

## **OVERVIEW**

Southside Community Garden (SCG) is a project of *By Any Means 104*. This is a nonprofit with a goal to restore the relationship between food consumption, food growing and promoting justice through food. The organization is a community of home gardeners, partners, and organizers who share the passion for addressing the impact that racism has had on the health and diet of Black and brown people living in Tarrant County - specifically in the 76104 zip code.

## **CLIENT ANALYSIS**

SCG began in 2022 when co-founder Patrice Jones wanted to bring awareness to the murder of Atatiana Jefferson by painting a mural in the 76104 area where Jefferson lived. It wasn't until Patrice was looking to provide food and drinks to the volunteers helping paint the mural that she noticed there wasn't a grocery store nearby. Upon further research, Jones discovered that the area where Jefferson lived was a part of "redlining," a discriminatory practice in which services are withheld from potential customers who reside in neighborhoods classified as 'hazardous' to investors. Although it is no longer legal to redline, it is still the reason why there aren't any grocery stores available in the 76104 zip code. This is important because a significant number of racial and ethnic minorities with low-income residents live in 76104, with 38% being Black and 43% being brown.

The issue of redlining has led to a condition known as "food apartheid," which is a system of segregation that divides people with access to an abundance of nutritious food and those who have been denied that access due to systemic injustice. Issues such as food apartheid have caused a low life expectancy of 66.7 years in the 76104 zip code. It is the lowest in the entire state of Texas, while the average life expectancy is 78.5. Not only is it causing a decline in lifespan, but it's also the root cause of many diseases such as obesity, diabetes, depression, and many more.

Currently, Southside Community Garden is focused on restoring the relationship between food consumption and food growing—promoting justice through food. The organization started by constructing home-based raised bed gardens, built free by donors and volunteers. With an average cost of \$800 per raised bed and \$200 to maintain it, this organization has been able to make 50 raised beds and provide seedlings seasonally and master gardeners who maintain the planting-bed garden four times a month.

## SWOT ANALYSIS

### Strengths

- With the organization only a year old, there're many possibilities for new protocols and infrastructure that can be easily made, considering there aren't any established regulations on how things can get done.
- The way SCG approaches racial justice by building gardens to address the food desert happening in 76104 is a plan rooted in self-empowerment, making this organization easy for prospective donors and supporters to cultivate equity without the risk that other controversial movements can run into.

### Weaknesses

- SCG is entirely dependent on the help of volunteers, which limits the potential of what this organization can achieve.
- SCG is an organization that has only been available for a year; therefore, they do not have many existing donors, partnerships, or in-kind donations.

### Opportunities

- Following the BLM movement, uprising in 2013, due to the murder of George Zimmerman, there has been an increase in addressing racial inequality in all forms and aspects.
- According to The Wall Street Journal, the Covid pandemic increased the number of sales of seeds by more than 60%, with 92% of people saying they plan on spending more of their time in gardens.

### Threats

- SCG is not the only organization seeking help to provide food for families. This organization competes with other nonprofits and churches that provide food to low-income families.
- As claimed by Gallup News Service, there has been a decline in donations and volunteering activity among all income age groups as of 2020, but more so among those in lower-and middle-income households.

## TARGET AUDIENCE

### Primary: Volunteers

- Residents in 76104
- Gardening enthusiasts
- College students/young adults
- BLM Advocates

**Trend:** According to the National Gardening Association (NGA), lawn and garden participation in 2008 was highest among married households; people 35-to-44 years of age, or 55 years and older. The most popular do-it-yourself lawn and garden activities in 2008 included lawn care, flower gardening, houseplants, landscaping, and vegetable gardening. According to a recent survey by Yankelovich Inc. ([www.yankelovich.com](http://www.yankelovich.com)), 37% of consumers engage in gardening as a creative activity. The following are percentages among generational demographics:

- Echo Boomers: 18%
- Generation Xers: 30%
- Baby Boomers: 44%
- Seniors: 54%

Relevance: With the data collected by NGA, Southside Community Garden can focus on who to target when it comes to volunteering needs, such as focusing on seniors due to the time they have available, baby boomers with a growing interest in gardening, generation x with the desire to make a change to the world and Echo boomers wanting to help family and friends.

