




URBAN FARM at ENSTON HOME

Growing minds and
cultivating community
in the  of the
Charleston Peninsula

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You can be a part of building a healthy future for Charleston's Upper Peninsula





**Charleston is
growing.**



**The Green Heart
Project is growing.**

As our city grows, it is essential that we grow with the priority of creating a healthy environment for our residents and future generations. And the Green Heart Project, with a focus on education, healthy food and community, has the opportunity to plant an urban farm in the center of the Charleston Peninsula - equidistant from South of Broad to the Neck, the Harbor and the Westside.

**With your investment - together, we can
create a healthy urban center and
environment for our residents and our
future generations here in Charleston.**

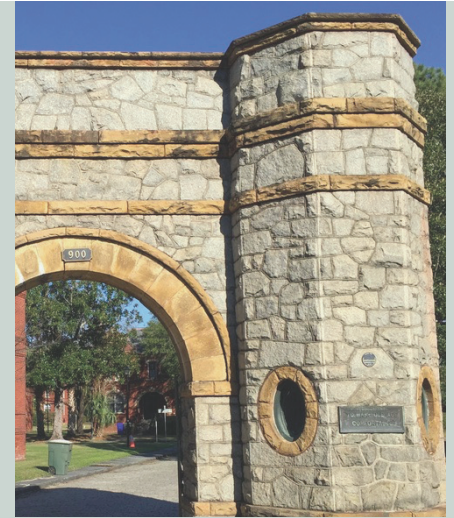
WILLIAM ENSTON HOME



William Enston Home, constructed in 1882, sits in the heart of the Charleston peninsula on Upper King Street, in a rapidly developing but still low income/low access neighborhood.

“...for each cottage must have a small garden to busy the occupant.”

- the will of William Enston



Deeded to the City in 1890 as a home for senior citizens, the Romanesque Revival renaissance-style homes now serve as designated workforce housing for low to moderate income households.



URBAN FARM at ENSTON HOME

The Urban Farm at Enston Home is a partnership between the Green Heart Project and the Charleston Housing Authority. It fulfills the spirit of William Enston's will by building a garden for its residents, while serving as an educational asset for surrounding schools.

Your investment in the Urban Farm will help to create a gathering place for the entire Upper Peninsula community to come together in celebration of healthy lifestyles.

LEGEND

- 1 EXISTING ENSTON HOMES
PROPERTY MANAGER'S BUILDING
- 2 NATIVE PLANT BORDER/ ENTRY
- 3 EXISTING SHRUBS/ TREES
- 4 FLOWERING PLANTS/ BEEKEEPING
- 5 GREENHOUSE
- 6 COMPOST BINS
- 7 OUTDOOR GATHERING SPACE/
CLASSROOM
- 8 OUTDOOR CLASSROOM
STRUCTURE
- 9 HERB CIRCLE
- 10 POTENTIAL ART SCULPTURE/
FOCAL POINT
- 11 RAISED GARDEN BEDS
- 12 FARM PLOTS/ PLANTING ROWS
- 13 FARM MANAGER'S STATION/
FARMER'S STAND
- 14 GRAPE ARBOR STRUCTURES
- 15 CITRUS GROVE
- 16 URBAN FARM INFORMATION KIOSK

*All Urban Farm renderings provided by SeamonWhiteside



What will it provide?

1

Farm-to-School & Outdoor Education

2

Youth Development

3

Access to Healthy Food

4

Community Building



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Farm-to-School & Outdoor Education



Green Heart lessons focus on connecting food, health, culture and the environment, with an emphasis on the development of positive character traits.

Students are paired with adult mentors to guide them through the learning process in the garden and classroom kitchens throughout the school year.



Seasonal harvests supplement school lunch menus with healthy produce and provide “taste-tests” for students during lessons.

New School Partners:

James Simons Elementary
(Public; 64% low-income)

Charleston Catholic School
(Private; income data n/a)

Charter Math & Science
(Charter; 53% low-income)

***Farm to School Programs
with Urban Farm:***
2,200 students per year

***Current Farm to School
Programs:***
1,200 students per year



You Can Help Us Grow!

Since its inception in 2009, Green Heart has grown by leaps and bounds. Currently, our Farm-to-School programs reach 1,200 students per year across six schools in Charleston County.

With the addition of the Urban Farm at Enston Home, this number will grow to 2,200 students per year across nine schools, reaching a total of 11,000 students over the next five years.

Youth Development

Paid internships, workforce training, and skill-building for middle school and high school students, modeled after the success of The Food Project in Boston, MA, will be centered around food production at the Urban Farm at Enston Home.





Green Heart's **NEW** Youth Development program for middle and high school students will provide **20 paid internships for youth** in Charleston, annually.



You Can Support Youth Development!

As part of a paid internship program, Green Heart's Youth Development participants will work on the farm while gaining knowledge and experience in:

- Workplace and leadership skills
- Health and wellness
- Food systems
- Financial literacy
- Business and entrepreneurship
- Mentorship of younger students



Access to Healthy Food

Farm-to-cafeteria produce, a seasonal farmers market, and a community garden will improve access to fresh fruits and vegetables for surrounding neighbors and schoolchildren.





