



Pennsylvania Horticultural Society

PA Community Alliance Summit

Julianne Schrader - Ortega - Chief of Healthy Neighborhoods, | August 16, 2021

agenda

01. About PHS

02. Mission and Impact Priorities

03. Healthy Neighborhoods

04. Community Gardens

05. LandCare and Workforce
Development

06. Questions



ABOUT PHS



PHS

PENNSYLVANIA
HORTICULTURAL
SOCIETY®





History of PHS

The Pennsylvania Horticultural Society uses horticulture to advance the health and well-being of the Greater Philadelphia region.

We are a diverse community of people and organizations who believe in the power of horticulture to make positive social and environmental change.

PHS believes that gardening and horticulture belong to everyone.

PHS Impact Priorities

PHS uses horticulture to increase four building blocks of health and well-being



Creating healthy
living
environments



Increasing access
to fresh food



Building
meaningful social
connections



Expanding
economic
opportunity



HEALTHY NEIGHBORHOODS

Healthy Neighborhoods

PHS Impact Priority Programs that Make Neighborhoods Healthy and Vibrant



Community
Gardens



Tree Programs



Stormwater
Solutions



Transforming Vacant
Land and Workforce
Development



COMMUNITY GARDENS



Recovery

- As of September 2020, 64 of Pennsylvania's 67 counties faced a food insecurity rate of at least 13%
- The population within 32 of those counties were at least 16.5% food insecure, according to the Pennsylvania Department of Human Services.
- For PHS, recovery involves mobilizing home and community gardeners to grow and share healthy food in their communities.





Community Gardens

- Community gardens increase access to fresh produce while strengthening social connections between neighbors.
- PHS provides gardening materials and aid advocacy for urban farming
- Offers gardening workshops throughout the year taught by local leaders in the gardening community.
- With our partners at [Neighborhood Gardens Trust](#), we work with community gardens to protect open spaces.

