

# Application

**Please respond to *all* the questions**, following the same order as this application. Call us if you need help: 212-822-9563.

*Beginning in Section 3, the questions focus on only the **one** project for which you are seeking a grant.* Please respond with details relevant to that *one project only* and not the overall work of the group.

**For guidance on how to respond to the questions below**, please review our sample application:

[www.citizensnyc.org/grants/neighborhood-grants](http://www.citizensnyc.org/grants/neighborhood-grants)

**Applications can be submitted in several ways:**

**Mail:** Neighborhood Grants  
Citizens Committee for New York City  
77 Water Street, Suite 202  
New York, NY 10005

**E-mail:** [grants@citizensnyc.org](mailto:grants@citizensnyc.org)

**Fax:** 212-989-0983

## Section 1: General Information

- 1. What is the name of your group or public school?**  
East NY On The Move
- 2. What is your project's name (if any)?**  
Grow It, Eat It
- 3. Please list *two* contact names for your group, including working phone numbers and emails. (*Both contact persons should be able to discuss the application, as we may call for more information*).**

Monica Singleton	Chris Barron
718-581-XXXX	917-715-XXXX
msingleton@XXX	chris.barron@XXX
- 4. Please indicate a mailing address at which our grant notification letter can be received.**  
c/o Monica Singleton, 955 Jerome Street, Apt. 12G, Brooklyn, NY 11207
- 5. Is the mailing address in the neighborhood in which the group works? If not, list an address in the neighborhood of the proposed project. (*Mail will not be sent there*).**  
Yes, the mailing address is located in the neighborhood in which we operate.

## Section 2: Tell Us More About Your Group

- 1. In what neighborhood(s) and borough(s) does your group work?**  
East New York, Brooklyn
- 2. When was your group formed – month and year?**  
January 2010
- 3. If your group is new, is this the first project it is undertaking?**  
No

4. **If your group is a project of a staffed organization, what is the name of that organization?**  
We are not a project of a staffed organization.
5. **Does your group have 501(c)(3) status?** *(Note: groups are not required to have this status to receive funds from Citizens Committee. If your group's 501(c)(3) application is pending, please state that.)*  
No, we have decided not to get 501(c)(3) status.
6. **If your group is on the web (Facebook, website, blogs, etc.), please list the URLs.**  
www.eastnyonthemove.org                      www.facebook.com/eastnyonthemove
7. **Has your group received a grant from Citizens Committee in the past? If yes, what year(s)?**  
Yes, 2010
8. **Please list all sources of cash funding that your group received in 2014, including from Citizens Committee— indicate the sources and amount, and add the total.** *Be sure to include membership dues, funds raised at events, government funding, private donations, etc. If your group has not received any cash funding in the past year, please state that.*

Sources of Cash Funding	Amount
Private Donations	\$600
Brooklyn Community Garden Fund	\$350
<b>Total Amount of Cash Funding</b>	<b>\$950</b>

9. **Please list all sources and types of non-cash support that your group received in 2014 – indicate the source and type of non-cash support.** *For example: donations of equipment, materials, space, etc. If your group has not received any non-cash support in the past year, please state that.*

Sources of In-Kind Support	Type of In-Kind Support
Ruthie's (Restaurant)	Food for workshops
A&A Hardware	Cooking burners (for cooking demos)
East NY Community Center	Space for workshops

10. **Please briefly describe your group's purpose, history, and accomplishments (maximum: two short paragraphs).**

East NY On The Move is a youth-led group whose mission is to make East NY a healthy food oasis in which most of our vegetables and fruits are grown in our own neighborhood or in adjacent neighborhoods.

Limited availability of healthy food and poor eating habits have led to a variety of health issues in East NY, most notably obesity and diabetes. Our group is working to: teach good nutrition and healthy eating habits; promote sharing of food knowledge and skills; encourage youth and adults to learn how to grow their own food by getting involved in community gardening; and increase awareness about the strong connections between large scale food production and global warming.

We were founded in 2010 by Monica Singleton, Chris Barron, and Kareem Ali. The three of us grew up in NYC Housing Developments in East New York. We met in 2009, in our freshman year at Brooklyn College (CUNY), and immediately began talking about a project to build local power in our home

neighborhood. In our organization's first year, we conducted a series of workshops in East NY about healthy eating.

