

# inspiring the next detroit

## 2012 A Year in Review



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Inspiring sustainable growth of a healthy urban community through trees, green spaces, food, education, training and job opportunities.

– The Greening of Detroit Mission Statement

# greetings

This is an amazing time for us at The Greening of Detroit. As the city we serve transforms itself as a post-industrial urban center, we are poised and ready to participate in Detroit's next chapter. We believe there is tremendous opportunity to create and inspire a new paradigm for Detroit – one that is green, clean, healthy and thriving.

The demand for our green industry expertise and the professional services we provide is growing rapidly. We are working hard to collaboratively address the needs of the Detroit community, including everything from unemployment to food sovereignty. In 2012 we increased our capacity and expanded our scope of work to continue elevating our urban leadership in green infrastructure, open space and productive land use.

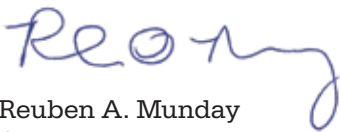
All of our work at The Greening of Detroit adds economic value to the communities we serve, and focuses on using land in a way that improves quality of life, has environmental integrity, and promotes education and stewardship. But most of all, The Greening provides hope for the future of the city of Detroit.

Tree plantings and urban gardens bring people out of their houses to work together, build community and strengthen neighborhood relationships. Our workforce development program puts unemployed and under-employed Detroit residents to work in green industry jobs, providing trainees with marketable skills and employment opportunities. Detroit high school students make money for college and learn about the environment and ecology, broadening their worlds and inspiring their commitment to be good stewards of the earth.

The future is now. Despite the multitude of challenges facing the city of Detroit, we believe in the opportunities that lie ahead. The vacant land in Detroit is an opportunity for a new vision, new strategies and a new Detroit.

We know the work we do would not be possible without the generous support of our many volunteers, donors, supporters and community and corporate partners – and for that, we thank you. We ask that you stay the course with us as we continue our efforts to build the next Detroit, a thriving healthy and sustainable urban community.

Warmest Regards,



Reuben A. Munday  
Chairman



Rebecca Salminen Witt  
President



# growing tomorrow's detroit ...

## Planting

For more than two decades, The Greening of Detroit has served as a leader of neighborhood green-space development by creating sustainable, clean and green environments to benefit those who live, work, and have businesses in nearby communities. The Greening of Detroit – in collaboration with over 35 community partners – hosted 24 planting events throughout Detroit resulting in the installation 12,156 trees with the assistance of 7,245 volunteers. This, by far, has been the largest planting season to date.

In 2012 The Greening expanded its storm water retention efforts by partnering with the city of Detroit's Water and Sewerage Department. Stormwater runoff is causing major contamination of streams and waterways leading into the Great Lakes, especially Lake Erie. Trees help reduce flooding by absorbing moisture in the ground that would otherwise go into the sewer and contribute to the costly overflows.

To facilitate natural storm water retention in our city, The Greening of Detroit conducted pilot tree-planting projects to demonstrate the effectiveness of new growth forests to reduce pollution runoff into the Detroit River watershed. This work also included unique forest treatments on brownfield sites near existing wetlands to provide increased buffering and water protection.

This initiative to plant expansive tree stands in areas most susceptible to stormwater runoff is not only a good environmental plan, it provides excellent long-term economic benefit and beautifies the neighborhoods.

The Greening of Detroit is working with a broad range of partners to create cost-effective green infrastructure systems that improve water quality.

Our Green Infrastructure initiative was made possible with the support from Southeast Michigan Council of Governments (SEMCOG), Detroit Water and Sewerage Department (DWSD), the U.S. Forest Service, DTE Energy Foundation, and Masco Corporation Foundation.



Photo credit: Santa Fabio



## Taking the Green Thumb Challenge

The Greening of Detroit's work would not be possible without the help of our volunteers. This year, The Greening created a year-round volunteer schedule encouraging residents, corporate groups, faith-based groups, Boy and Girl Scouts, college students and hundreds of people each week to participate in planting a greener city. There were 7,245 believers who participated in the Green Thumb Challenge by shoveling about 28,980 hours of sweat equity into Detroit!



