



The Community Gardens of Tucson

# EARTH GRANT PORTFOLIO

Elissa Marie Ornelas

- CGT Brochure
- Giving Tuesday Campaign
- Volunteer Management
- Pollinator Festival: Spring Fundraiser

# The Community Gardens of Tucson

# CGT BROCHURE

## 20 Garden Locations

### Central

• Doolen.....2400 N. Country Club  
• GD2.....1933 N. Bell Ave.  
• Presidio.....3438 E. Presidio Rd.  
• Keeling Garden.....2919 N. Los Altos  
• Gregory School.....3231 N. Craycroft Rd.  
• Shay-Shay.....3800 E. River Rd.  
• Chaverim.....5901 E. 2nd St.  
• Highland Vista.....5300 E. 7th St.  
• Mary Meredith/Duffy.....755 N. Magnolia

### Downtown

• Mansfield.....2000 N. 4th Ave.  
• Pio Decimo.....848 S. 7th Ave.

### North

• Ventana Vista.....6085 N. Kolb Rd.  
• Sunrise.....5301 E. Sunrise Dr.

### Northeast

• Rincon Mountain...8445 E. Tanque Verde

### South

• New Spirit.....8701 E. Old Spanish Trail  
• Las Abuelitas.....440 E. 26th  
• La Capilla.....151 W. 40th St.

### West

• Homer Davis.....4250 N. Romero Rd.  
• Blue Moon.....1501 N. Oracle Rd.  
• Tierra Anita.....1090 N. Anita Ave.

## Find a garden nearest you!



## Mission

Since 1990, Community Gardens of Tucson has empowered residents to grow food sustainably and build community. Our mission is to create spaces for Tucsonans to grow, learn, and nurture well-being together.

## Volunteer With Us

Join us in making a difference in our community gardens! Whether you're passionate about gardening, supporting local events, or giving back, there are plenty of ways to get involved.

**Group Workdays:** Volunteers collaborate on tasks like weeding, mulching, and composting to keep the garden thriving.

**Court-Ordered (18+):** Court-ordered individuals can fulfill hours through garden maintenance, construction, and cleanup while learning new skills.

**Join a Steering Committee:** support community outreach events and workshops and/or help with project planning to expand garden spaces to meet the demand for urban gardening, food security, and green spaces.

**Board Service:** Lead the garden's growth by guiding decisions on governance, funding, and partnerships.



## Our Programs

### Desert Gardening Program

Each community garden features 20-40 individual garden plots serving over 400 families annually. Registration is open year-round, and anyone can join the garden.



### Kids in Gardens Program

Each year, 500+ students and families join our gardens to learn hands-on gardening, science, and art. They discover where food comes from, connect with nature, and gain valuable skills.



### Food Resiliency Program

Offers financial assistance to low-income individuals and families to participate in community gardens. Empowering Tucsonans to grow healthy food and increase food resiliency.



## Join a Garden

**1 Find Your Garden:** Check our garden locations and email: [admin@communitygardensoftucson.org](mailto:admin@communitygardensoftucson.org) to confirm plot availability or join the waitlist.

**2 Meet Your Site Coordinator:** We will connect you with the Site Coordinator for a tour and plot selection.

**3 Get Started:** Submit your plot application and payment details to confirm your plot. Plot fee assistance is available for those who cannot afford the fees.

## Plot Fee Coverage

\$22

- ✓ 3 ft. x 20 ft. Garden Plot
- ✓ Automatic Drip Irrigation
- ✓ Access to Shared Garden Tools
- ✓ Access to Shared Compost
- ✓ A Bi-Monthly Newsletter
- ✓ Seasonal Garden Education Workshops
- ✓ Access to communal garden space
- ✓ Periodic Freebies (Seeds, Plants, Other Garden Material)



## The Community Gardens of Tucson

### Cultivating Community through Gardening

501(c)(3) Organization

Support our programs with your tax-deductible donations.

Visit our website for more opportunities!

<https://communitygardensoftucson.org/>

5049 E. Broadway Blvd., Suite 300, Tucson, AZ 85711

(520) 795 - 8823

[admin@communitygardensoftucson.org](mailto:admin@communitygardensoftucson.org)

## Support Our Work

Your gift supports 20 Tucson gardens providing

- Scholarships and Plot Fee Assistance through the Food Resiliency Program to provide gardening opportunities to low-income gardeners.
- Education through the Kids in Gardens program.
- Sustainable practices for greener communities.

