

DENVER URBAN GARDENS | DUG Membership Program
2019 update



Dear DUG Garden Leaders,

Thank you for being part of the important movement of community gardening. In a rapidly changing city, you are helping preserve more than 31 acres of land. In an era of fast food and food insecurity, DUG gardens grew approximately 650,000 pounds of healthy organic food last year. We are grateful for the amazing work you do to help foster trust and build community!

The 2018 pilot year of DUG's Garden Membership Program was well received. Thank you for sharing the benefits of being part of DUG with your gardeners. In this first year, more than 50% of the gardeners contributed to the program. Your efforts have increased the awareness of the important work DUG does and will help ensure DUG remains a strong force for good in Denver.

To build on the success of the 2018 effort, DUG is seeking to increase garden member participation and to broaden support by inviting individuals from the greater Metro community to also join and give.

Garden Level Membership

In 2019, all community gardeners will be asked to pay \$25 for their Garden Level Membership. This shift in approach reflects a deeper recognition of what it takes for DUG to provide the services that make it possible for each garden to operate. One of our main goals through this program is to increase awareness of all the work DUG does behind the scenes to support our garden network. As such, we felt it would be helpful again to share a list of the resources, services and support DUG offers your gardens so that you have a more complete understanding when it comes time to communicate the Garden Level Membership with your gardeners this spring.

What DUG does to support each community garden within the DUG network:

- Provides approved access to the land where the community can come together to grow food
- Establishes and maintains working relationships with garden property owner agencies
- Negotiates and maintains garden site use agreements
- Supports gardener recruitment/ placement and responds to inquiries from the general public
- Provides liability insurance coverage for gardens
- Serves as the liaison with city officials, agencies and water providers (e.g. negotiating reduced water rates for gardens)
- Provides fiscal management of garden accounts, when requested
- Provides garden maintenance support (e.g., turning on/off water seasonally, helping with the repair or replacement of garden infrastructure)
- Coordinates volunteer groups and supervises larger maintenance and improvement projects
- Provides school gardens with volunteer background checks, and approved protocols and programming support (e.g. Garden to Cafeteria, Youth Farm Stands, curriculum)
- Supports garden leadership and mediates gardener conflicts when necessary
- Organizes peer-to-peer networking and learning events for gardeners and garden leaders

How the Garden Level Membership will work:

- The Garden Level Membership for all gardens is \$25 per gardened plot, per year.
- Communal plots, donation plots and plots that are not gardened will not be counted toward a garden's overall amount.
- The \$25 Garden Level Membership will be requested from each DUG gardener.
- We understand that some gardeners may not be able to pay the full \$25 in addition to your garden's plot fee. Those gardeners will be asked to fill in the amount they can pay on their plot application.
- Gardeners who are able to contribute more will have the opportunity to do so at a higher level and "pay it forward" to the greater DUG gardening community.
- DUG staff will work with each garden to determine that garden's annual membership amount, with a sensitivity to each garden's ability to pay.
- After the garden's membership amount has been agreed upon, it will be deducted from that garden's account in July of every year, allowing Garden Leaders time to collect the funds.
- If the full suggested amount per garden is not paid by the gardeners, the garden will be asked to supplement this from any surplus funds in the garden account.

For those who are able to "pay it forward" and contribute more than the Garden Level Membership, the next levels of DUG Membership and associated benefits will be:

Green Thumb - \$50 annually

- A special DUG decal letting the world know that you support healthy food access for all
- Discounted membership pricing for all DUG workshops
- Recognition in DUG's annual report and website
- An invitation to a special DUG community garden event (date TBD)

Companion Plant - \$100 annually

- **Includes all benefits above plus:**
- Early access to the annual DUG Fall Plant Sale on August 2, 2019
- A special invitation to a garden tour of DUG community gardens (date TBD)
- A special preview of our exciting annual fundraiser's (Gather 'Round) silent auction

Germinator – Beginning at \$180 annually

Germinators commit to providing DUG with a monthly gift to support the basic services we provide all gardens and to amplify our community-driven programming such as DUG's youth education and our garden leadership training.

Germinators will receive all the benefits above plus many other exciting opportunities. To find out more and sign up, visit DUG's website www.dug.org/germinators or contact Shannon Spurlock, DUG's Director of External Relations (shannon@dug.org 303.292.9900 x109).