



# GROWING SUSTAINABLE OPPORTUNITIES

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COHORT 3



# Hi, I'm Roseanne!



- B.A. in Journalism
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**FHLBank**  
Chicago

- Lead Internal Communications Manager
- Sustainability Engagement Team Co-Lead



- Volunteer for One Tail at a Time
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Partner Organization:

# Chicago Lights Urban Farm

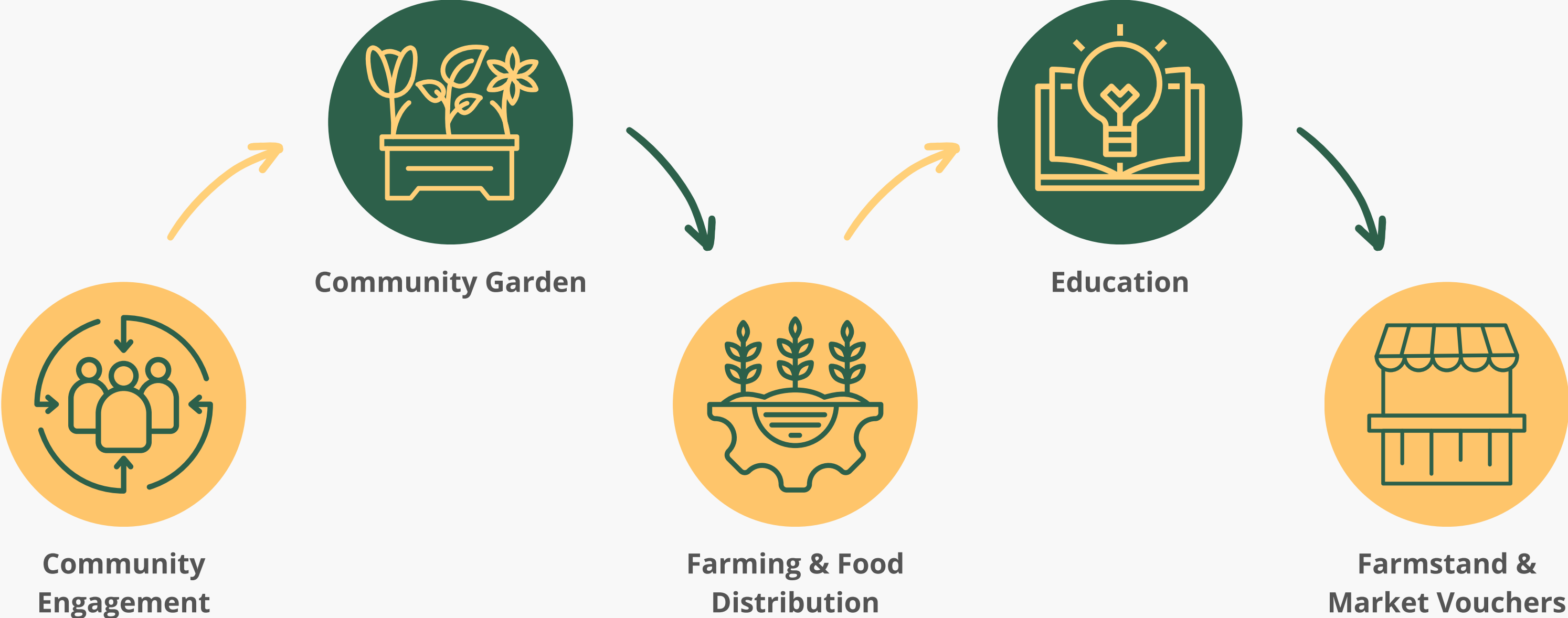
## Mission

- **Chicago Lights:** To partner with youth and adults to build brighter futures through supportive relationships and life-changing programs.
- **Urban Farm:** To cultivate an engaged community through educational and employment opportunities and access to fresh, local, and sustainably grown produce.



