

GARDEN SPONSORSHIP PROGRAMME 2022-23

Growing a community of
support for people affected
by homelessness

 PROVIDENCE ROW

HELPING HOMELESS AND VULNERABLE PEOPLE SINCE 1860



PROVIDENCE ROW AND HOW WE TACKLE HOMELESSNESS

Working with around 1200 clients a year we have been supporting rough sleepers and vulnerably housed people in Tower Hamlets and neighbouring boroughs to turn their lives around since 1860. Our aim is to ensure that people who are so often excluded from mainstream services gain the support and opportunities they need to create a safe, healthy and sustainable life away from the streets.

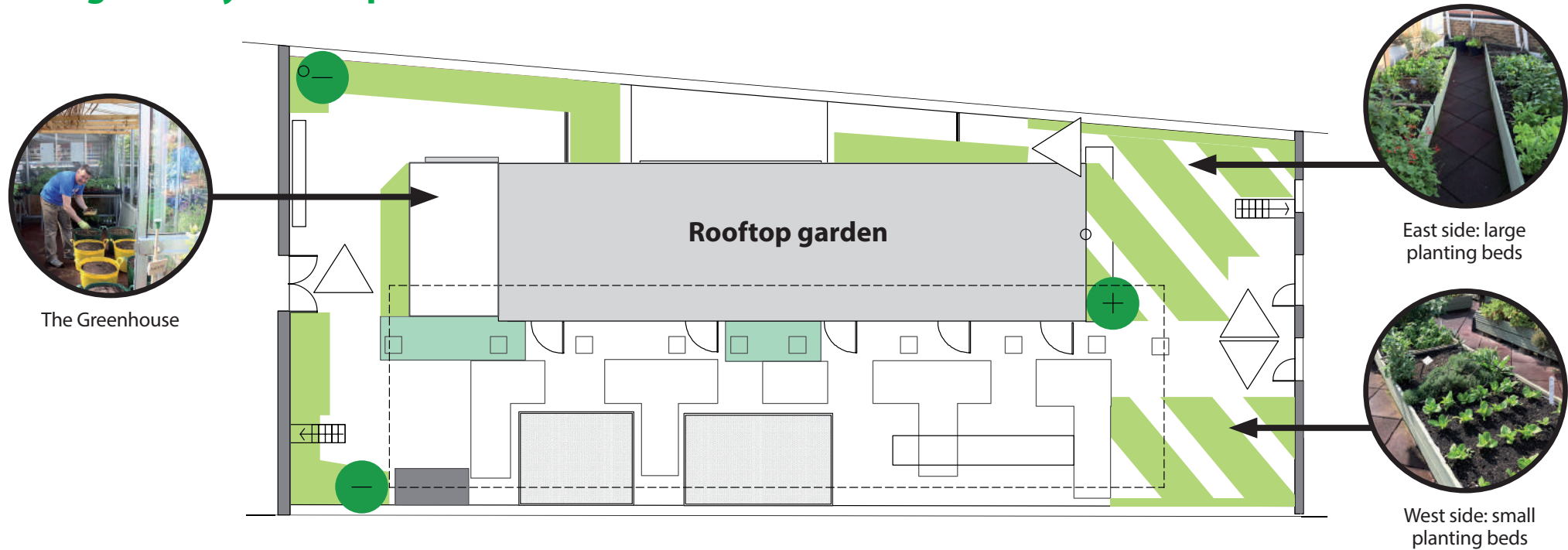
We help people who are socially and financially excluded from society to re-develop confidence in themselves, trust in others, and support them to get their lives back on track. We do this through an integrated provision of crisis support, advice, recovery, learning and training programmes. Our services include advice and support around housing and health, psychotherapy and counselling, drug and alcohol addiction support, employability and progression services and a hospital discharge homelessness prevention service.

Working in partnership with Providence Row offers your company an opportunity to provide homeless and vulnerable people in London with a brighter, safer future, away from the streets. Find out more in this brochure about how you can make a difference by supporting our unique rooftop garden.



THE GARDEN IS A LIFELINE THAT DEPENDS ENTIRELY ON DONATIONS

Your gift today can keep it alive



A multi-award winning Garden, scooping up two awards in 2021 London in Bloom; including Gold in the London Community Garden category!



Environmentally friendly and sustainable, this wildlife oasis is home to many bee friendly plants, a bug hotel and composting and recycling units.



Our unique urban garden grows a large variety of fruits and vegetables from around the world, supplying fresh produce to our kitchen all year round.



Our clients are involved in all activities in the garden from planting to composting. The tranquil environment also supports clients to develop social skills, hope and a purpose.