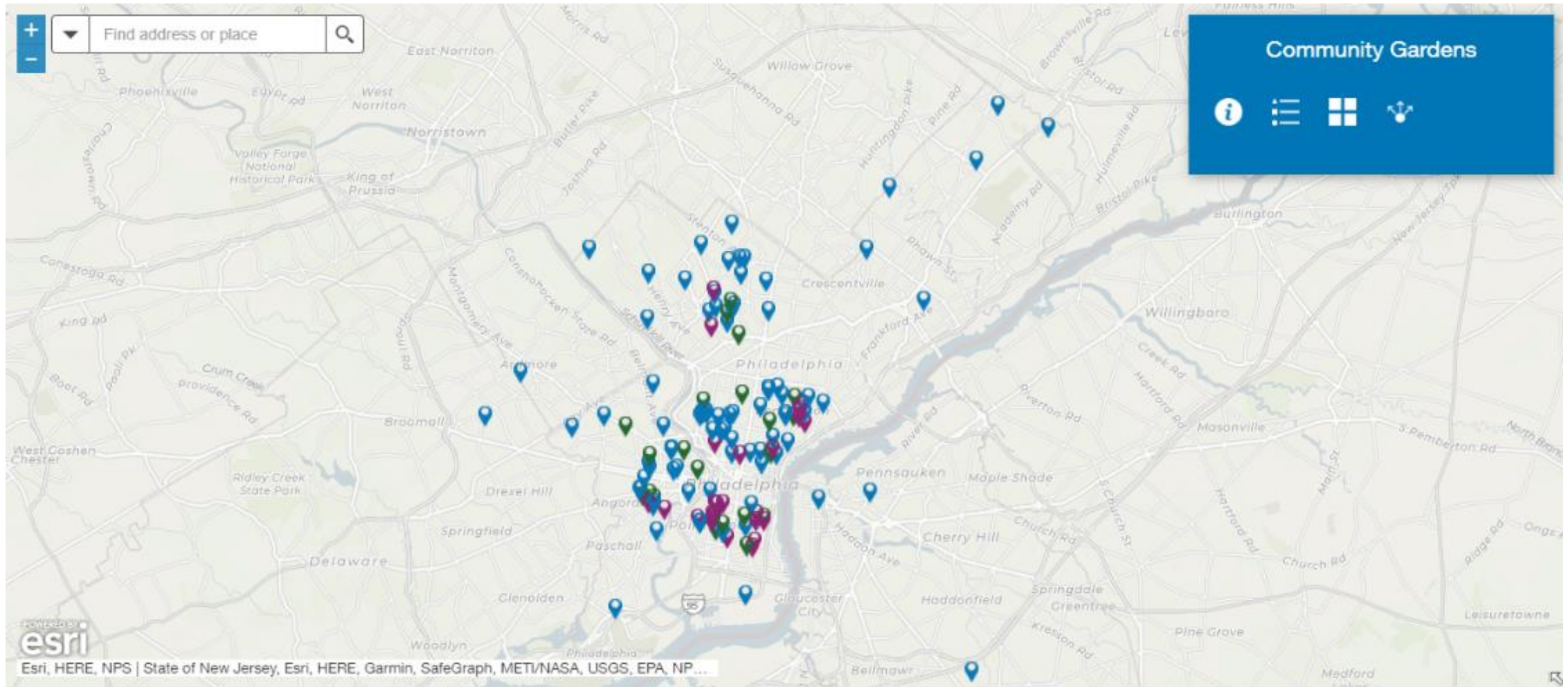




Building More Resilient Communities

- Community and cooperative gardens are assets to our cities
- Increase access to fresh produce
- Elevate food sovereignty especially in under resourced / disenfranchised communities
- Build social cohesion
- Preserve cultures

Community Gardens in the PHS Network



PHS Community Gardens Support

	Emerging Gardens	Established Gardens	Mature Gardens
PHS Garden Tenders & Growing Organic Workshop Series	●	●	●
Supplies & Materials	●	●	●
Access to Tool Library	●	●	●
Technical Assistance	●	●	●
Volunteer Assistance	●	●	●
PHS Leadership Workshop Series		●	●
Capital Improvements		●	●
Soil Testing	●		

Rebuild



**Rebuilding by
equipping
people to grow
and share food**



Reform



**Through
promoting and
providing tools
to support
networks of
self-reliance**





City Harvest

- Program to support community gardens to grow and donate produce to local food pantries or share the crops with their community.
- City Harvest gardens have free access to resources.
- Operates five Green Resource Centers in partnership with local community partners
- Helps gardens increase production and distribution of organic, culturally relevant, and locally grown produce
- City Harvest sites receive organic vegetable seedlings, direct sow seeds, organic pest control supplies, and other items



City Harvest

Benefits of Being a City Harvest Site



Provides Gardening
Materials



Technical Support



Organic Seeds,
Seedlings, and Supplies



Community
Partnerships for
Donation



PHS Harvest

- A collective action initiative encouraging gardeners to grow and share produce within their community
- Connects gardeners to local retailers and nurseries, many of whom offer home delivery services, no-contact produce pick-up, and the ability to place orders online
- Provides an online library of learning guides for new gardeners to learn to grow, maintain, and harvest a garden of healthy edibles



PHS Harvest

- Connects gardeners to each other for mentoring and resources through remote networking opportunities
- Partners with community-based nonprofits to support people in underserved communities to grow and share food
- Mobilizes a network of distribution agencies to collect and share produce with local food banks