# Core Functions of the Farm

According to Urban Farm's website





# Finding the Farm: **My Connection**



**FHLBank Chicago Sustainability  
Engagement Team Volunteer Event,  
Fall 2023**





# Brand Awareness: **Current State**



## What's Working

- **Strong programs** to support local youth and community
- **Centralized location** on Chicago Ave.
- **Good keywords** such as “Chicago farm, volunteer” yield top search results
- **Organic reach** through word of mouth via volunteers and supporters

## Current Issues

- **Lack of awareness** about the farm and its offerings
- **Limited staffing resources** to support outreach efforts
- **Uncertain future** due to planned housing development



# Recommendation: **Storytelling** and **Public Engagement**

With a small staff and limited resources, the farm can demonstrate its value in the following ways:

- **Work with volunteers and high school youth** to create content, capitalizing on already strong organic outreach
- **Use testimonials** to show the human impact of the farm's programming
  - Video stories and interviews
  - Quotes on website
  - Social media spotlights
- **Connect farm's mission back to sustainability** and food security to demonstrate the impact the farm has on supporting the local community and our environment

Engage with Us on Social Media!  
Tips for Volunteers



Thank you for volunteering at Chicago Lights Urban Farm! You play an important role in helping us fulfill our mission and we're grateful for your continued support!

We love seeing volunteers' posts on social media and hearing about your experience. Your posts help us tell our story and show everyone what the farm is all about! Here are some ways you can help us spread the word:



**Share your experience** about why you chose to volunteer, your takeaways from the event, or what you learned about the farm. It helps us see what the experience was like for you and shows others how the farm contributes to our local community, which can help us connect with others who may want to volunteer or partner with us in the future.



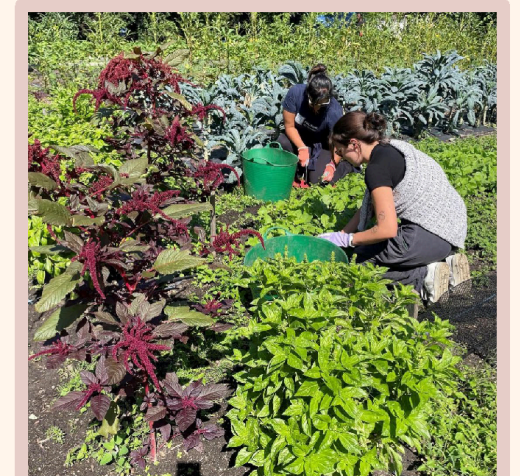
**Take photos and videos** of the work you do while at the farm — action shots, candid photos, and group photos are a great way to capture the essence of the experience.



**Tag and mention** the farm! Our handles are below — we're excited to share or repost on our own channels!

**Social Media Handles**  @chicago-lights

 @chicago.lights   @chicagolights



*l1feath1lbc* Last week, our Sustainability Engagement Team held a volunteer event in support of @chicago.lights, an organization that builds brighter futures for Chicago's youth and adults. Volunteers had the opportunity to assist with tasks and help beautify the Urban Farm, which provides education on sustainable farming, maintains a community garden, and provides access to fresh, local, and sustainably grown produce.

*Example post of a volunteer event we were tagged in on Instagram*

We appreciate you and look forward to seeing you soon!

## About Chicago Lights Urban Farm

We cultivate an engaged community through educational and employment opportunities and access to fresh, local, and sustainably grown produce. Located in the Cabrini-Green neighborhood, the farm provides a safe sanctuary for community members, grows a variety of annual and perennial crops, offers programming for youth, distributes produce to the community, and provides space for community gardening.

[chicagolights.org/urban-farm](http://chicagolights.org/urban-farm)

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# Recommendation: **New Partnerships**

Partnering with organizations focused on civic engagement and community development can provide unique insights and expertise.



## **DePaul's Steans Center**

Leverage the Steans Center's Community-Based Service Learning Partnership program that integrates community service with curriculum.



## **Public Narrative**

Receive storytelling and media outreach support as part of Public Narrative's goal of amplifying nonprofit and neighborhood voices.



## **The Conservation Fund**

Gain support through the Chicago Metro Farms Fund to secure farm land and continue providing food access to the community.





QUESTIONS?

