- Businesses
- Bloggers
- TV
- Newspapers and Magazines
- Websites
- Radio

WHOLE FOODS MARKET

While we operate separately from Whole Foods Market, they are one of your biggest supporters. If you are located near a Whole Foods Market location, connect with the store team to invite Team Members to your garden. Share with them your garden needs, including volunteering and mentoring support needed – they might be able to help. Visit the store locator to find your closest store: www.wholefoodsmarket.com/stores.

MEDIA OUTREACH & PR



TIPS ON ENGAGING MEDIA

- Write a press release and send to local media. This provides the details of your project and lets media know what you are doing so they can choose to write or film a story. See a sample press release on the next page.
- Reach out to local freelance writers or bloggers. Search for their contact information online to share about your garden and invite them to visit.
- Call your local TV station. Invite them to any planned activities or events for your garden.
- Write a “Letter to the Editor” of your local newspaper sharing about how your school is supporting healthy kids.
- Write an article of a first-hand account of your school garden and share it widely.
- Don’t be afraid to ask for the support you need! Whether it’s supplies, volunteer support, or technical expertise, let the media know so they can help get the word out.
- Leverage your school or district social media accounts to talk about the garden or set up a specific account for your garden according to your social media policy. Facebook, Instagram, and X are great ways to share your garden progress and highlight your success stories.
- Do a Google search to see how reporters have covered your school in the past. Start by reaching out to those who have done positive stories.
- Media outreach doesn’t have to be a one-time opportunity – develop a relationship and share ongoing exciting milestones about your garden.

NEWS RELEASE AND MEDIA PITCH TEMPLATE

Use the templates below to reach out to local media and bloggers in your community. We recommend customizing these templates with colorful anecdotes about your school or organization's garden and including community data such as how the garden will impact children's access to healthy food. Visit wholekidsfoundation.org/brand to download our logo and guidelines.

Sample Media Pitch

Below is a draft note you can use when reaching out to local media reporters and bloggers. The more personal you make it, the better the response you'll get.



Subject: <Insert: Name of School/Youth Organization> Awarded Whole Kids Grant to Fund School Garden

Hi <insert name of reporter/editor>,

[Start with a fact about your school garden]

Did you know that <insert name of school/organization> will soon have a new school garden?

Did you know that <insert name of school/organization> grew [insert #] veggies last year?

Did you know that XXX students at <insert name of school/organization> helped to grow/taste XX veggies at our school last year?

We're proud to let you know that <insert: school/youth organization> was selected by Whole Kids for a \$3,000 grant that will fund the resources needed to build [or expand] an educational garden on our campus. We anticipate more than XXX of our students will be able to learn where their food comes from as well as other vital lessons that come when children have access to a school garden.

The press release that is copied below details the Whole Kids grant program and our recognition. As we work to build the foundation for our <insert: school/youth organization's> garden, we would be happy to schedule a visit for you and your [photographer or camera crew] so you can witness first hand the excitement from our students. We could also provide photos of students in their garden as they learn.

I look forward to coordinating a story with you. The more awareness we can generate about our community's school garden, the more successful we will be at helping children and families learn and enjoy healthy eating through growing and eating fresh vegetables and fruits!

Thank you,

<Insert Your Name and Contact Details>

<Insert copy of press release in the body of email>

News Release

Media Contact:

(YOUR NAME, EMAIL, PHONE NUMBER)



(SCHOOL/ORGANIZATION) Receives Funding for Campus Garden from Whole Kids

*School gardens shown to directly impact children's vegetable consumption,
establishing healthy food choices for a lifetime*

City, State (Month XX, Year) — (SCHOOL/ORGANIZATION) announced today that it has been awarded a \$3,000 grant from Whole Kids, a project of Whole Foods Market Foundation, (If your grant was funded in partnership with Amazon Fresh, please edit to "a \$3,000 grant from Whole Kids, a project of Whole Foods Market Foundation, in partnership with Amazon Fresh,) to (BUILD/EXPAND) an edible education garden on its campus. Whole Kids's Garden Grant Program helps schools and organizations in the US, Canada and the UK connect students to real food through edible learning gardens aimed at improving children's nutrition and wellness.

(SCHOOL/ORGANIZATION) will use the grant (INSERT BRIEF DETAILS ON SCHOOL/ORGANIZATION'S PLANS FOR THE GRANT to Include: How long your garden has been established OR a milestones such as groundbreaking if it's a new garden; How are children engaged in the garden? And/or are there opportunities for the community to get involved).

