

# The PPJPC Sunrise Garden Business Model: 1-2 years

<p><b>1 Value Proposition:</b> <i>What we want to do</i></p> <ul style="list-style-type: none"> <li>• Reduce homelessness</li> <li>• Provide therapeutic environment</li> <li>• Provide place for homeless individuals to go during day</li> <li>• Increase access to healthy food</li> <li>• Provide resource referrals to people in need</li> </ul>	<p><b>3 Key Partners:</b> <i>The people we hope will help</i></p> <ul style="list-style-type: none"> <li>○</li> <li>• Hillside Community Center <ul style="list-style-type: none"> <li>○ Provide the community garden</li> </ul> </li> <li>• Seeds Community Café <ul style="list-style-type: none"> <li>○ Volunteer sign up system</li> <li>○ Gets fresh food from the garden</li> </ul> </li> <li>• AspenPointe <ul style="list-style-type: none"> <li>○ Provide incoming referrals to garden</li> <li>○ Provide resources/mental health services (outgoing resources referrals)</li> </ul> </li> <li>• United Way - 211 <ul style="list-style-type: none"> <li>○ Provides incoming referrals to garden</li> <li>○ Provides resources referrals (outgoing referrals)</li> </ul> </li> <li>• CSU Master Gardening Program <ul style="list-style-type: none"> <li>○ Provide gardening expertise</li> </ul> </li> </ul>	<p><b>4 Key Resources:</b> <i>What we need to get the job done</i></p> <ul style="list-style-type: none"> <li>• Community garden location</li> <li>• Gardening supplies</li> <li>• Outreach services referring homeless/mentally ill individuals to our location</li> <li>• Referral resources (directory)</li> <li>• Food Distributors</li> <li>• Volunteer system</li> <li>• Tracking/database system</li> </ul>	<p><b>5 Impact Populations:</b> <i>The people this project will effect</i></p> <ul style="list-style-type: none"> <li>• Homeless/Mentally Ill <ul style="list-style-type: none"> <li>○ Outreach <ul style="list-style-type: none"> <li>○ Provide safe productive place during the day</li> <li>○ Provide fresh, healthy food</li> </ul> </li> <li>○ Resource referrals</li> </ul> </li> <li>• City of Colorado Springs <ul style="list-style-type: none"> <li>○ Reduce the number of homeless individuals on the streets</li> </ul> </li> <li>• Seeds Community Café <ul style="list-style-type: none"> <li>○ Provide fresh, healthy, natural food for café</li> </ul> </li> <li>• Volunteers <ul style="list-style-type: none"> <li>○ Create a safe environment to volunteer and increase interaction and understanding of homeless population</li> </ul> </li> </ul>	
<p><b>2 Key Activities:</b> <i>How we want to do it</i></p> <ul style="list-style-type: none"> <li>• Gardening</li> <li>• Homeless outreach service</li> <li>• Resource referral services</li> <li>• Provision of healthy food to homeless and low income families</li> </ul>	<p><b>6 Channels of Access:</b> <i>How we will reach the impacted populations</i></p> <ul style="list-style-type: none"> <li>• Homeless/Mentally ill <ul style="list-style-type: none"> <li>○ Current outreach/referral services</li> </ul> </li> <li>• Volunteers <ul style="list-style-type: none"> <li>○ Seeds Community Cafe</li> </ul> </li> <li>• All groups <ul style="list-style-type: none"> <li>○ Marketing: i.e.: Newspapers, E-newsletter, Flyers, Meetings with partners</li> </ul> </li> </ul>			
<p><b>Costs</b></p> <ul style="list-style-type: none"> <li>• Garden supplies <ul style="list-style-type: none"> <li>○ Soil, Seeds, Water, Raised beds maintenance</li> </ul> </li> <li>• Master Gardener, Garden supervisor, or Sign up system for regular coverage</li> <li>• Volunteer system overhead</li> <li>• Food distribution</li> <li>• Trained outreach/resources specialists</li> <li>• Tracking/database system</li> <li>• Greenhouse</li> </ul>		<p><b>Potential Funding Sources</b></p> <ul style="list-style-type: none"> <li>• Grants</li> <li>• Sponsors</li> <li>• Individual Donors</li> <li>• Donated supplies (gardening)</li> <li>• CSA</li> <li>• Farmers Market stand</li> <li>• Food supply to local restaurants</li> </ul>		