## Citizen Foresters Take the Lead

In its second year, the Citizen Forester program trained a record 61 individuals on how to properly plant trees so they could assist Greening foresters at tree planting events. These unique and specialized volunteers were trained in volunteer management, community engagement, tree identification and tree maintenance. They helped ensure quality and safety at the work site, and promoted a fulfilling volunteer experience. Overall, the Citizen Forester gained experience in managing and organizing planting teams, and developing a deeper connection to the Detroit community.



The Greening is not only reforesting the city, it is helping rebuild communities. I think Detroit has a bright future but it will take time. Meanwhile, we need to look for meaningful and productive ways to use our vacant space.

– Brad Dick  
Resident and Director of General  
Services, City of Detroit



# workforce development ...

## Adult Workforce

In 2012 the unemployment rate in some areas of Detroit was well over 30 percent. Rising to meet this need, The Greening established its Workforce Development department — one of the organization's newest and fastest growing departments — to provide job training for unemployed Detroit Residents.

Created in partnership with federal agencies and community organizations, the program provides unemployed Detroiters with valuable job training and certification in the green industry. To date, 156 participants have graduated from the Greening's Adult Workforce training, and 71 landed employment in this growing jobs sector. The Greening continues to build



Shanea Hardy, of Detroit, joined the Greenworks training program in June 2011, after being unemployed for a few months. Upon completion of the training program, she was hired by Three C's landscaping in Fraser, Mich. Shanea has been employed with Three C's for about a year and was promoted within a few months. She now handles the marketing activities for the company.

"I felt well-prepared by The Greening's Workforce training program's outdoor classroom and hands-on lessons," said Hardy, "I really appreciated the financial literacy training, especially the budget and savings sessions provided. They taught me how to better manage my household expenses."

partnerships with trade organizations, municipalities, and owners of private landscaping, irrigation and other environmental companies to provide new training and job opportunities for Detroiters.

A special thanks to Bank of America for its support, allowing The Greening to expand its Adult Workforce program throughout Detroit.

Innovative partnerships are a key component of The Greening's strategy to create job opportunities for the students in its workforce training program. This year, The Greening's adult workforce was hired by the Detroit River International Wildlife Refuge to assist with restoring coastal habitats at the Refuge Gateway and Humbug Marsh in Trenton and Gibraltar, Mich. Their work included planting trees in riparian and upland habitats, restoring wetlands, monitoring habitats, and constructing and maintaining trails. This project is part of the America's Great Outdoors Initiative launched by President Obama to develop a 21<sup>st</sup> Century conservation and recreation agenda. America's Great Outdoors builds on our nation's long history of actions taken to conserve our natural heritage. The premise of this initiative is to instill and nurture an intrinsic commitment to conservation among the American public.

## Youth Workforce

This summer, The Greening of Detroit employed 233 Detroit high school students through its Green Corps and Conservation Leadership Corps programs. Collectively, these students maintained 220 planting sites, worked on 15 conservation projects from building picnic tables to raised beds in a Northend Community Garden, and constructed and installed split-rail fencing on vacant lots in Southwest Detroit. A special thanks to the following for support of our Youth Workforce: CHASE, Michigan Department of Natural Resources, PNC Bank, City of Detroit, W.K. Kellogg Foundation, Johnson Controls, The Student Conservation Association and The Detroit Youth Employment Consortium/City Connect Detroit.

The youth employment program was expanded this year with the creation of Green Connections. This initiative is geared toward 18 – 20 year olds who have aged out of the traditional program but remain interested in expanding their exploration of the field. The Green Connections pilot program was made possible by the Michigan Department of Natural Resources and is specifically designed to introduce youth to career opportunities in conservation and green industries.



At first I thought of it as just an employment opportunity. Now that I have started something new in my life, I do not want it to end. I am looking forward to continue making changes for myself by doing more positive things and helping the environment that we live in. Thank you for this life changing experience.

– Valencia Butler,  
Detroit Conservation Leadership Corps



Photo credit: Santa Fabio

# workforce development ...

## Greenspace

In 2012 The Greening of Detroit launched a pilot project in partnership with the Community Foundation for Southeast Michigan. This new program is designed to provide development assistance, maintenance and community engagement at 33 parks adopted by the Pistons Palace Parks Foundation several years ago. Five parks were selected for focus in 2012. At each focus park, Greening crews conduct interim maintenance when needed – litter pick up, graffiti removal and beautification plantings – while building community engagement and outreach around each park to encourage use of the parks. To date, 25 events have been held at all five parks with community residents eager to create safer and more welcoming parks.