Production with Urban Farm:
5,000 pounds per year

Current Production:
2,000 pounds per year



You Can Increase Access to Healthy Food!

The Urban Farm at Enston Home will produce 3,000 pounds of vegetables per year, which will be distributed to schools, to students and their families and brought home by community gardeners. In addition, farm-grown produce will be sold at a farm stand, and a seasonal farmers market will allow other local farmers to sell affordable, healthy food to community members.

Community Building

Volunteer opportunities, public events, and a welcoming green space will draw diverse audiences together at the Urban Farm, located in the center of the Charleston Peninsula.





**Green Heart's Community Reach
with Urban Farm:**

6,500 people per year

**Green Heart's Current
Community Reach:**

2,900 people per year



You Can Build Community!

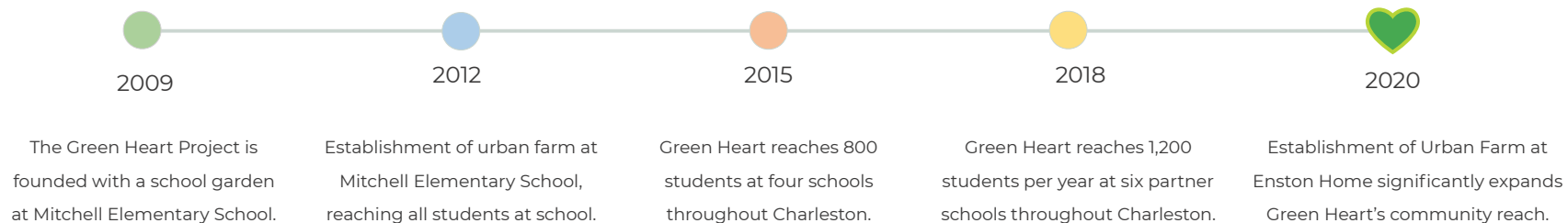
With the Urban Farm at Enston Home, the Green Heart Project will engage over **6,500** people per year.

This includes students, volunteers, community gardeners, volunteers, visitors, and guests at public events, promoting interaction between residents of all backgrounds from Charleston and beyond.



WHY THE GREEN HEART PROJECT?

The Green Heart Project has been serving the Charleston community since 2009, currently operating at six schools in the Charleston area. The foundational principle of RESPECT, a focus on individual and community health, and a commitment to social justice are the drivers behind Green Heart's growth. By exposing young people to healthy lifestyles, and by promoting interaction between community members of diverse backgrounds, Green Heart seeks to make a positive impact on the whole community. Below is a brief timeline of Green Heart's growth in Charleston over the years.



WORKING IN COMMUNITY



The Green Heart Project thrives on collaboration with many organizations and individuals in the Charleston community. The Urban Farm at Enston Home has been developed in partnership with the Charleston Housing Authority and the City of Charleston, and will serve as a resource for residents of the William Enston Home and surrounding neighbors. Farm-to-School programs will take place at the Urban Farm with our three new school partners: James Simons Elementary, Charleston Catholic, and Charleston Charter School for Math and Science, and provide a field trip site for other local schools.





Local universities and high schools use our projects as a site for students to fulfill service opportunities. Partnerships with other non-profit organizations in the areas of healthy food, education, and community development, allow us to expand the capacity and reach of our programs. Last but not least, local business sponsorships provide much needed financial and in-kind resources for all of our projects.

You can learn more about our collaborations with other organizations in Charleston on our website at:

www.greenheartsc.org

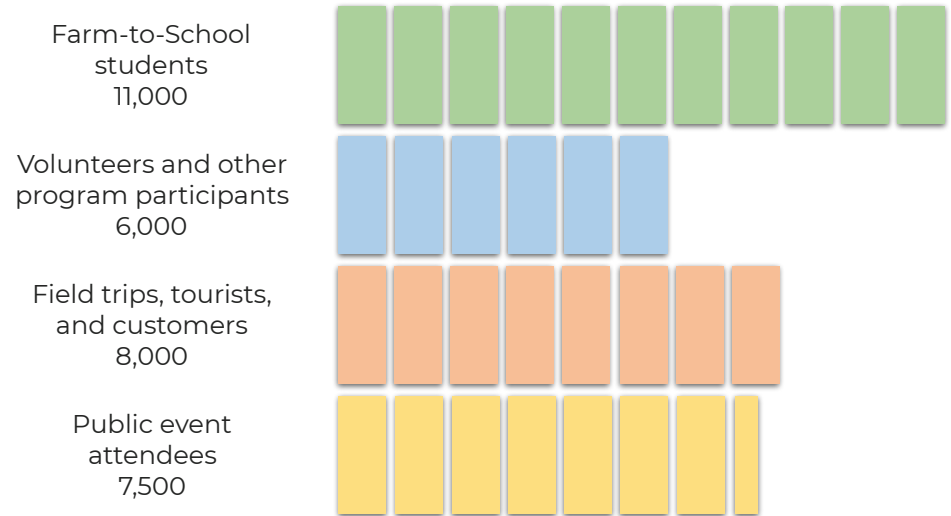
WHAT IS THE IMPACT?

