



Orientation,  
summer  
2024

# Partnership Opportunities

2025

## 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 hired a record 87 paid interns in 2024, 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.



The “Rivoli Bluff Bash” and “Uplift & Unwind in the Garden” events will be held at the scenic Rivoli Bluff Farm and Restoration Site.

## 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.



### COOK FRESH

Cook Fresh interns learn valuable skills in food preparation, safety, and planning while also exploring nutrition, career opportunities, and the cultural importance of food. Last year, Cook Fresh served over 1,000 meals, using 500 pounds of our fresh, local produce.



### MARKET GARDEN

Market Garden interns participate in small-scale crop production at our urban gardens. Interns practice valuable job and life skills through growing food—becoming stewards of their environment and communities. Last year, Market Garden grew 8,300 pounds of produce, nearly half of which were donated to community hunger relief efforts.



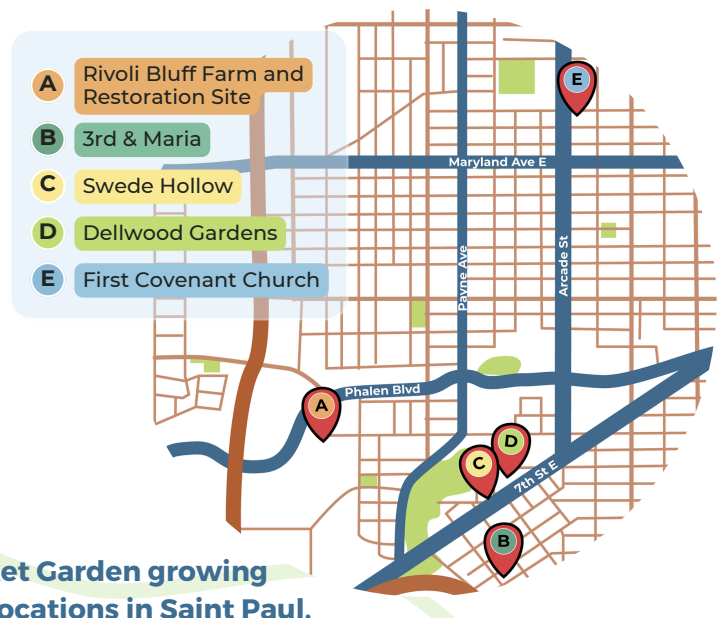
### CONSERVATION

Conservation interns support and improve green spaces and participate in the restoration of local parks through removal of displaced plant species, native seed collection, and installation of native plants. Last year, Conservation collected 64 species of native seeds, planted 3,683 plants, and gave away 77 trees to the community to improve urban tree canopy.

## SERVING THE EAST SIDE

We serve the East Side of Saint Paul, parts of which are USDA-designated food deserts. The majority-BIPOC residents experience persistent disparities in education, food security, livable wage jobs, homeownership, and health outcomes. In the East Side neighborhoods of Dayton's Bluff and Payne Phalen, 44-47% of households live within 200% of the Federal Poverty Level (FPL) and 33-38% of youth live in poverty, compared to Saint Paul overall where 37% of households live within 200% FPL and 27% of youth live in poverty. [1]

[1] MN Compass 2023





# EVENT SPONSORSHIP OPPORTUNITIES

*Sponsor one or more of our five great events this year!*

**May 3**

## 1. Saint Paul Art Crawl Open House

We're opening our space for the first time as a venue for the spring Art Crawl! At our free open house, we will display art, provide refreshments, and share our story.

**July 23**

## 2. Uplift & Unwind in the Garden

For our 2nd annual Uplift & Unwind event, guests will take a break from the everyday grind and enjoy tasty food, live music, massages, and a chance to harvest veggies for home.

**September 13**

## 3. 5th Annual Rivoli Bluff Bash

Free, open house-style event at our largest growing site. Tours, music, our produce for sale, children's activities, food, community partner tables, and more!

**November**

## 4. Food Stories Cookbook Launch

Our Food Stories Cookbook includes recipes and narratives sharing lived experiences of our community. Celebrate the book and its contributors at this free event.