Harvest – 2020 Impact

PHS Harvest 2020 Impact Last Updated: 12-11-20

 **10,471**

Harvest 2020 Participants

 **36,990**

Pounds of Produce Donated

 **35**

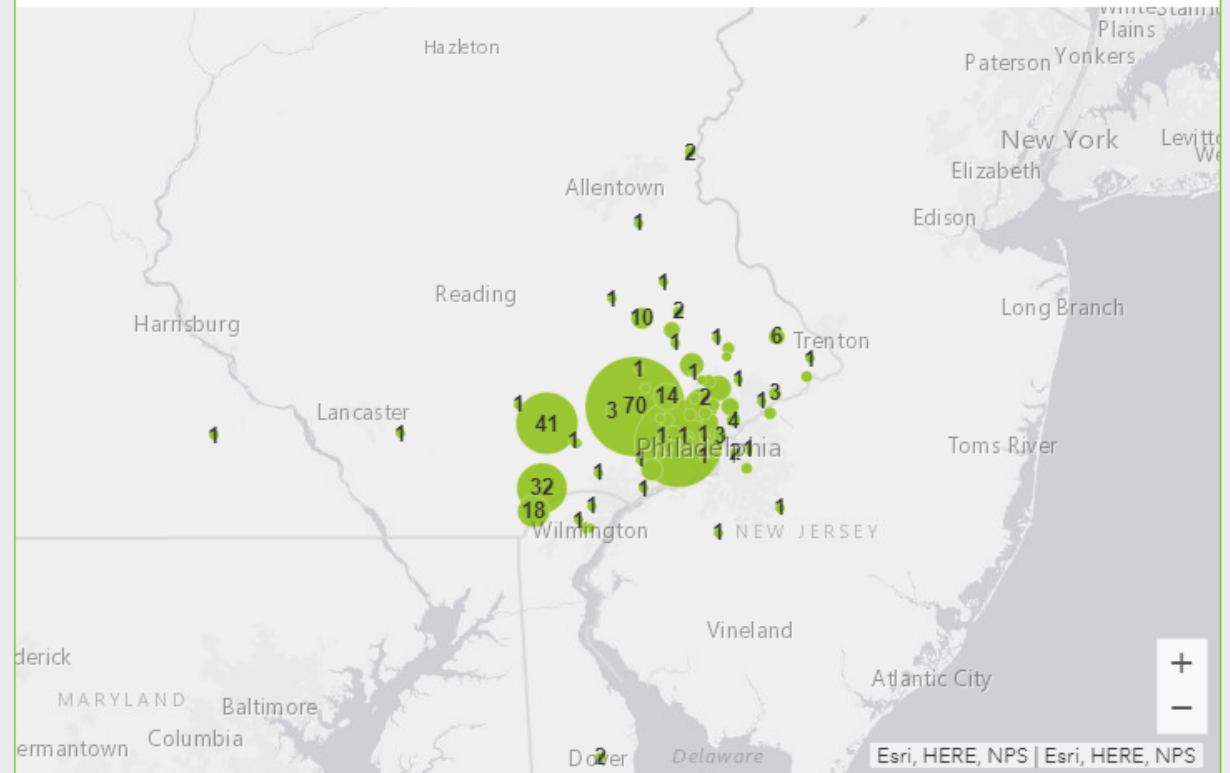
Free Gardening Kits Distributed

Sankofa Farm at Bartram's Garden

 **50**

Home Garden Beds Installed

Number of Produce Donations by Zip Code



Get your neighborhood on the map!
[Join Harvest 2020](#) today and [log your donations](#)

Harvest – 2021 Impact to Date

PHS Harvest 2021 Impact Last Updated: 7-12-21



2,600

PHS Harvest Participants



4,399

Pounds of Produce Donated

Number of Produce Donations by Zip Code



San, HERE, Garmin, USGS, EPA, NPS | data.gov | New Jersey Office of GIS, San, HERE, Garmin, SafeGraph, F/A, MET/NASA, USGS, S... Powered by San

Get your neighborhood on the map!
Join PHS Harvest today and log your donations!

Growing Teams Leaderboard: Pounds of Produce Donated

Longwood Gardens
963 lbs

KMS Giving Garden
571 lbs

City Harvest Team
425 lbs

Greenhorn Gardens
204 lbs

PHS Meadowbrook Farm
172 lbs

Chester Eastside Garden Club
93 lbs

DCH Harvest Team
36 lbs

CROP: Cultivating Resilience in
Overbrook Park
20 lbs

McCall's Green Team



TRANSFORMING VACANT LAND AND WORKFORCE DEVELOPMENT



PHS Philadelphia LandCare

- PHS uses gardening and landscaping to clean, green, and maintain vacant lots
- PHS Philadelphia LandCare replaces waste with grass, trees, and plants in 12,000 lots
- With support from the City of Philadelphia, PHS partners with a network of contractors and community groups turn vacant lots into a positive public green space
- Program offers workforce development training



4th and Cecil B. Moore Ave.