## Camp Greening

For the past 12 years The Greening's Camp Greening program provided Detroit kids with summer activities. Each summer, Camp Greening travels throughout the city, teaching youth outdoor environmental lessons while providing opportunities for youth to explore nature. In 2012 The Greening hosted 25 camps partnering with local Detroit schools, churches, public libraries and community organizations providing 625 Detroit youth with fun and safe outdoor activities and making memories to last a lifetime. When Camp Greening was hosted at Eastside Farmer's Market, students were able to tour a local urban farm and sample some delicious fresh produce. On the other side of town, Camp Greening was hosted at the Brightmoor Community Center where students gathered around a nearby butterfly garden and identified all the different butterflies that the garden attracted.



# urban agriculture and openspace ...

Through its Urban Agriculture and Openspace programming, The Greening of Detroit continues to work toward a food-sovereign Detroit – a city where the majority of fruits and vegetables consumed by Detroiters are grown in the city by community residents.

Our Urban Agriculture and Openspace programming supports family, community, school, and market gardens through the Garden Resource Program, a collaborative supported by hundreds of community-based organizations and residents. The Greening also operates three model farms and multiple nutrition education programs across the city.



- ▶ In 2012, one in 40 Detroiters participated in the Garden Resource Program (GRP) by growing food in 840 family, 404 community, 85 school and 78 market gardens, cultivating almost 135 acres of land! The GRP distributed approximately 254,140 transplants and 68,759 packs of seeds to gardeners!
- ▶ Over one-third of the 1,407 gardens participated in at least one of the 88 educational classes and tours provided by the Greening, totaling 260 hours of training on the skills to grow, harvest, and prepare delicious fruits and vegetables.



- ▶ More than 1,400 youth got their hands dirty in the garden, learned about healthy eating, and participated in fun and engaging activities, including taste-testing fruits and vegetables.
- ▶ This year, 53 educators from 31 different schools participated in our Teacher Training Workshops. Participants had the opportunity to strengthen their green thumbs, learn foundational nutrition concepts and how to use the Greening's Gardening and Nutrition Education curriculum in their own classrooms!
- ▶ Feast Detroit, our youth cooking and leadership program, engaged 15 budding chefs who prepared hundreds of pounds of locally grown produce for 10 dinners and servings at a variety of community events.
- ▶ 2012 was an exciting year at the farm sites managed by The Greening of Detroit! At MGM Grand, Plum Street Market Garden added a 1/3 acre in outdoor production space, as well as a new herb garden and apiary. Meanwhile, the Detroit Market Garden began its first season of production. Plum Street, the Detroit Market Garden, and Romanowski Farm Park also hosted a number of educational and training opportunities for adult apprentices, GRP participants, and community members.

► In its sixth year, the Grown in Detroit cooperative continued to build demand for its delicious, Detroit-grown produce. This year, 63 gardens sold through the cooperative, collectively earning over \$77,000 and working over 250 hours at 85 markets! One-fifth of those gardens participated in the Youth Growing Detroit program, which provided 111 youth the opportunity to learn and test their hand at marketing and selling their produce.

► Detroiters were able to enjoy Detroit-grown produce when visiting their favorite restaurants! More than 20 wholesale clients purchased produce from the Grown in Detroit Cooperative, including Russell Street Deli, Astro Coffee, Supino Pizzeria and Mudgie's.

► New in 2012, the Many Hands Community Supported Agriculture (CSA) is a collaboration of nine Detroit farms that provided produce weekly to 32 member households. CSA members pay for a share at the beginning of the season, providing farmers with income when their expenses are at their peak.

► In preparation for the 2012 growing season, our staff partnered with the City of Detroit Planning Commissions Urban Agriculture Work Group and Council to revise the City of Detroit's garden permit to better suit the needs of urban gardeners and farmers. Improvements in this year's permit included allowing rain barrels and compost bins. Recommendations also led to a more streamlined process and a permit renewal option.

► While advocacy and support for urban agriculture is our primary mission, we recognize that not every vacant lot can or should be a garden. Our Openspace team works with community members to plan, design, and implement a variety of projects on vacant lots. Some 2012 highlights include three new community orchards in the North End, Corktown, and Brightmoor; the Lamphere Pocket Park, and the Cochrane Songbird Garden. We also supported the Native Planting Site on the Dequindre Cut.