Your gift is fully tax-deductible.

Choose to make a one-time gift or give monthly for maximum impact.



Donate now using our QR code or by visiting our website!



### Adopt a Garden

How to do it!

By supporting the Adopt-a-Garden program, you are directly helping to meet the ongoing needs of our community gardens. Your contribution is renewed annually to ensure continued support, and your generosity will be recognized through signage and media acknowledgments.

For More Information Contact:  
[admin@communitygardensoftucson.org](mailto:admin@communitygardensoftucson.org)

Early in the program, while picking up tabling materials from our Presidio Garden, I came across CGT's old brochure, which featured an outdated logo and inaccurate garden location details. After discussing it with our Executive Director, Brittany Guerrero, we agreed it was time to completely revamp the brochure to better engage current and future volunteers. Relying on outdated materials limits our organization's ability to grow and connect with the broader Tucson community.

In fact, many of our long-term volunteers and staff were unaware of the full range of programs we offer. Redesigning the brochure not only strengthened our public outreach but also played a key role in helping internal team members feel more informed and connected to CGT's mission.

It was incredibly rewarding to contribute to a project that supports both external engagement and internal motivation. Effective marketing is essential to sharing our vision of making gardening more affordable and accessible for individuals of all income levels. I hope this comprehensive informational resource proves helpful for volunteers who are beginning their gardening journey.



The Community Gardens of Tucson

# GIVING TUESDAY



Donate today to  
support The Community  
Gardens of Tucson!

## GIVING TUESDAY

December 3, 2024

Your donation will  
help us continue  
serving 20 different  
garden locations  
across Tucson!



Phone Number  
(520) 795-8823

Email Address  
[admin@communitygardensoftucson.org](mailto:admin@communitygardensoftucson.org)

Our Website  
<https://communitygardensoftucson.org/>

DONATE



DONATE TODAY  
DONATE TODAY  
DONATE TODAY  
DONATE TODAY  
DONATE TODAY

GIVINGTUESDAY

14

days until GivingTuesday,  
spread the word!

<https://communitygardensoftucson.org/donate-2/>



The Community  
Gardens of Tucson

## GIVING TUESDAY

December 3, 2024

WHY  
SHOULD YOU  
DONATE





To help boost funding for garden supplies, volunteer opportunities, and educational workshops in 2025, I led the development of our 2024 November–December Giving Tuesday campaign, an international day dedicated to generosity and community support.

I created Canva CGT branded templates specifically for Facebook and Instagram and conducted interviews with six diverse team members, ranging from interns to board members, to highlight the heart of our mission and the importance of donating. This multi-platform campaign brought our story to life and inspired meaningful contributions toward building a greener, more connected Tucson.



# The Community Gardens of Tucson

# VOLUNTEER


# MANAGEMENT



## TIME SHEETS

 week  day

New Time Sheet



TIME SHEETS

8,985.50

Total Hours

\$0.00

Total Expenses

0.0

Total Mileage


Date: All Time ▼

Opportunity: All ▼

Category: All ▼

Event: All ▼

Search by Account Name, ID, or Email



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### OPPORTUNITY AND CATEGORY CREATION

#### CATEGORIES

Categories are the overarching groups that opportunities are created within. New categories will be added infrequently, but ensure you have the correct category created with the following steps.

- Click On: View More ≡ along the menu ribbon → Volunteer → Opportunities → Manage Categories in the Top Right Corner

Manage Categories

Create Opportunity

0.00 Total Mileage

Search by Opportunity Name

Create Category

Search by Category Name

STATUS

ACTIVE

ACTIVE

ACTIVE

ACTIVE

Edit Category

Delete Category

- Add in a new category by:
  - Click On: Create Category ⊕ → Add Name and Description → Toggle Button to Blue to Activate
- Deactivate a category by:
  - Click On: Three Dotted Icon ... to Right of Listed Category → Edit Category → Toggle Button to Grey to Deactivate
- Delete a category by:
  - Click On: Three Dotted Icon ... to Right of Listed Category → Delete Category

#### OPPORTUNITIES

For each volunteer opportunity where individuals will log their hours, you must create a new Opportunity. For ongoing opportunities, you can set the end date to one year or up to ten years in the future.

