

Case Studies

Delving a Little Deeper



Preparation of a Case Study

- What is a case study?



Preparation of a Case Study

- What makes a good case study?
 - Tell a story
 - Focus on gaining interest of your audience
 - Make the story current and relevant
 - Create empathy
 - Make the point obvious in its utility
 - Include quotations/create dialogue
 - Keep it short



Preparation of Case Study

- Form groups?
- Choose area of urban horticulture
 - Examples?
- Research organizations involved in that area of urban horticulture
 - Examples
- Present components of functionality for that organization



Preparation of a Case Study

- Example
 - Community Garden
 - Which one?
 - Green Guerillas in New York City



Preparation of a Case Study

- Community Garden
 - What is the administrative structure?
 - Green Guerillas provides support to 'garden leaders'



Preparation of a Case Study

- Community Garden
 - Responsibilities of administration
 - Fundraising
 - Advocacy
 - Teambuilding



Preparation of a Case Study

- Community Garden
 - Managing volunteers
 - Responsibilities of volunteers



Preparation of a Case Study

- Fundraising
 - **Major Funders:**
 - Mertz Gilmore Foundation
 - Levitt Foundation
 - Ark Restaurants Corp.
 - EHA Foundation
 - Scherman Foundation
 - Louis & Anne Abrons Foundation
 - Whistler Trust
 - Saul Z. & Amy S. Cohen Family Foundation
 - Darby Printing & Litho
 - Greenacre Foundation
 - JP Morgan Chase Foundation
 - Jessie Smith Noyes Foundation
 - Merck Family Fund
 - **Supporting Funders:**
 - Arthur Ross Foundation
 - Barker Welfare Foundation
 - Bay Foundation
 - Black Cat Foundation
 - City Gardens Club of NYC
 - Con Edison
 - John N. & Gillett Gilbert Family Fund of NY Community Trust
 - Frank Pace, Jr. Foundation
 - Hayes Family Fund
 - Herb Society of America
 - Howard Bayne Fund
 - Etc.
 - **And our 600 members**



Preparation of a Case Study

- Community Garden
 - Is there a board that helps with management?
 - Green Guerillas
 - **BOARD OF DIRECTORS**
 - **Thomas Ching** Deputy Chief, Brooklyn Operations, NYC Parks & Rec
 - **Patti Hagan** Writer, community gardener
 - **Beth D. Jacob** Attorney, Schiff Hardin & Waite
 - **Karen L. Mintzer** Attorney, Kramer Levin Naftalis & Frankel
 - **Bruce McInnes** Owner, Tree Care Consultancy of New York
 - **Andrew Reicher** Exec. Director, Urban Homesteading Assistance Bd.
 - **Christine Leas** Attorney, Sive, Paget & Riesel
 - **David Sherman** Retired Vice President, ABC
 - **Jane Weissman** Consultant, Urban Arts & Ecology
 - **Susan Wittenberg** Vice President, Ovation Network
 - **Gay Young** Director, Donor Relations, NY Community Trust

Preparation of a Case Study

- Present findings, but grab interest by presenting story first to grab interest of audience.


