

# Sovereignty Gardens

A Community Grow & Share Initiative



# The Transformation Initiative:

## Who We Are

- Founded in 2020, the Transformation Initiative (Ti) is a Canadian registered not-for-profit agency (BN #1189895-7)
- Intention is to serve as an industry catalyst to transform markets and the economy by bringing people together to collaboratively create sustainability solutions
- Focuses efforts in Canada's 5 core sectors: Finance, Insurance, Energy, Resources, Agri-food
- Operating Structure:
  - Operations and administration are directed by a core team of professionals;
  - Governance and strategy oversight are provided by an elected board of executive advisors;
  - And projects are managed by a selected team of appointed industry experts.



# Sovereignty Gardens: Program Scope & Objectives

- Provide immediate food security for underserved communities in Vaughan;
- Connect with local food banks to create partnerships for the distribution of produce; however, if the food banks are unable to accommodate the volume of food donations than engage with community organizations that also distribute fresh food to the community;
- Will target private property owners in Vaughan that already have a garden or have the property and do not need support to create a garden; the scope does not include assistance to property owners in the creation of a garden, however resources relating to garden maintenance and harvesting will be made available on the project website;
- Empower communities by fostering a culture of resiliency through urban agriculture;
- Demonstrate the case for a transformative and resilient food system, and ultimately, food sovereignty, through local, sustainable, and decentralized production and distribution.



# Suggested Timelines & Developments

## Activity:

## Timeline:

Outdoor Growing Season

May – October

Determine Roles & Responsibilities

End of May

Solidify Partnerships

Beginning of July

Finalize Communication Strategy

Beginning of July

Marketing & Outreach to residents

July – September



**ANDREW BOWERBANK,**  
Chair



**NATASHA ARSENIJEVICH,**  
Program Manager

# Transformation Initiative:

## Proposed Role & Responsibilities

- Program Management:
  - Sovereignty Gardens Website Development
  - Participant Registration
  - Monitoring & Tracking Produce Donations
  - Online Resources for Participants
  - Point of Contact re. Website via designated email
  - Partnership management
  - Coordination re. produce drop off zones
  - Volunteer management
  - Legal and risk ownership
- Sponsorship & Partnership
  - Corporate & community engagement
- Marketing
  - Graphic design
  - Social media management
  - Content development



# City of Vaughan:

## Proposed Role & Responsibilities

- Pilot Program Endorsement:
  - Use of City logo for promotion & corporate packages
  - Support engagement of sponsors & community partners
- Support Communications & Marketing:
  - Promotion on corporate communications channels, and the Vaughan Public Library communications channels.
- Sponsorship advice and facilitating introductions with Vaughan's existing corporate sponsors
- Incentive development for participants



# Targeted Participants

This Program will target private property owners in Vaughan that already have a garden or have the property and do not need support to create a garden:

- Home Owners
- Land Owners
- Retirees
- High School & Post-Secondary Students
- Experienced & Existing Gardeners



# Incentives for Growers

- Gift cards and giveaways for participants through corporate partners and the City of Vaughan
- Tiered recognition & awards program



# Communications & Marketing

- City of Vaughan website
- Transformation Initiative website
- Announcement in local paper and e-newsletters
- Promotion from participating corporate and community partners
- Social Media
  - LinkedIn
  - Dedicated Facebook Group
  - Instagram
  - Twitter



# Community Partners

Churches

Feed Ontario

Schools

Vaughan Food Bank

Libraries

Humanity First

Community Centres





# Corporate Engagement

We will engage corporate partners to support our marketing efforts, provide incentives to participants through gift cards, and to assist with produce distribution:

- Home Depot
- Lowes
- Canadian Tire
- Garden Nurseries
- Foodora
- UberEats
- Grocery Gateway
- Property Developers
- Grocery Stores
- Academic Support
- And more



# Next Steps

- Review fundraising opportunities
- Share program logistics with Feed Ontario, Vaughan Food Bank, and Humanity First
- Determine the most appropriate corporate partnerships
- Establish community partners