Whole Kids has awarded funding for over 8,500 edible education gardens, investing more than \$18.5 million in Garden Grants, and benefiting more than 11 million students across all Whole Kids programs since 2011.

"We believe in the power of a garden as a learning space," said Carol Medeiros, Executive Director of Whole Foods Market Foundation. "Every garden grant creates an opportunity for kids to learn more about where their food comes from, gain a deeper understanding of the connection between what we eat and how we feel, and put all of that learning into action as they make daily choices for meals and snacks."

Gardens are becoming an increasingly common educational tool and for good reason: school gardens are shown to improve children's behavior and performance at school and improve their attitudes about and appreciation for the environment. Additionally, the CDC found that half of children in the United States do not consume a single vegetable throughout the day. However, we know that children who have a hand in growing food are more likely to eat and be more knowledgeable about vegetables and fruits.

(INSERT QUOTE FROM SCHOOL/ORGANIZATION)

Established by Whole Foods Market in 2011, the company covers Whole Kids's operational costs, allowing 100 percent of every dollar donated to directly support schools, including the Garden Grant Program.

For more information on Whole Kids Garden Grants and how to apply, visit wholekidsfoundation.org. Additionally, those interested can also sign up for the Whole Kids newsletter to get up-to-date information on all of the foundation's initiatives.

About Whole Kids

Founded in 2011 by Whole Foods Market, Whole Kids is dedicated to improving children's health and wellness through their nutrition. Whole Kids is a project of Whole Foods Market Foundation, a registered 501(c)(3) non-profit organization. For more information on the project's school programs including school gardens, salad bars, beehives and nutrition education for teachers, visit wholekidsfoundation.org.




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SOCIAL MEDIA OUTREACH

Show off your garden! Social media is a great place to track the garden's progress, share tips and to post photos of your amazing harvest. You can even set up a dedicated Instagram, X, or Facebook page just for your garden!

SOCIAL MEDIA GUIDANCE

Different platforms are good for different uses:

-  **Posts:** Inspirational content – photos and captions – that is visually driven.
- Stories:** Real-time content sharing to create a dialogue with your audience. Use stickers such as polls, questions or quizzes to engage with your audience and gather feedback!
-  Aspirational and informational content that can be more in-depth, i.e. photo galleries or lengthier descriptions.
-  Informational content and real-time trending topics. Best for sharing program newsletters, industry news articles, etc. that can educate others.

HASHTAGS

A hashtag is a keyword or a phrase used to describe a topic or a theme, and is helpful to organize favorite photos. It automatically becomes a searchable topic when you post using a hashtag on social media, allowing anyone to click on the link to view all posts using that tag. Due to some privacy constraints, hashtags are ideal for Instagram and X. Your school or nonprofit may even have a dedicated hashtag already in existence. If there isn't one already, create one by using your garden or school name.

HERE ARE SOME IDEAS FOR HASHTAGS

#gardens	#eatarainbow	#farmtoschool
#learning	#educationalgarden	#schoolgarden
#edibleeducation	#healthyeating	#healthylunch
#kidsloveveggies	#growinghealthykids	#eatwell
#onthetable	#wholekids	#saladbars
#honeybees	#grants	#schoolgrants
#healthyteachers	#teachers	#teachersofinstagram

SOCIAL MEDIA OUTREACH

PHOTOGRAPHY

You don't need to be a professional photographer to take a stunning photo! Here are some of our favorite tips:

- 1. Turn it sideways:** Take photos and videos horizontally! You'll be able to capture so much more of what you see.
- 2. Less is more:** Try to remove cluttered backgrounds to create negative space. This will help your subject stand out.
- 3. Rule of thirds:** Imagine your photo being divided into two equally spaced vertical lines and two equally spaced horizontal lines. Try to line up your subject or the horizon along these lines or intersections. This will create a more visually appealing composition versus placing your subject directly in the center.
- 4. Bird's-eye view:** Showcasing your garden or bounty of veggies in a top down or aerial view helps to put the audience in the moment as if they were there looking down at your subject. A selfie stick can be a useful, affordable tool to capture this vantage point.

Don't forget: If you are posting photos of students make sure you have a photo release that will allow you to do so.

CONNECT WITH US!

If you would like your garden showcased on our social platforms, tag us on Facebook, Instagram and LinkedIn with **@WholeFoodsMarketFoundation**, on X with **@WholeFoodsFND** or include our dedicated hashtag **#growinghealthykids**. Don't be shy - we love hearing from you!

