



Alliance for Community Trees Third Thursday Webcast Series

Putting the 'Green' Back Into Green Jobs, Part II:
Seeding Career Opportunities

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Great Parks, Clean Streams and Green Communities
Parks & People Foundation, Inc
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Our Goal: Growing Healthy, Sustainable, Economically Vibrant Green Communities

- Parks & People Foundation is a nonprofit organization dedicated to supporting recreational and education opportunities; creating and sustaining beautiful and lively parks; and promoting a healthy natural environment for everyone.
- Parks & People works in collaborative partnerships with federal, state, and local governments, non-profits, researchers, businesses, and watershed and community organizations to fulfill its mission.
- Founded in 1984, Parks & People has 25 years of experience with initiating projects and organizing communities.





Growing Healthy, Sustainable, Economically Vibrant Green Communities

At Parks & People our staff, volunteers and partners throughout the Baltimore community are working together to realize our vision of a healthy environment where people can live, work, learn and play. To accomplish this important work we have formed a strategy targeting two major fields of endeavor:

- • Great Parks, Clean Streams & Green Communities - Helping to improve the physical, social and environmental quality of neighborhoods through greening activities and forming networks among communities to sustain natural resources.
- • Motivating Youth - Programs nurturing children and supporting communities by working together to provide enriching activities for youth.





Parks & People Foundation's Social Enterprises and Green Career On the Job Training and Apprenticeships

- **Social Enterprise: Native Tree Sales, Tree Nursery Proceeds support our work in the following areas:**

- Community Organizing and Restoration
- Neighborhood Forestry and Greening
- Environmental Education & Youth Programming
- Linking Research to Ecosystem Management and Stewardship

***For information on these and other things we are
Doing go to www.parksandpeople.org***



Social Enterprises as a Generator of Community Wealth.

Community Wealth is *Not*...

- Traditional fundraising
- Grant money
- Gifts/donations
- A “quick fix” out of a crisis
- For everyone



Community Wealth...

- Generates sustainable new resources to support mission
- Engages market forces to work for the nonprofit sector
- Devises new ways to leverage existing assets
- Allows for greater flexibility by bringing in unrestricted revenue
- Decreases dependence on the external funding community

Social Enterprises Community Wealth and Taxes

- Nonprofits **can** launch community wealth enterprises and maintain 501c3 tax status
- Consult an attorney to understand the most appropriate legal structure
- There is no standard legal structure
 - Structure often depends on size of the venture and degree of mission alignment





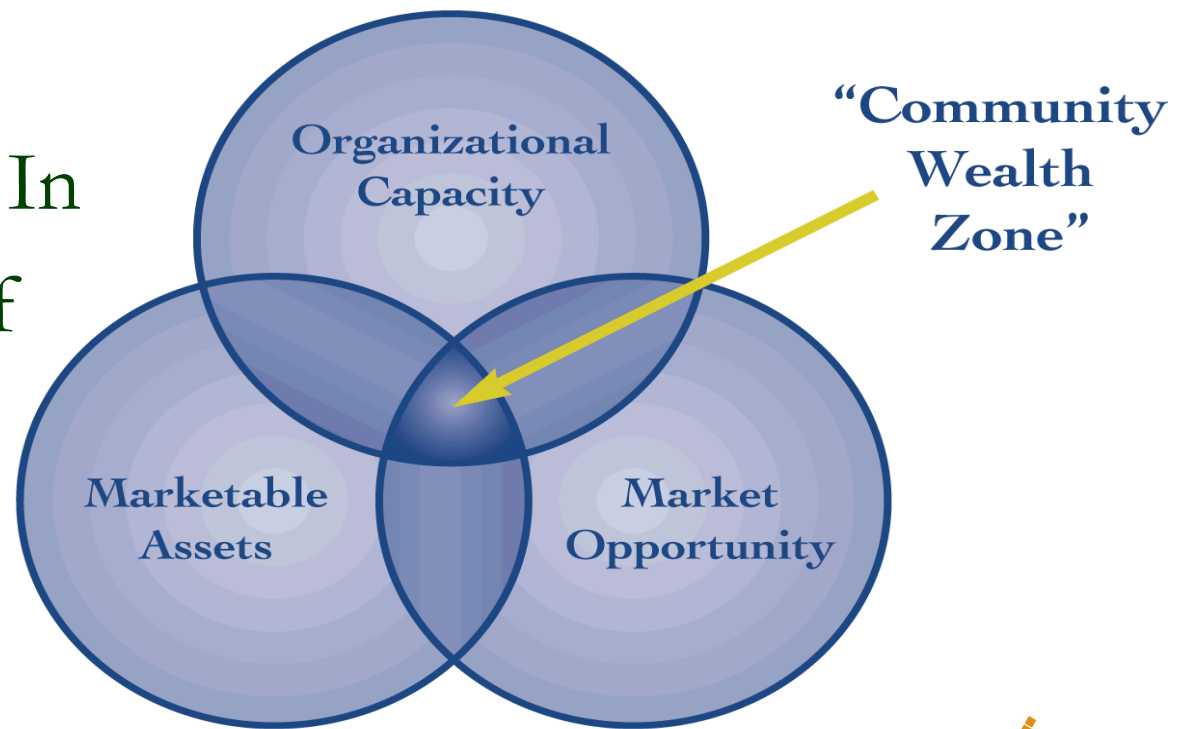
What to look for when accessing the Lay of the Land in Green Social Enterprises.