**11. List your neighborhood's...**

**Community Board #: 5**

**City Council District #: 42**

**State Assembly District #: 60**

**State Senate District #: 19**

**US Congressional (House of Representatives) District #: 8**

*If you do not know the above information, please call 311 or visit [www.mygovnyc.org](http://www.mygovnyc.org)*

## **Section 3: Tell Us About Your Project**

*Please note that from this point forward, all the questions relate to the one specific project for which you are submitting this application, and not to your group as a whole.*

- 1. Describe your project and its goals (maximum one page).** *If your project aims to improve a physical space, attach a "before" picture of the space. Also, indicate the approximate square footage or size of the space being transformed (for example: one lot, six blocks, 1,000 square feet, a 50-unit building).*

We will launch 'Grow It, Eat It', a youth gardening project that will involve 12 East NY high school students in cultivating and maintaining three plots at Harriet Tubman Community Garden. The project, which will be coordinated by the three founding members of our group, will begin in April and finish at the end of October. Four senior gardeners will also participate, each serving as mentors to three of the youth. The youth will work together to research, plant, and harvest vegetables and fruits in their plots, which will be raised beds that they will build themselves with the help of a local carpenter. They will water and maintain their plots a minimum of three times a week and meet with their mentors at least once a week. As they garden, they will learn about what they are growing, including the nutritional values of their plants, how to best care for each type, and when to harvest.

The gardening will be combined with bi-weekly workshops that will be led by experienced youth gardeners and elders. The workshops will be interactive, involving breakout group activities that will allow youth to sharpen critical thinking skills and strengthen their relationships with each other. Workshop topics will include: the importance of growing our own food, healthy nutrition, the science of gardening, indigenous and earth-friendly farming practices, composting basics, the politics and business of food and water, organizing for food justice, and the role of our eating choices in climate change. (We believe that climate change isn't spoken about enough in poor communities of color, though it affects us more than others, impacting everything from access to food and livelihoods to health and quality of life).

The 'Grow It, Eat It' project will end with a harvest dinner celebration. Family members and friends of the 12 youth and Harriet Tubman gardeners will be invited to the dinner, which will be catered and managed by the youth using food harvested from their plots and donated by other gardeners. They will prepare healthy recipes learned through cooking workshops. Additional healthy food will be provided by local restaurants. The event will include a short program during which youth will offer brief presentations on food-related topics. They will also be recognized for their commitment and hard work. The celebration will be a 'plastic-free zone', and all dishware and cutlery will be reusable or compostable. Soda and sugary drinks will not be made available, given our community's struggle with obesity and diabetes. Instead, we will offer homemade low sugar juices and water.

In the second component of the project, for which we are not seeking funding, youth will outreach to neighborhood bodegas to encourage them to carry healthier items and fresh produce, especially from local farms. At the same time, they will begin discussions with the New York City Housing Authority (NYCHA) – most of the youth will likely be residents of NYCHA developments in our neighborhood – to gain access to lawn spaces in their developments for the purpose of setting up food producing gardens. They will outreach to elders in the developments who may be excited about the prospect of gardening close to home, involving them in the discussions with NYCHA.

**2. What need(s) in your community or school will this project fill?**

Like most low-income communities, East New York has little access to fresh and nutritious food. We have many corner stores, bodegas and fast food providers, but healthy food options remain scarce and expensive. As a result, many of our neighborhood residents, including youth, suffer from health problems such as obesity, diabetes and high blood pressure.

The ‘Grow It, Eat It’ project will address these issues by teaching youth to grow their own food and by increasing awareness of proper nutrition. The youth will share their knowledge with family members, friends, peers, and younger children.

**3. Approximately how many people will benefit from this project?**

Approximately 32 individuals will directly benefit from the project: 12 youth, 4 senior gardeners, 12 workshop facilitators, and 4 youth coordinators.

**4. How will you measure the success of this project? How will you make sure that the project or the benefits created by the project can be continued?**

Measuring Success: We will determine the success of our project by directly asking the participating youth and their families for their feedback in the form of a survey. Gardeners at Harriet Tubman Community Garden will also be surveyed. Additionally, as vegetables and fruits are harvested, we will them to see how many pounds of healthy chemical-free food we grew throughout the season.

Lasting Benefits: Though ‘Grow It, Eat It’ concludes with the Fall harvest, we will continue to engage the 12 youth via opportunities to apply the skills and knowledge they acquire from their participation in the project. Through interactive workshops that they co-lead and presentations at community events, youth will encourage neighborhood residents to think more carefully about what they eat and how that impacts their health and the environment. It is our hope that most youth will continue to garden and that they will help teach the next group of ‘Grow it, Eat It’ participants.

**5. How will you conduct outreach to involve other members of your community in the project?**

To recruit youth for ‘Grow It, Eat It’, we will outreach to schools, NYCHA community centers, and community events. At schools, we will make brief presentations about the project during classes, assemblies, after school programs, and meetings of student clubs and parents-teachers associations. At NYCHA, we will post flyers in community centers and make announcements at events. We will table at local functions and information fairs. We will also post and leave flyers in bodegas, barbershops, laundromats, super markets and other local businesses and community based organizations. Additionally, we will post announcements about the project on a neighborhood blog and create a ‘Grow It, Eat It’ Facebook page that we will promote as we speak with youth.