The Urban Farm at Enston Home will establish a center for community-building around food in Charleston's Upper Peninsula. The Farm will inspire a healthy future for neighborhood children, their families, and all community residents, through:

-  **Farm-to-School and Outdoor Education**
Educating students around healthy food
-  **Youth Development**
Developing workplace and life skills in teens
-  **Healthy Food Access**
Growing and distributing fruits and vegetables
-  **Community Building**
Celebrating the diversity of the Upper Peninsula

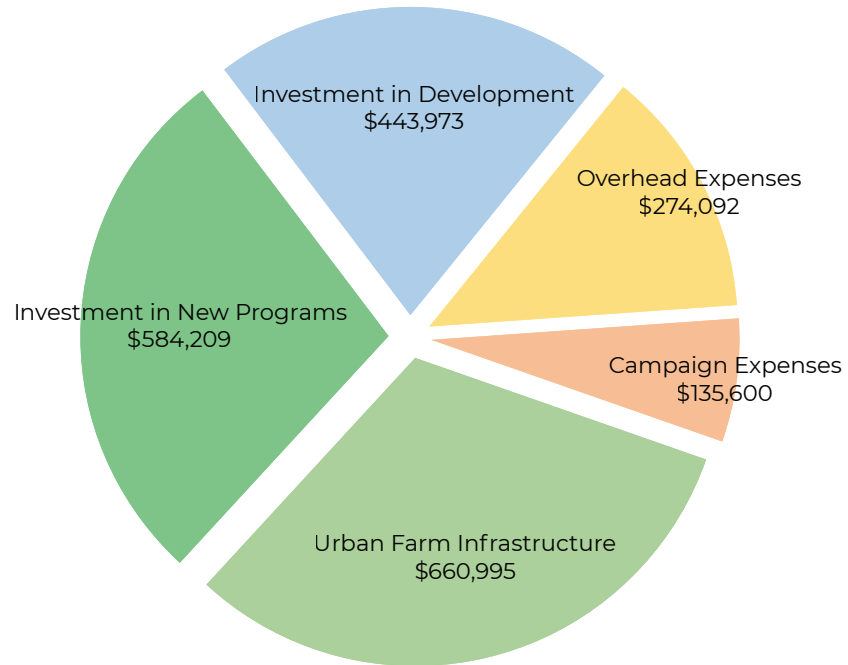
INDIVIDUALS REACHED

With your investment, the Urban Farm at Enston Home will enable the Green Heart Project to reach **32,500** individuals over the course of 5 years:



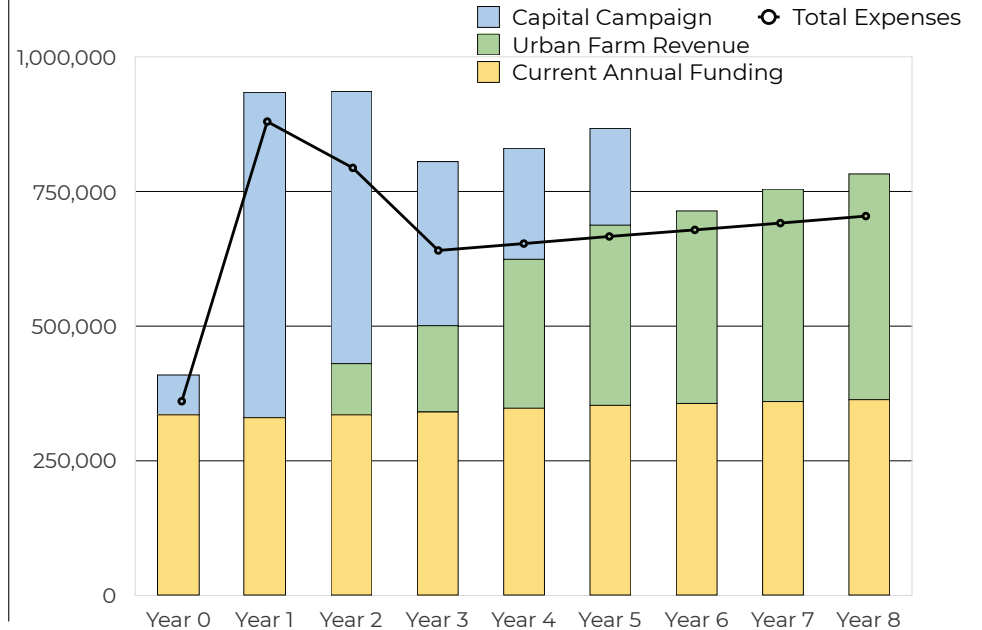
INVESTMENT OVER 5 YEARS

The Green Heart Project is raising **\$2.1 million** to be invested in the Urban Farm over 5 years.



PATH TO SUSTAINABILITY

The capital raised will build the Urban Farm & support the associated program expansion until the project reaches sustainability in Year 5.



GROW MINDS, CULTIVATE COMMUNITY

