

# Working with Garden Organic

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## Corporate partnerships

garden.  
organic



# A bit about us...

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We are the UK's leading experts in organic growing.


Founded over 65 years ago as the Henry Doubleday Research Association, we champion organic growing and composting; citizen science and research; and the conservation of rare vegetable seed through our Heritage Seed Library.

From sharing simple tips on TikTok, to leading large-scale growing projects, we provide down to earth advice and inspiration for growers, contributing to the UN's Sustainable Development Goal #15 – Life On Land.

We are grateful to be supported by companies who share our vision of an organic and sustainable world. In return, we can help with

- Engaging your staff
- Introducing you and your products/services to our audience
- Engaging your audiences

Read on for an overview of some of the ways we could work together...



*“In a world where commercial interests are paramount, and doing insurmountable harm to our environment, Garden Organic stands as a beacon of useful information for people who want to take a different path”*

Garden Organic member

# Talks & workshops

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Organic growing workshops offer a great way to engage your team and customers.

Our organic growing experts have many years of experience providing engaging and informative talks and workshops on a range of subjects.

Tailored to all levels of expertise, we provide a variety of options from lunchtime online staff engagement sessions, to multi-day in-person professional training.

Subjects include:

- Introduction to organic growing
- Gardening for wildlife
- Composting for businesses & workplaces
- Seed saving



Chris Collins giving a practical demonstration at RHS Tatton Flower Show

# Staff fundraising

Whether you appoint an official Charity of the Year or encourage staff to carry out their own challenges, uniting your team around fundraising for Garden Organic provides informal team building opportunities.

We can provide as much or as little support as required, including:

- Marketing templates and tips on hosting a plant sale, seed swap or harvest festival.
- Organic growing advice
- Branded online donation pages
- Collection boxes
- Attendance at engagement events

We might even be able to rustle up a few packets of seed to get you started...



Our seed swap table at BBC Gardeners' World Live 2023

# Corporate volunteering

Volunteering with us offers a unique team building exercise, providing the benefits of being immersed in nature, whilst also helping us to get some essential jobs done!

Volunteering takes place at our organic HQ, near Coventry, where your team will either work in our demonstration garden or help with our seed conservation in the Heritage Seed Library.

We can cater for groups of up to 15 and can tailor activities to suit your requirements. Examples include:

- Seed sowing/bulb planting
- Vegetable harvesting
- Hand pollinating plants
- Seed saving and packing

To cover the costs of preparing for, and supervising a group of volunteers, we apply a small charge for volunteering days.



The Mr Organic team volunteering in our organic garden

# Product donations

Product donations or gifts in kind are a cost-effective way to get your brand in front of our audience.

We are keen to celebrate the excellent products and services that we use within our work and help promote new solutions for organic growers and consumers.

As a thank you, we can share your information to our audiences via channels relevant to your strategic priorities, such as:

- Social media (Instagram, X, TikTok, LinkedIn, YouTube & Facebook, combined following 100,000+)
- The Organic Gardening Podcast (20,000 monthly listeners)
- Our members (20,000 across the UK)
- The Garden Organic website (27,000 visitors/month)
- Our email newsletter (15,500 subscribers)



The HOTBIN marketing team delivering a HOTBIN mini composter to our Head Gardener, Emma O'Neill

# Sales promotions and affinity partnerships

Donating a percentage of sales for a particular product, or via an affinity partnership can be a good way to garner customer loyalty and achieve a competitive advantage, whilst helping to further our work.

This can be maximised by linking to a relevant public awareness day or marketing campaign, such as Organic September, Earth Day, Black/Green Friday and Giving Tuesday.

By connecting your support to a product or promotion, you're also introducing us to your audience, providing a valuable boost to help us raise awareness of who we are and what we do.



Label designs for an Organic September sales promotion

# Marketing partnerships & sponsorship

Our outreach work puts us in front of hundreds of thousands of sustainably-minded people every year, and we can take your brand with us.

We can offer you marketing opportunities to support your business goals and budget.

Opportunities include:

- Sponsorship of show garden at BBC Gardeners' World Live (90,000+ visitors)
- The Organic Gardening podcast sponsorship (20,000 monthly listeners)
- Exposure in the Organic Way members' magazine (15,000 copies distributed to 20,000 members)
- Company and/or product information on our website (27,000 visitors/month)
- Promotion within our monthly email newsletter (15,500 subscribers)
- Social media competitions (100,000+ followers)
- Sponsorship of our workshops



Phil from Viridian Nutrition giving a joint talk with our Head of Organic Horticulture, Chris Collins, at BBC Gardeners' World Live

# What our partners say - The Raymond Blanc Gardening School

*"It was an absolute pleasure to welcome Catrina and the Heritage Seed Library to the Raymond Blanc Gardening School at Le Manoir Aux Quat'Saisons.*

*We spent the day delving into the wonderful world of seed saving. Carina's knowledge emanated through the gardens of Le Manoir filling our guests minds with practical knowledge to take home and begin their own seed saving adventures.*

*It was a truly inspiring day, and my mind is reeling with new information I can't wait to bring to the gardens of Le Manoir."*

August Bernstein,  
Head Tutor, Raymond Blanc Gardening School



# What our partners say – Buckingham Garden Centre

*“We were delighted to select Garden Organic as our 2023 charity of the year. At the Garden Centre we actively promote and practise organic growing so the link seemed logical for us as well as to Garden Organic, which would benefit from exposure in our garden retail setting.*”

*Over last year we held two major events and at each we were delighted to welcome top gardening expert and head of horticulture at Garden Organic, Chris Collins. This provided Chris with the perfect opportunity to help explain the work of the charity and the benefits Garden Organic could bring to our customers, as well as helping our customers with gardening advice from his immense knowledge.”*

Chris Day  
Publicity Manager, Buckingham Garden Centre



# Talk to us

For a chat about potential opportunities, call  
Hannah Rogers on 024 7630 8210 or email  
[hrogers@gardenorganic.org.uk](mailto:hrogers@gardenorganic.org.uk)

[www.gardenorganic.org.uk](http://www.gardenorganic.org.uk)  
@GardenOrganicUK

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