



PROJECT GREEN

GROW TO • REACH • ENVIRONMENTAL • EXCELLENCE • NOW



2013
Report to
the Iowa City
City Council



A report of our long-standing partnership with the City of Iowa City

Summary of Activities

A beautiful natural environment enriches the lives of all who live in and visit one of Iowa's oldest and most popular cities, Iowa City. Organized in 1968, Project GREEN (Growing to Reach Environmental Excellence Now) volunteers work to enhance and beautify green spaces and major entryways to our city. Through the years, our volunteer efforts have grown to include parks, roadsides, riverfronts and median parkways on state, county, and city properties and all public school grounds. Our all-volunteer organization also supports Johnson County's efforts to educate its citizens about the importance of beautifying private property as well. Project GREEN is and has always been an organization comprised entirely of volunteers.

Partners

Throughout our long history Project GREEN volunteers have collaborated, developing long-term cooperative partnerships with businesses and nonprofits to strengthen and enhance our natural environment. Our volunteers are as diverse as our gardens. There is no prerequisite such as a green thumb to help with our tasks that range from digging and planting to finance and organization, including publicity, friend-raising and fundraising.

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|---------------------------------------|-----------------------------------|
| Artist Judy Allen | Iowa City Hospice |
| Backyard Abundance | Johnson County Fairgrounds |
| City of Iowa City | Johnson County Historical Society |
| Department of Natural Resources | Johnson County Orchid Society |
| Forester | Master Gardeners |
| Hills Bank and Trust Company | Earl May |
| Iowa City Birders | MidWestOne Bank |
| Iowa City Landfill | Pleasant Valley Nursery |
| Iowa City Landscaping | Quality Care |
| Iowa City Parks & Recreation Services | US Bank |

Garden Tour: June 23, 2013, 10 a.m. to 3 p.m.

Our annual Project GREEN Garden Tour always features interesting gardens because garden lovers are enthusiastic about all types of gardens, large or small, new or old, and gardeners love to share information and ideas! Project GREEN considers this an educational event, to encourage community members to beautify their own spaces.

Project GREEN's Contribution to Community Improvement

1968–1977	1978–1987	1988–1997	1998–2006	2007–April 2013	Total
\$159,538	\$352,959	\$518,897	\$511,100	\$329,093	\$1,871,587

Adopt-A-Bed, Bikeways, Chauncey Swan Plaza, College Green, Coralville Connection, Courthouse, Dubuque St./Foster Rd., Echo Program, Fall Daffodil Project, 4-H Grounds, Gilbert St., GREEN Grants for Schools, Hospice Memorial, Hwy. 218 S, Hwy. 6 Bypass, IC Public Library, IC Recreation Center, IC Water Department, Iowa Ave., Johnson Co. Historical Society, Keokuk to Fair Meadows, Kindergarten Trees, Landscape Professional Maynard/Hawks, Linder Rd., Longfellow Nature Trail, Maintenance Support Building, Melrose Ave., Mini Parks, Muscatine Ave., N. Dubuque St., Old Brick, Park Rd., Plum Grove, Prairie Preview, Ralston Creek, Roosevelt Ravine, Sculpture Park, Sunday Garden Forums, Terry Trueblood Recreation Area, Trees for Schools (Prybil), Wardway Corner, Washington St., West Melrose Ave., Wetlands Research Project, Williamson Memorial Garden

www.projectgreen.org

Landscape Projects & Maintenance

Project GREEN works with city representatives to improve the appearance of our city's entrances. Our nonprofit organization has provided more than \$1.7 million in funding for local projects. Our efforts include working with a dedicated landscape architect on design, installing over 30 projects, and funding the ongoing maintenance of this landscaping.