Before



After

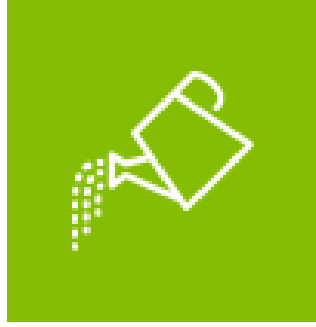
Peace Garden – 1308 S. 29th St



Before



After



Benefits of PHS Philadelphia Landcare

- Reduction in gun violence
- Increase in mental health
- Decreases feelings of stress and depression
- Benefits local economy by hiring local contractors
- Offers workforce development training





Recovery

- For PHS, recovery is giving people with barriers to employment an opportunity to learn horticultural job skills.
- Since 2010, PHS has offers job training and placement programs for people returning from Philadelphia prisons and other barriers to employment.
- Graduates of PHS's job training programs are placed with employer partners that clean and green as part of the PHS LandCare program.



Rebuild

Rebuilding by transforming vacant lots into mini parks to create healthy living environments



Reform

Reform by providing job opportunities.





PHS Roots to Re-entry



Roots to Re-entry

- The Roots to Reentry Bootcamp Training Program supports formerly incarcerated people and those vulnerable to incarceration. PHS connects those seeking employment with companies in the horticultural and landscape industries.
- Training includes job readiness, conflict resolution, healthy lifestyle education, and supportive services. We provide training, job placement, and ongoing support.
- Upon graduating, PHS provides continued case management support and job placement with partners



Roots to Re-Entry

Receive Paid Training and Learn New Skills



Horticulture



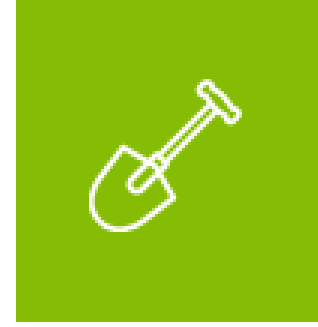
Landscape
Maintenance



Leadership
Training



OSHA 10
Certificate



Landscape Technician Bootcamp

- 6-week paid training program
- For recently returned citizens and those in need of gainful employment
- Participants receive hands-on training in landscape maintenance tasks and equipment
- Participants earn an OSHA-10 certification and certificate of completion from PHS



Landscape Technician Bootcamp (cont'd)

- Includes a 2-week paid apprenticeship and may include employment placement with private contractors and other industry partners
- Case management services
- Leadership training
- Transpass provided -- SEPTA Key Card



Same Day Work and Pay

- Participants spend a day trying out horticulture jobs and testing their interest in learning more while earning \$100 for their efforts
- Many have pursued additional opportunities through PHS's hands-on training in landscape maintenance, paid, supervised internships, soft skills, and case management support



Testimonials

- "I would like to thank the Nicetown CDC for helping us clean up our block. Our block is primarily senior citizens, so the large pieces of debris we had trouble removing ourselves, but the Same Day Work and Pay participants were very helpful, and we appreciate you all. This is a very good program, and we all hope that you continue the program throughout the summer."
- **-Derrick Joshua, Block Captain of the 4300 block of Wayne Avenue**





Testimonials

"Honestly speaking, this opportunity has done a lot for me mentally. It has restored my confidence; the confidence that a young black male needs to survive inside of this world. To be able to go out, work, and strive to provide for himself and family, has restored my dedication...Personally, I needed this opportunity to reteach me the type of man I know I will be in the future."

-Jabriel Sudan





join us!

Interested in learning more?

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thank you

@PHSgardening • #GardeningforGood

