

LEADERSHIP FRESNO CLASS 38 PRESENTS:

# YO'VILLE COMMUNITY GARDEN PROJECT



Nourishing Our Community, One Garden at a Time

LEADERSHIP FRESNO  
2331 FRESNO ST., FRESNO, CA  
93721





# WHAT IS LEADERSHIP FRESNO?

Leadership Fresno is one of the Chamber's most prominent programs and is unlike any other course of its kind. The program was founded in 1984 when a group of community leaders observed Leadership Programs in other major cities and recognized the need to develop leaders in Fresno County who would become a pool of people equipped with the skills, motivation and background to lead this area successfully into the complex decades ahead.

Each year, a new, elite group of Fresnans is selected to participate in the Leadership Fresno class. The program begins in August with an immersive two-day retreat, followed by daylong seminars each month. Additionally, it is incumbent upon the class members to determine a project which will have an effect on the community in a significant way – an endeavor that each participant must be integrally involved in.

Graduates of Leadership Fresno have gone on to hold leadership positions in a variety of organizations; they have been elected to political office – like former Fresno Mayor, Ashley Swearingin; and many have found their participation in the program positively affected their professional lives. Each class also has a special attachment to the program, a fact often evidenced by the frequently repeated phrase “My class was the best class ever!”

# Class Project

## Yo'ville Community Garden Project

The Yo'ville Community Garden Project's main goal is to create a just and local food system by providing residents and community members with tools, knowledge, and access to land. This is accomplished by utilizing vacant land for residents to grow their own food, creating opportunities to share.

In the heart of Southwest Fresno lies a remarkable 7.5-acre site hosting a 96-plot organic garden, a pioneering farm incubator program, and a vibrant children's summer camp. Despite its rich offerings, this garden space is situated four miles from the closest grocery store and two miles from the nearest bus stop – quite the trek when weighted down with groceries.

Nestled between two low-income apartment communities, this garden serves as a beacon, offering essential fresh food options for local families. Beyond nourishing the community, it provides a warm and inviting space for residents to come together and forge connections.

Leadership Fresno's goal is to enhance the Yo'ville Community Garden space by creating a safe and comfortable outdoor meeting space that will allow resident farmers and community members of all ages to gather, learn, and improve their local neighborhood.



Leadership Fresno is raising funds to provide the following on behalf of the Yo'ville Community Garden.

- The creation of an outdoor meeting space comprised of decomposed granite
- Benches
- Shade structure(s)



# Sponsorship Opportunities

## Blooming Visionary

Presenting Sponsor

**\$10,000**

Recognition in a press release

Logo on Leadership Fresno Class 38 webpage

Recognition in the Chamber newsletter

Company name prominently displayed in the garden

(3) Social media mentions

Plaque of appreciation

(4) VIP invitations to the garden reception

Assigned ribbon-cutter during the garden reception

## Super Seeds

**\$5,000**

Company name prominently displayed in the garden

Recognition in the Chamber newsletter

(3) Social media mentions

Plaque of appreciation

(2) VIP invitations to the garden reception

## Green Thumb

**\$2,500**

Company name displayed in the garden

(2) Social media mentions

(2) VIP invitation to the garden reception

## Sapling

**\$1,250**

Company name displayed on an all-weather plaque at the base of fruit tree

(2) Social media mentions

(2) VIP invitation to the garden reception

\*Limited Quantities available

## Garden Bench

**\$1,000**

Company name displayed engraved on a bench in the meeting space

(2) Social media mentions

(2) VIP invitation to the garden reception

\*Limited quantities available

## Half Bench

**\$500**

Company name engraved on one side of wooden bench

(1) Social media mention

(2) VIP invitation to the garden reception

\*Limited quantities available

\*The VIP Reception includes: VIP seats, early entry to the event, a site tour, and a photo opportunity with the organization leader

## Donations can be made in the following ways:

- Enclosed is my check. Please make checks payable to “Forward Fresno Foundation”, and the memo should note “LF Class 38 Project” (2331 Fresno St, Fresno, CA 93721)
  - A Project Donation form must be included with the donation.
  - Checks can be hand delivered to a current Class Member or brought directly to the Fresno Chamber of Commerce (2331 Fresno Street, Fresno, CA 93721)
  - Checks can be mailed to the Forward Fresno Foundation (2331 Fresno Street, Fresno, CA 93721), payable to “Forward Fresno Foundation
- Credit Card
  - Credit card donations can be made online at [fresnochamber.com/yoville-garden/](https://fresnochamber.com/yoville-garden/), or by calling the Chamber at (559) 495-4800. When calling, please specify that you’re donating to the current Leadership Fresno Class Project
- In-Kind
  - For in-kind donations, please submit a fair market value invoice to Leadership Fresno (2331 Fresno Street, Fresno, CA 93721)



All donations of \$250 or more will be sent a receipt from the Fresno Chamber of Commerce. If your donation is less than \$250, please call the Fresno Chamber at 559-495-4800 to request a receipt.



<input type="checkbox"/>	Blooming Visionary	\$10,000
<input type="checkbox"/>	Super Seeds	\$5,000
<input type="checkbox"/>	Green Thumb	\$2,500
<input type="checkbox"/>	Sapling	\$1,250
<input type="checkbox"/>	Garden Bench	\$1,000
<input type="checkbox"/>	Half Bench	\$500
<input type="checkbox"/>	Please accept my donation of \$	<hr/>

**Thank You!**  
**Your Contribution Counts.**