- Click On: View More ≡ along the menu ribbon → Volunteer → Opportunities → Create Opportunity ⊕ in the Top Right Corner

One of my proudest accomplishments in the program has been executing and managing a system for tracking volunteer timesheets for The Community Gardens of Tucson. When I joined, I was completely new to Neon One CRM and faced the unique challenge of being the first person in our organization to navigate its timesheet functions. Despite having no prior experience, I successfully developed an efficient process for collecting and logging volunteer hours from both archived and present-day records.

This system involved coordinating workdays for community members using Golden, supplying our 20 site locations with a QR code and printable sign-in sheet waiver, requesting that garden site coordinators collect and share event sign-in sheets, and manually entering the data into Neon One. I also revised constituent accounts by adding detailed labels to reflect their roles, whether site coordinators, board members, interns, public volunteers, or committee members, streamlining both data entry and reporting. One of the more challenging aspects was addressing inconsistent reporting and missing sign-in sheets. Despite this, I was able to accurately log approximately 8,985.50 volunteer hours for the 2024–2025 period, starting from the ground up. In addition, I created a detailed user manual for future individuals in this role, produced a Excel spreadsheet report template to generate data annually, and successfully trained our new volunteer management representative, Sammy Kaplan.



The Community Gardens of Tucson

# POLLINATOR FESTIVAL: SPRING FUNDRAISER



 **Date:** April 6th  
**Time:** 3 - 5 PM  
**Location:** New Spirit Garden  
**Address:** 8701 E. Old Spanish Trail

 **POLLINATOR FESTIVAL**  
SPRING FUNDRAISER

**FEATURED FOOD**

**Date:** April 6th  
**Time:** 3 - 5 PM  
**Location:** New Spirit Garden, 8701 E. Old Spanish Trail



THE COMMUNITY GARDENS OF TUCSON

 **POLLINATOR FESTIVAL**  
SPRING FUNDRAISER

**ACTIVITIES**

ARTS & CRAFTS • MUSICIANS • PRESENTATIONS

 **Arts & Crafts**

- 1 Pollinator Seed Ball Building
- 2 Bee Hotel Building
- 3 Bird Feeder Building

Join us for eco-friendly, hands-on activities supporting local pollinators!

Elise Gornish from the UA Cooperative Extension will lead a Pollinator Seed Ball activity, CGT staff will guide Bee Hotel Building, and the Tucson Bird Alliance will facilitate Bird Feeder Making.

 **Pollinator Seed Ball Building**

 **Bee Hotel Building**

 **Tucson**

COMMUNITY GARDENS OF TUCSON

**POLLINATOR FESTIVAL**  
SPRING FUNDRAISER



**APRIL 6TH, 3 - 5 PM**  
**NEW SPIRIT GARDEN**  
**8701 E. OLD SPANISH TRAIL**

Join us for a vibrant spring festival celebrating gardens and pollinators! Enjoy live music, local food trucks, vendors, farmers market, beverages, engaging speakers, and interactive demonstrations.

 **100% of proceeds benefit the Community Gardens of Tucson**

 **Crooked Tooth BREWING CO.**  
TUCSON-ARIZONA

 **TANK'S**  
TANK'S GREEN STUFF  
TANK'S HILL-OFF & RECYCLING  
Managed by The Parker Companies

 **RENEWAL by ANDERSEN**  
FULL-SERVICE WINDOW & DOOR REPLACEMENT



# The Community Gardens of Tucson

# THANK YOU!

For our Pollinator Festival: Spring Fundraiser on April 6th, 2025, I was responsible for the majority of the event's marketing. Behind the scenes, I created posters, social media content, videos, and flyers; facilitated email communications for the Fundraising Committee starting in December; and coordinated plans to highlight our garden-inspired vendors alongside our incredible Board Members. This process challenged me to sharpen my Canva skills and become more responsive to feedback, ensuring my materials aligned with CGT's vision for the event.

Leading up to the festival, I volunteered with several organizations, including the Pima County Sustainability Cooperative Extension - The University of Arizona, Tucson Organic Gardeners, Pima County Master Gardeners, and the Children's Museum of Tucson, to promote the event during tabling sessions. These opportunities allowed me to distribute flyers and connect with potential guests.

When the event arrived and set-up was completed, we were thrilled by the turnout at our New Spirit Garden location, it was even larger than in previous years. It was truly a team effort, and I'm grateful to my supervisors for giving me the creative freedom to incorporate my artwork into my work ethic. Stepping into the world of nonprofit event planning has been an honor. Through this festival, we raised over \$7,000 to support CGT's mission for this year and beyond.