► Openspace projects bring residents together, building capacity and improving neighborhoods. This year, 90 new residents participated in community meetings, project planning meetings, and workdays.



# building a greener detroit ...

In 2012 The Greening of Detroit and its committed partners hosted a number of events to raise awareness about the extraordinary impact the organization has made on our city and the need for The Greening's continued work.

## The Garden Cruise

On July 22, 2012, artist and designer Deborah Silver hosted and sponsored the Fifth Annual Garden Cruise, showcasing six magnificent gardens. In the past five years, the Garden Cruise has raised over \$51,998 in much-needed support for The Greening's education programs. This year, a record 278 individuals participated in the Garden Cruise.



Photo credit: Santa Fabio



Photo credit: Santa Fabio

## Greening the D Film and Science Exhibit

On April 19, 2012, The Greening of Detroit celebrated Detroit's youth at the Greening the D Film and Science Exhibit Event. Patrons were excited to explore, see and celebrate the work of over 18,000 youth and adults who participated in The Greening of Detroit Environmental Education Programming. This event was graciously made possible by PVS Chemicals, Inc., and Detroit Public Schools – Detroit Mathematics and Science Center.

Greening the D offered patrons the opportunity to explore the outdoor and environmental projects that students and teachers created to enhance greenspaces, while fostering young Detroiters to become stewards of their environment. In addition, the event featured films and artwork created and produced by Detroit students featuring the greenspaces at their schools and in their communities. Finally, The Greening celebrated the many teachers, students and schools working to green Detroit and honored their commitment to provide safe, local, environmentally diverse spaces within the city.



2012 Greening School of the Year: Detroit Institute of Technology

## Live Love Local Celebration

On Aug. 16, 2012, The Greening of Detroit, alongside Iron Chef and star of *The Chew*, Michael Symon, kicked off The Greening of Detroit's Live Love Local Celebration with an exclusive gala at Roast Restaurant. Chef Symon, owner of Detroit's Roast at the Book Cadillac Hotel, once again graciously opened his doors to host this exclusive event. Chef Symon and his team prepared a rare feast featuring locally grown food and recipes that included Burrata, BBQ Pork Belly, Sweet "Grown In Detroit" Corn Tortellini, Duck Leg Confit and Watermelon Lemonade Cake that truly amazed the palate. Guests enjoyed the opportunity to see Chef Symon in action, dine in fashion, and enjoy Michigan wines from Black Star Farms, L. Mawby, and Bel Lago Vineyards. Entertainment was provided by John Arnold World trio.

A week later, Farm to Fork came to life at the Live Love Local Celebration at Detroit Eastern market. Over 1,100 individuals attended this local event, celebrating local food, music and The Greening of Detroit. The Live Love Local celebration brought chefs and farmers together to celebrate Detroit's innovative work toward building a greener, healthier and more sustainable city.

Not only did the event promote the local food movement, it also elevated the profile of local farmers and chefs. In addition, it raised \$130,000 in much-needed operational support for The Greening of Detroit. Partnering with *EdibleWOW* magazine, the Greening of Detroit presented the Young Farmer of the Year award to Tom and Trilby Becker, whose farm is in Ann Arbor. Having started the Sunseed Farm in 2009 and their CSA (Community Supported Agriculture) in 2010, the Beckers have shown a commitment to sustainable organic growing — both in food and community building.



Photo credit: Santa Fabio



Photo credit: Santa Fabio



Photo credit: Santa Fabio

It's such a fantastically cool project. It's just a great thing. If you talk to most chefs worth their salt, after cooking, their favorite thing would be farming, gardening, planting, butchery or both. So there's a very natural connection between that and chefs. Detroit is so far ahead of the curve, even in terms of the whole country.

– Michael Symon,  
Owner of Roast and Food Network Iron Chef

# thank you, donors

We acknowledge the generosity of the following donors who provided crucial funding to The Greening of Detroit from Nov. 1, 2011 – Oct. 31, 2012.

Please accept our apology if we have omitted your name by mistake and know that we appreciate your support.

