



Sponsorship Opportunities

2022

ABOUT US

Urban Roots was founded in 1969 to empower community residents to realize their goals for better health, wellbeing, and economic opportunity. Today, we offer youth paid internship programs, educational activities, and job readiness and life skills training at the intersection of urban agriculture, conservation, and food entrepreneurship. We average 71 paid interns annually (75 in 2020, 59 in 2021, and 80 expected in 2022), making Urban Roots one of the largest employers of under-resourced, majority Black, Indigenous, and People of Color (BIPOC) youth on the East Side of St. Paul.

We provide youth ages 14-24 with training and opportunities to develop 21st century job and life skills in employment readiness, entrepreneurship, urban agriculture, wellness and food safety, and natural resource management. Using “learn and earn” internship and progressive leadership models, youth earn wages, starting at \$12.50/hr and increasing hours, pay rate, roles, and responsibilities with each year of work. Through our partnership with Right Track, the City of St. Paul’s youth employment program, funding the majority of interns’ wages, we employ youth and young adults who are under-resourced, English Learners, from New American families, or navigating barriers to employment such as learning disabilities.

Our Programing

Our core programs—Conservation, Market Garden, and Cook Fresh—leverage youth personal development and employment readiness training opportunities to enhance green space maintenance and restoration, fresh food access, and culturally relevant cooking and food justice education to communities across the East Side of St. Paul.



Market Garden

Market Garden interns run a small farm business from seed to sale, market and sell on average 15,000 lbs of produce annually from six urban gardens, and partner with Metro State University in the GROW-IT Center Greenhouse.



Conservation

Conservation interns install and maintain local rain and pollinator gardens, restore public lands, and participate in Citizen Science projects. The program monitors and manages 141 acres of parkland and plants 4,900 trees, shrubs, and grasses each year.



Cook Fresh

Cook Fresh interns learn to make healthy food choices and prepare culturally relevant meals with local chefs. Youth work crews carry out activities focusing on utilizing fresh produce in the summer and food preservation in the winter.



Locations of gardens on the East Side of Saint Paul.

Map Key: A- Grow-IT Center, B- Maria Ave Garden, C- Swede Hollow, D- Dellwood, E- 3rd & Maria Garden, F- Rivoli Bluff Farm and Restoration Site

Serving the East Side

We intentionally serve the East Side of St. Paul, an area whose residents experience persistent disparities in financial stability, food security, educational achievement, and health outcomes, especially for BIPOC individuals. In Dayton's Bluff and Payne Phalen, 49-52% of households live within 200% of the Federal Poverty Level and 33-38% of youth live in poverty, compared to St. Paul overall where 39% of households live within 200% FPL and 28% of youth live in poverty [1].

UPCOMING EVENTS

AUGUST 18 Harvest Pop-Up Dinner At Urban Roots

Dinner by Chef Blong Vang and Cook Fresh interns featuring Urban Roots produce.

OCTOBER 27 Creepy Conservation? Pop-Up Dinner At Urban Roots

Dinner by chef Lachelle Cunningham and Cook Fresh interns featuring Urban Roots produce. Dr. Rebeca Gutierrez-Moreno, Minnesota's State Pollinator Coordinator, will discuss a creepy side of some pollinators and why maybe it's not so creepy after all.

SEPTEMBER 29 Bee Inspired: An Evening to Grow Urban Roots Fall Fundraiser and Showcase At the Science Museum of Minnesota

Meet some of our amazing youth interns, enjoy food and drinks, shop the Mobile Market, and bid on the silent auction. Celebrate and learn more about our work.



GIVING LEVELS



SPONSORSHIP FORM

SPONSOR INFORMATION

Sponsor Name (as it should appear on materials): _____

Sponsorship Level: ☐ HarveSTAR- \$10,000 ☐ Nurture- \$5,000 ☐ Seed- \$1,000
☐ Grow- \$7,500 ☐ Plant- \$2,500

Contact Name: _____ Contact Title: _____

Address: _____ City: _____ State: _____ Zip: _____

Email: _____ Phone: (_____) _____ - _____

PAYMENT INFORMATION

☐ Check Enclosed ☐ Visa ☐ MasterCard ☐ AMEX ☐ Discover

Please Invoice on: _____ (date)

Card Holder Name: _____

Credit Card Number: _____ Expiration Date: ____/____

Signature: _____ Security Code: _____

Please mail the completed form to:

Urban Roots MN
1110 Payne Ave
St. Paul, MN 55130

Interested parties may also reach out to Hayley Ball directly via email at HayleyBall@UrbanRootsMN.org or by phone at (651) 228-7073

MATCH OPPORTUNITIES

Instead of sponsoring an event try out offering a match to support Urban Roots instead!

NOVEMBER 17 Give to the Max Day

Give to the Max Day is an annual fundraiser hosted by GiveMN. Since 2019 Urban Roots has experienced an increase in donors and total donations raised on this day via GiveMN's website. Offering a matching gift will help us build on the momentum, and the success of these campaigns offers increased community visibility and goodwill to those who partner.

SEPTEMBER 29 Bee Inspired: An Evening to Grow Urban Roots Fall Fundraiser and Showcase

Choose to offer a fundraising match at our biggest fundraising event of the year. The difficulties and transitional period over the last two years have impacted the success of this event and match sponsors help to inspire donations.

END OF YEAR General End of Year Donations

Last year we ran a successful end of the year campaign. Nonprofits need support all year long, but we always get one last chance at the end of the year to support causes important to oneself and the community.