## 5. Grow With Us Dinner Series

We're hosting a series of four, small-group dinners designed to connect with current and prospective supporters. The dates for the dinners are Feb. 27, Apr. 24, July 31, and Sept. 25. The dinners are a chance to share meaningful conversations over delicious meals. The two remaining dinners together count as one event for sponsorship opportunities, providing a unique way to support our mission.

### EVENT SPONSORSHIP LEVELS

#### HARVEST SPONSOR

**\$10,000**

##### ✓ Sponsor 4 events

For each event, top-tier name and logo on:

- Sponsor display at event
- Urban Roots and/or event website
- Event emails
- Social media

##### ✓ 8 tickets to Uplift & Unwind

#### GROW SPONSOR

**\$7,500**

##### ✓ Sponsor 3 events

For each event, 2nd-tier name and logo on:

- Sponsor display at event
- Urban Roots and/or event website
- Event emails
- Social media

##### ✓ 6 tickets to Uplift & Unwind

#### NURTURE SPONSOR

**\$5,000**

##### ✓ Sponsor 2 events

For each event, 3rd-tier name and logo on:

- Sponsor display at event
- Urban Roots and/or event website
- Event emails
- Social media

##### ✓ 4 tickets to Uplift & Unwind

#### PLANT SPONSOR

**\$2,500**

##### ✓ Sponsor 1 event

4th-tier name and logo on:

- Sponsor display at event
- Urban Roots and/or event website
- Event emails
- Social media

##### ✓ 2 tickets to Uplift & Unwind

#### SEED SPONSOR

**\$1,500**

##### ✓ Sponsor 1 event

Last-tier name and logo on:

- Sponsor display at event
- Urban Roots and/or event website
- Event emails
- Social media

## MATCHING GIFT OPPORTUNITY

*Inspire generosity on Minnesota's annual giving holiday!*

Give to the Max Day is an annual fundraiser hosted by GiveMN that raised \$37.1 million for Minnesota nonprofits in 2024. Matching gifts inspire generosity by making other donations go farther. When matching gifts are available, each donor's gift is automatically doubled, turning \$25 into \$50, \$50 into \$100, and so on. Many nonprofits have matching gifts on Give to the Max Day, and the GiveMN platform allows for searching based on active matching gifts.

**Our goal is to offer \$10,000 in matching gifts for our 2025 Give to the Max Day campaign.**



**You can be part of that with a matching gift of at least \$500!**

Support our youth internship program and generate goodwill with the community by providing a matching gift. In recognition of your generosity, you will be included on our GiveMN page, emails, and social media during the campaign.



2024 "RootsQuest"  
Give to the Max Day campaign

## RETAIL PARTNERSHIP OPPORTUNITIES

*Looking for a different way to support us? Check out these options!*

We are happy to get creative to empower youth together! Whether through **in-kind donations** for our State Fair giveaway, **point-of-sale (POS) roundups**, or **donating a percent of proceeds** from a given period of time or product, your business can help grow brighter futures while engaging your customers in giving back. Just some ideas are listed below - we would also love to hear yours!

### October 5

#### Twin Cities Marathon

We're a Charity Partner for the Twin Cities Marathon and 10 Mile. Support our team by offering a POS roundup or donating a percent of proceeds during marathon weekend!

### Two Days in August

#### Minnesota State Fair, Ag Hort Bldg

To engage visitors at The Common Table: MN Eats exhibit, we'll host a giveaway featuring donated items like gift cards, ticket vouchers, and store merchandise. Last year, we gathered 166 emails through our giveaway sign-up and connected with countless individuals. Help us do even more this year by donating an item for the giveaway!

### November 20

#### Give to the Max Day

Get in on the fun of Give to the Max Day by offering a POS roundup or donating a percent of proceeds from the day. And consider extending into early giving, Nov 1-19!

We act with integrity!

We've earned a



★ FOUR-STAR RATING ★

from

Charity Navigator

**Are you ready to help us grow?**

Reach out to Hayley Ball, Executive Director, at  
651-789-3580 or [HayleyBall@UrbanRootsMN.org](mailto:HayleyBall@UrbanRootsMN.org).