**Secondary: Donors, partnerships, in-kind donations**

- Faith-based organizations/churchgoers
- Corporate executives
- HR managers
- Marketing directors
- Business executives
- Small Owned Businesses

**Trend:** The 1990s have been "the best and worst of times in fund-raising," says Michael Goodwin, director of development for Georgetown University in Washington. "The best because so much wealth has been created in the past five to 10 years," but the worst because now there's a real sense of urgency because of the anticipated decline in the market." "What we know is that just because someone has a lot of money doesn't mean they give it away and just because they have an increase of funds doesn't mean it either, adds Nancy Roybin, managing partner of Raybin Associates, a Greenwich, Conn. fund-raising group. "Fundraisers have long tried to teach individuals the habit of giving. But they face an especially daunting challenge today. The number of nonprofits list soared up 19%, making the choice of deserving charities much more confusing. People have plenty of other reasons for their parsimony, from lack of ready cash to solicitation overkill. And the large, highly publicized gifts of people who got rich during the 1990s stock-market boom-think Microsoft millionaires have discouraged some individuals who figure their meager \$25 or \$100 contribution is meaningless. That kind of intimidation has prevented David Colmun, a 32-year-old freelance writer living in New York's financial district, from making many contributions. "If I can't give a lump sum of \$20," he says, "I just think, 'Oh, why bother?'" Ms. Becker, the Stanford banker, recalls signing up as a member of the U.S. Holocaust

Memorial Museum in Washington soon after; she was so inundated with requests for more donations that she refused to renew the following year. "It was like, 'I'll show you, Ms. Becker says. "Then they sent me a calendar, and I felt so guilty I threw it away. It plays on my guilt but doesn't make me take out my checkbook." Mare Breslaw, director of development for the Holocaust Museum, says. So, while their wealth has grown during the decade, their attention to charitable giving hasn't. This often goes for the very rich too. Peter Meterson, chairman Of Blackstone Group, the New York-based leveraged-buyout firm, has given millions of dollars to various causes over the years. Yet he says his giving isn't based on his income or net worth. Rather, it's "ad hoc. It isn't sophisticated, he says." "I don't think of it in terms of dollars a year. I do what excites me."

**Relevance:** The Wall Street Journal has provided great insight into SCG's secondary target market. The key takeaway is understanding the economy because it affects all current and future donors, so understanding how to go about it and who to go to is critical. Secondly, donors want to feel appreciated for their donations, and taking the time to personalize a thank you card, for example, could be the way to keep donors donating. The article also indicates how continuously spamming for donations can cause existing or potential donors to unsubscribe and no longer be interested. Therefore, making sure each notification send-out is informational, meaningful, and personal because you only get one shot at a time to make sure every delivery counts to gain donations. Lastly, nonprofits, many times have a sad background story to their organization, but according to The Wall Street Journal increasing people's interest in donating has to include excitement. Although it may be hard to find, donors' willingness to contribute becomes easier when you do.

## ISSUE ANALYSIS

Southside Community Garden was created to stop food apartheid and race-related health disparities in Fort Worth, Texas due to previous redlining in 76104 and the continuation of not having the resources for residents in 76104 to get the necessary fruits and vegetables within walking distance of their homes. To address this issue, SCG needs to raise awareness of the organization with the potential to gain cash, in-kind donations, and volunteers.

**Trend:** According to Cannes Creative Lions, Entrant, Creative Strategy Lion, they created The Good Alarm, a notification platform that pushed relevant social justice content to allies via their Google Calendar. Folks subscribed to receive messages directly on their phone's lock-screen that activated them to jump into the action with minimal friction. The organization aggregated and curated over 150 sources, and put them into three specific buckets: Learn, Donate, Do. In a sequence of three reminders every week, three actions were threaded together by themes like jurisdiction redlining and police brutality.

**Relevance:** SCG has the potential to create something like The Good Alarm by creating text subscriptions that alerts donors, volunteers, and residents of 76104 with informational content such as volunteering opportunities, news about the area, upcoming events and so on.

**Trend:** Gardening is America's No. 1 hobby, and like so much else in American life, parents--especially baby boomers--are passionate about including their kids in their passion. Around the country, schools, parks. California is installing gardens in every one of the state's 8,000 public schools. In New York City, home to some of the world's finest weeds, Schools Chancellor Rudy Crew is constructing gardens in the city's most troubled districts. The theory: gardens not only can help with science and math projects; they soothe souls. "We are all hard-wired to love everything that's alive," says Mary Rivkin, associate professor of education at the University of Maryland, Baltimore County.

**Relevance:** It would be a great idea and huge help for Southside Community Garden to partner with schools in the 76104 area to have students be a part of the change in their community by helping their neighborhood with food desert. This partnership could also raise the interest of the guardians of the students, provide knowledge about sustainability and what the government has done to create this drawback. And not to mention keep kids out of the streets while also providing them with experience to become future entrepreneurs, which all aligns with SCG's motto of "each one, teach one, reach many."