This past year, Project GREEN has committed \$75,000 to fund landscaping at Iowa City's newest urban park, Terry Trueblood Park & Lake. Other major projects we have implemented include:

North Dubuque St.	Highway 6 (Riverside Dr. to airport)
Melrose Ave. medians	Iowa Ave. medians
Highway 6 bypass (Gilbert St. to Sycamore)	Johnson County Courthouse grounds
Highway 6 (Gilbert St. intersection)	Historic 1876 Coralville Schoolhouse
	Willow Creek Hospice Garden

GREEN Garden Fair: May 11, 2013, Carver-Hawkeye Arena

Launched in 1970, the annual GREEN Garden Fair has evolved and grown to become our major source of income for projects. The plants sold at the fair are all proven performers for our climate and growing zone, and all of our plants have been nurtured and donated by local gardeners. Volunteers amass to divide and place thousands of perennial plants in line-out beds every fall. Each spring volunteers carefully transplant individual plants into pots to be offered for sale.

Shoppers at the May 11, 2013 GREEN Garden Fair discovered plants in the following categories: Shade Perennials, Shade Ground Covers and Hosta; Trees, Shrubs and Vines; and Sunny Perennials. Over \$30,000 was raised at the 2013 GREEN Garden Fair, which will be used to fund local beautification projects.

Garden Forums

To prepare for the spring gardening season, Project GREEN and the Iowa City Public Library co-sponsor Sunday Garden Forums during winter months. Our two-hour forums feature speakers on a variety of topics. Each forum features a presentation, followed by refreshments and an opportunity for discussion with the presenter. The free forums are open to the public for no charge, and qualify as education credits for Master Gardeners. The Iowa City Public Library videotapes each program to televise on the Library Cable Channel 10. Videos are also available for checkout in the library's non-fiction video collection.



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2013 Steering Committee

Diane Allen, co-chair
Cindy Parsons, co-chair
Fern Allison
Ted and Kay Carpenter
Karen Chappell
Judy Cilek
Stella Clark
Jean Dobyns
Anne Hesse
Mary Gantz
Barb Gartner
Marilou Gay
Mo Harding
Laura Hawks
Sandy Joynt
Kasey Jurgenson
Betty Kann
Bernie Knight
Carole & Gene Knutson
Shirley Lekin
Mary Lowder
Jim Maynard
Max Molleston
Sue Mullins
Joan Parsons
Linda Schreiber
Sue Soderberg
Joy Teneick
AK Traw
Suzie Treloar
Gail Zlatnik

GREEN Grants

GREEN Grants represent one of our long-time cooperative ventures with the Iowa City Community School District. Since 1978, Project GREEN has funded school projects totaling over \$233,526. Additionally, in cooperation with Iowa City Landscaping, Project GREEN has funded the Kindergarten Tree Project, helping each new kindergarten class plant a tree on elementary school grounds. The Kindergarten Tree Project was started in 2009.

Downtown Iowa City

Project GREEN founders were instrumental in helping the city create the mini park concept and worked to build the Blackhawk Mini Park and plantings in downtown Iowa City. In 2008, in cooperation with the City of Iowa City representatives, a Project GREEN volunteer launched a volunteer project in cooperation with city staff. To date more than 4,500 perennial plants have been planted in more than 40 planters in the downtown district. And, while not all plants have survived, the initiative has generated interest and other private contributions of annual plants to enhance our downtown.

Steering Committee

A 30-member committee provides self governance. Open meetings are held the second Thursday of each month, except July, at the Robert A. Lee Recreation Center in Iowa City. A biannual newsletter is distributed to approximately 3,000 friends providing notice of annual events, environmental awareness, horticultural concerns and information about financial and volunteer support for projects.

Members

Our organization does not have a membership process; to become a part of Project GREEN one simply volunteers.



Donate today!
Support Project GREEN.

Gifts qualify as a charitable contribution to an IRC Sec. 501(c)(3) organization and may qualify for Endow Iowa tax credits.

Donate online: Visit <http://communityfoundationofjohnsoncounty.org/pages/give-to-the-endowment.php>, indicate your gift is for **Project GREEN**.

Donate by mail: Community Foundation of Johnson County
325 E. Washington St., Iowa City, IA 52240
(Make checks payable to Community Foundation of Johnson County and specify **Project GREEN** in the memo)