**6. Please list all volunteers who will participate in the project (include yourself).**

Name of Volunteer	Hours Committed
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12 Youth	250 hours each (across 7 months)
4 Senior Gardeners	60 hours each (across 7 months)
Monica Singleton	200 hours (across 8 months)
Chris Barron	200 hours (across 8 months)
Kareem Ali	180 hours (across 8 months)
Je Iyo	150 hours (across 6 months)
Zenobia Nettles	20 hours
Sandra Jones	15 hours
Jamaal Harris	10 hours
Mike Crumbley	10 hours
Yasmine Akhter	10 hours
<b>Total Number of Volunteer Hours:</b>	<b>4,025 hours</b>

## Section 4: Work Plan & Timeline

1. **Provide us with a work plan and timeline.** *If the project centers on a single event on a particular date, detail all the steps leading up to the event.* For an example of a work plan, please refer to our sample application: [www.citizensnyc.org/grants/neighborhood-grants](http://www.citizensnyc.org/grants/neighborhood-grants)

Task	Completion Date	Responsible Person(s)
Initial meeting among core members to discuss project goals	Early March	Monica Singleton, Chris Barron, Kareem Ali, Je Iyo
Meeting to discuss outreach strategy and identify workshops	Mid March	Monica Singleton, Chris Barron, Kareem Ali, Je Iyo
Three meetings to develop and finalize workshop curriculum	Late March – Early April	Monica Singleton, Chris Barron, Kareem Ali, Je Iyo
Outreach to recruit workshop facilitators	Early April	Monica Singleton, Chris Barron, Je Iyo
Outreach to recruit youth for the project	Mid March	Monica Singleton, Chris Barron, Kareem Ali
Orientation; Youth and senior gardeners meet	Last Sat - March	Chris Barron, Je Iyo, 4 Gardeners, 12 youth
Workshop 1: Why Grow Your Own Food?	First Sat - April	Jamaal Harris, Chris Barron
Workshop 2: Deciding What to Grow; Visit to community garden	Third Sat - April	Zenobia Nettles, Sandra Jones
Work day: Getting lumber for and building 3 raised beds	Last Sun – April	Mike Crumbley (carpenter), 12 youth
...	...	...
Workshop 8: Organizing for Food Justice	First Sat – October	Yasmine Akhter
Harvest Dinner Celebration	Last Sat – October	All project participants, families, friends

2. **Please indicate an approximate date by which the project will be completed.**  
Our project will be completed by approximately October 31, 2015

## Section 5: Project Budget & Requested Grant Amount

1. Tell us how much your project will cost and how much your group is requesting. Please detail all cash expenses related to your project. **Note that we do not fund: rent, utilities, web hosting and**

*development, 501(c)(3) incorporation fees, salaries, speaker honorariums, luxury items, block parties, audio/visual equipment, subscriptions, back-to-school items, and computer equipment.*

For an example of a budget, please refer to our sample application:

[www.citizensnyc.org/grants/neighborhood-grants](http://www.citizensnyc.org/grants/neighborhood-grants)

Item	Cost	Quantity	Total
Flyers (for outreach)	\$.05 (per flyer)	1,000	\$50
Lumber (for raised garden beds)	\$7	24	\$168
Measuring utensils, knives, chopping boards, peelers, spatulas, bowls, pans, colanders			\$200
Workshop supplies (chart paper, markers, note pads)			\$75
Workshop handouts (copies)			\$50
Food for bi-weekly workshops	\$100	15	\$1500
Compostable plates (for celebration)	\$28 (50/Pack)	2	\$56
Compostable cups	\$21 (50/Pack)	2	\$42
<b>Total Budget:</b>			<b>\$2141</b>
<b>Total Amount Requested from CCNYC:</b>			<b>\$1690</b>

*Applicants will be notified of grant decisions by late April. Groups awarded a grant will be invited to a meeting with us to discuss the project further and to pick up the grant check – meetings will begin in mid to late May.*

**2. Would Citizens Committee be the only funder for this project? If not, what other organizations do you expect funding from?**

- JJ’s, Roots, and Buttercup restaurants will all provide food for the Harvest Celebration.
- Neighborhood residents will raise stipends of \$250 for each of the 12 youth participants.
- A&A hardware store will donate nails and tape measures.

**Section 6: How did you hear about us?**

**1. How did you hear about Citizens Committee?**

- |   |  |
|---|--|
| Borough President                         | Blog ( <i>What blog?</i> )                           |
| Community Board                           | Community Council                                    |
| Community event                           | Community organization ( <i>What organization?</i> ) |
| Friend/Colleague                          | Elected official                                     |
| Internet ( <i>What site?</i> )            | Newspaper ( <i>What newspaper?</i> )                 |
| Radio/Television ( <i>What station?</i> ) | Word of mouth  |
| Other                                     |  |

We heard about Citizens Committee through our Community Board (Brooklyn CB5).