## **COMPETITOR ANALYSIS**

Funky Town Fridge (FTF) is a community fridge project in Fort Worth, that aims to combat hunger in the community. This organization places refrigerators and pantries in public spaces accessible to the community 24 hours a day, seven days a week. This organization's strength is having established social platforms with over 1k followers on all social platforms and many owned and earned media. Regarding their weaknesses, they only have three fridges available in the Fort Worth area and zero in the 76104 zip code, which is considered the lowest life expectancy in Texas. Not to mention FTF has a "food donation guideline" that limits what they can accept and provide. On the other hand, with so much media coverage and followers, they have leverage by having the possibilities of more opportunities for donations, volunteers, and in-kind donations. And finally, their threats are that they're not the only organization seeking fresh, frozen, or canned food donations. Organizations like The North Texas Food Bank also strive to accept donations in over a dozen ways.

### **AT A GLANCE:**

- **Strength** - Establish social platforms with over 1k followers

- **Weakness** - They only have three fridges and zero in 76104, known to have the lowest life expectancy in Texas.
- **Opportunity** - With a large following and media coverage, they're able to get more volunteers and donations.
- **Threat** - Other organizations have the same goal in seeking people to donate and volunteer.

## **MEDIA ANALYSIS**

With Southside Community Garden only being an active organization for a year, the media coverage is small with only six articles. Although it is small, it's definitely in the right direction because there's also earned video coverage by Spectrum, Fort Worth Telegram and The Blue Zone Project. If SCG continues their marketing tactics while also adding to it, it's expected that they can reach their goals and objectives.

On the contrary, SCG's competitor Funky Town Fridge has gained over nine dozen media coverage from Fort Worth's news outlets Fort Worth Star-Telegram, Fort Worth Magazine, and Fort Worth Weekly to KERA News and Dallas news outlets. And continuing to gain more earned media as the days' pass, with the most recent article being yesterday, October 10th. Although when it comes to the general news about food apartheid in Fort Worth, there is zero information available. But when searching for "food desert" instead, fewer than a dozen articles talk about the issues. The concern is the lack of coverage regarding 76104, considering this area has the lowest life expectancy in Texas. In addition, there's heed to note when realizing that the word choice used by media outlets is "food desert," an overall and general meaning rather than "food apartheid," which concludes racial injustice regarding food availability.

## **SOCIAL MEDIA ANALYSIS**

**Trend:** On average, Americans spend 11 hours exposed to various forms of media every day, including the Internet. Research on media effects examines what influence all these different images, words, and ideas can have on individuals (Ball-Rokeach & DeFleur, Drew & Weaver. Influence is defined as the ability that media content has to alter people's behaviors, emotions, attitudes, and beliefs in such a way that they become part of the way a person processes information and makes judgments. According to Potter, there are more than 10,000 published studies on media effects that show mixed results, as with most large research literatures. Results range from substantial to negligible effects depending on the context, media format, message, and audience. Nonetheless, it is fair to say that there is a consensus in the communications research that under the right conditions, media does influence what people think about and, in turn, how they evaluate the things media brings to their attention (Gunther). Online services and social media represent a comparatively new arena for companies seeking to influence how

people think about public services such as transit. Many public transit providers have already moved into social media for various management and communications activities, such as service announcements and customer service.

**Relevance:** With an overall following of 3,600, Southside Community Garden is doing an exceptional job regarding social media. With their consistency and up-to-date social post, their owned media through their social accounts deserve a B+. What's missing from SCG to achieve the A+ is understanding the fundamentals behind creating a post and not just posting something because it's in the moment or someone thinks it's a cute post. Every published media should have reasoning and a strategy, such as "what do we want the audience to do from posting this?" By researching how to properly use social media platforms, such as incorporating hashtags and understanding their target market better, Southside Community Garden has the potential to gain awareness that can convert into donations and more volunteering opportunities.

WARC - Keni Thacker LLC: 100 Roses from Concrete: The good alarm (Case Study)

BSC - Journal of the American Planning Association: Planning and Social Media: A Case Study of Public Transit and Stigma on Twitter (Case Study)

BSC - Wall Street Journal: Covid Isolation Sows a Gardening Boom: Cut off from society, Americans found a green new world in the backyard (Newspaper)

BSC - Gallup News Service: U.S. Charitable Donations Rebound: Volunteering Still Down (Article)

BSC - Leisure Market Research Handbook: Gardening (Book)

BSC - Newsweek: A growing experience (Article)

ProQuest - Wall Street Journal: How to Give More (Historical Newspaper)