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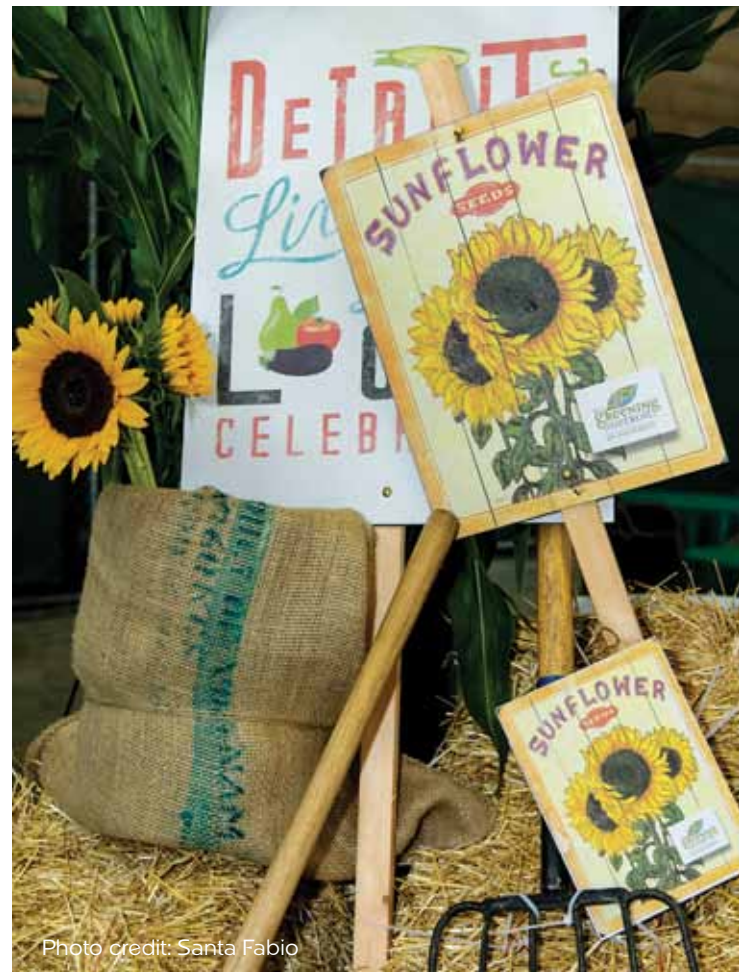


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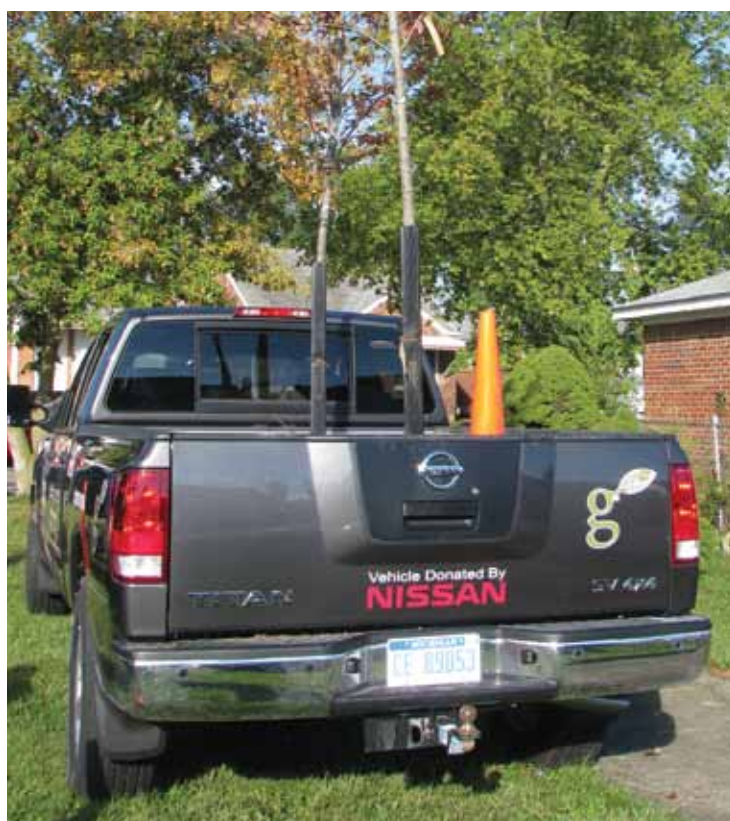
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