- Current Funding Environment
- Ambitious Environmental Restoration Goals
- Valuation of Ecosystem Services
- Turning Environmental Liabilities into Marketable Assets
- Availability of a Quality Product
- Ensure Sustainability of Organization



What Factors are Necessary to Launch a Successful Social Enterprise?

- Board Support
- Employee Buy In
- Dedicated Staff with Business Background
- Advisory Committee
- Legal Advice



Parks & People's Social Enterprise Plans to Generate Community Wealth



City Wood Works

■ Other “Enterprises” in Development

- Rain Water Collection Systems
- Composters
- Urban Ecosystem Restoration Experiences
- Natural Playgrounds





Chesapeake Trees: Where we are today.

- Parks & People Foundation has a wholesale tree nursery **brokerage** specializing in native tree species that thrive in urban environments in the mid-Atlantic.
- Currently Chesapeake Trees is Maryland & Virginia **sole distributor** for RPM and has a bi-annual sales of native and hardy trees containerized at 2-2.5 inch caliper.
- We have **negotiated discounts** with local nurseries and work through of Community Greening Resource Network to offer these to tree stewards and community gardening in the Baltimore Metropolitan Area larger caliper trees and other plant material and supplies.





Chesapeake Trees Tomorrow

- Our vision for Chesapeake Trees is to develop a nursery site where we can grow up to 6000 trees.
- In this way we can generate social, economic, and environmental benefits that will provide: green jobs, educational opportunities, community garden space, and cleaner air and water are among the most important benefits.





Parks & People's Green Career Ladder: Seeding Pathways to Employment for Baltimore City Youth

- Solutions for Baltimore City requires the protection and restoration of the urban ecosystem through the engagement of youth in stewardship and career development opportunities.

Goals:

- Bring social, academic and economic capital to low-income and minority groups that are currently under-represented in the emerging green economies.
- Focus on environmental education, outreach, stewardship and job training and creation.





Parks & People's Green Career Ladder: Seeding Pathways to Employment for Baltimore City Youth

- Key Features of Programming and Partnerships
 - Urban Ecosystem and Nature Exploration
 - Ongoing Participant & Program Assessment
 - Resume Building & Career Counseling
 - Environmental Education and Literacy
 - Community Service Learning
 - Internships & Experience
 - On the Job Training and Apprenticeships





Green Career Exploration and Community Service Learning in After School & Summer Settings

- KidsGrow: Kindergarten through 5th Grade.
- Project BLUE (Baltimore Lessons in Urban Ecosystems): 6th, 7th and 8th Grade
- BRANCHES (Building Resources and Nurturing Community Health and Environmental Stewardship)
 - Youth Ages 14 through 21
- Maryland Civic Justice Corps (CJC)
 - Youth Ages 14 through 17





Parks & People Foundation Green Career Ladder Mission and Conceptual Model

- All programs aim to create opportunities for youth to advance up a programmatic ladder gaining valuable experiences and skills that foster a new generation of ecological stewards, natural resource management professionals or environmental advocates in the emerging green economies and sustainable communities' movement.
- In pursuit of these goals the Parks & People Foundation has relied on partnerships, education and community outreach, advocacy, research, community organizing, job training and mentorship.





Growing Healthy, Sustainable, Economically Vibrant Green Communities

■ K-5 Education:

- KidGrow in Baltimore City school locations serving grades 2 through 5.
- Partner with the Baltimore Ecosystem Study (BES)
- Program Goals Include:
 - Understanding ecological concepts.
 - Building awareness of environmental issues and values.
 - Developing scientific investigation and critical thinking skills.
 - Connecting students to each other, their school and community.
 - Development of leadership, team building and problem solving skills.
 - Learn that they can positively contribute to the community.





Growing Healthy, Sustainable, Economically Vibrant Green Communities

- Middle School School Green Pre-Career Awareness and Community Service Learning:
 - Project BLUE (Baltimore Lessons in Urban Ecosystems)
 - Improve math and science learning and research skills in urban ecosystems for Baltimore City middle School aged students.
 - Through field trips and presentation, students will have the opportunity to meet professionals within the environmental field.
 - Through these professionals, students will be exposed to a variety of environmental careers, ranging from wildlife biologist to soil scientist.



Growing Healthy, Sustainable, Economically Vibrant Green Communities



- High School Green Career Exploration and Employment:
 - BRANCHES—Building Resources and Nurturing Community Health & Environmental Stewardship (Afterschool & 6 weeks in Summer)
 - Since 2004, BRANCHES has provided 182 economically disadvantaged youth with on-the-job training and educational experience in the environmental sciences and natural resource management field.
 - Provide employment, on the training and community service learning opportunities during the summer and afterschool for Baltimore City high school-aged in public parks, schoolyards, community gardens and in and around public housing facilities.
 - The Maryland Civic Justice Corps (CJC) (6 weeks in the Summer)
 - The Maryland Parks Service, Department of Natural Resources Provides a six-week, non-residential summer program for 200+ Baltimore City youth who are seeking opportunities to do hands-on outdoor conservation projects in Maryland State Parks.



Thank you for participating in today's Webinar!

For additional information, or training needs, please feel free to contact

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