WHY BECOME A SPONSOR?

Providence Row's garden sponsorship packages are designed to support our unique rooftop garden for a programme year; April 2022 – March 2023.*

By signing up to become a sponsor, your organisation will be:



Contributing to the cost of gardening resources such as seeds, plants, compost, tools and garden upkeep.



Helping us to grow food for our Catering Programme, which over the last year provided 19,915 hot healthy meals to people facing homelessness in London.



Supporting our accredited gardening training programme which enables people affected by homelessness to discover a passion for gardening, learn valuable skills and increase employment opportunities. We hope to train 12 people this year.



“ My mind opened up on that rooftop garden. I learnt all kinds of new skills and now I hold an OCN London Certificate in Sowing and Growing Plants, which is a pathway to employment. I have a new resilience that keeps me moving forward. Without the gardening training scheme I don't want to think about where I'd be today. ”

Gardening Trainee, 2021

*All donations received will be used where they are needed the most to help tackle homelessness in East London.

SPONSORSHIP PACKAGES AVAILABLE

£7000 Greenhouse Sponsorship (x1)

- ✓ Headline sponsor of the garden and rooftop garden party
- ✓ A sponsorship plaque with your company branding
- ✓ 10 gardening sessions
- ✓ 2 lunch challenges



£1500 Small Veg Patch (x5)

- ✓ A sponsorship plaque with your company branding
- ✓ 3 gardening sessions
- ✓ 1 lunch challenge



£2500 Large Veg Patch (x5)

- ✓ A sponsorship plaque with your company branding
- ✓ 6 gardening sessions
- ✓ 1 lunch challenge



£500 Fruit Tree Sponsorship (x4)

- ✓ A sponsorship plaque with your company branding
- ✓ 2 gardening sessions



In addition to the sponsorship plaques we would also like to work with you on joint marketing opportunities throughout the year to promote the sponsorship partnership.



We will be holding a **Rooftop Garden Party** on Friday 10th June for all our garden sponsors. This event has been kindly supported by FSCS who are sponsoring our Greenhouse for a second year.



In March 2023 your company will receive a personalised end of year impact report so you can see the difference your support has made to people facing homelessness in London.

VOLUNTEERING INFORMATION

When I read that Hiscox had sponsored Providence Row I was delighted and proud. Having a partner who works with homeless people, I know too well the vital work that charities like Providence Row do. So, when the opportunity came to spend an afternoon volunteering in their roof garden, I jumped at the chance! Like a lot of people, I have acquired a renewed passion for gardening since the covid-19 outbreak and various lockdowns that I thought I could put to good use.

I spent an afternoon (on one of the hottest days of the year I might add!) with Providence Row's Garden Co-ordinator Julie - what a treat that was. Not only was I helping to maintain the rooftop oasis which produces masses of fruit and veg every year for meals made on site, but I got to work alongside a gardening veteran of 50 years! I feel very blessed to work for a company that sponsors such an inspiring charity and would highly recommend the corporate sponsorship programme. Thank you Providence Row for all you do.

Neg, Hiscox



Corporate volunteers play a huge part in helping Providence Row to provide a community of support for people affected by homelessness in London. Volunteers will be sent an activity brief before volunteering with us and provided with a health and safety induction once on-site.



Garden:

All garden sessions refer to 2 people volunteering for 2 hours. Sessions will run on Tuesday and Thursday afternoons throughout April – November 2022 and in February and March 2023. During a session you could get involved in any tasks that need doing that week such as planting, watering, harvesting, learning to make compost or giving the garden a spring clean!



Kitchen:

Lunch challenges run on Friday afternoons for up to 4 people for 4 hours and are available to book year round. You will work with our talented chef to design a menu, prepare, cook and serve lunch to our clients.



DISCOVER MORE ABOUT OUR ROOFTOP GARDEN BY WATCHING OUR VIRTUAL TOUR

Available on YouTube here

www.youtube.com/watch?v=H3aWwoSJn8s

Contact

If you are interested in a sponsorship package or finding out more about the work of Providence Row please contact Emma Kreeger, Head of Corporate Partnerships:

✉ ekreeger@providencerow.org.uk

☎ 07776 590691

🌐 www.providencerow.org.uk





HELPING HOMELESS AND VULNERABLE PEOPLE SINCE 1860

Providence Row is a charitable company limited by guarantee registered in England and Wales with company no. 07452798 and reg. charity no. 1140192. Its registered office is The Dellow Centre, 82 Wentworth Street, London E1 7SA.

