



## 15 years of the Philadelphia Orchard Project: POP's Annual Orchard Celebration, September 17, 2022



On behalf of Philadelphia Orchard Project (POP), we would like to invite you to partner with us to commemorate **POP's 15th year** at our annual Orchard Celebration. This year's event is scheduled for Saturday, September 17 at the POP Learning Orchard at The Woodlands in West Philadelphia. We will honor and recognize the contributions of POP supporters who have helped advance our mission over the last year. This year's Purple Fig honoree is **The Junior League of Philadelphia**, whose support and partnership has made the new infrastructure at the Learning Orchard possible. Golden Persimmon honorees will be **POP's 2022 Lead Orchard Volunteers** who are actively engaged in supporting community orchard partner sites in their own neighborhoods.

### Who We Are

POP is a nonprofit organization whose mission is to plant and support community orchards in the city of Philadelphia. The organization has planted 50 orchards in partnership with community groups across the city including schools, community gardens, houses of worship and other nonprofits. POP supports a total of 66 city orchards, providing partners with orchard design assistance, plant materials, volunteer recruitment and training in ecological orchard care. Community partners maintain, harvest and distribute the produce within their neighborhoods with ongoing training and support from POP. Since its founding in 2007, POP has provided financial assistance to two-thirds of its partners, contributing some or all of the costs for orchard design, plant materials, tools and education.



*Left: POP Board, Staff, Partners and Honorees at the 2019 Orchard Dinner at The Woodlands;  
Right: POP staff, volunteers and partners at the Union Baptist Church Garden of Eden, Spring 2021.*

### **What is the Orchard Celebration?**

POP is planning its seventh annual fall event, now called the Orchard Celebration, in September 2022. This open house-style event will be held at POP's headquarters at The Woodlands, a National Historic Landmark in West Philadelphia. The day's events will include orchard and nursery tours, refreshments including fresh cider pressing and fruit and nut samples grown in POP community orchards, live music and an award ceremony recognizing this year's recipients of the Golden Persimmon and Purple Fig.



*The POP Learning Orchard at The Woodlands is a beautiful and educational space. Guests may sample fruit donated by some of POP's community orchard partners and tour the nursery and orchard.*

### **Why We Need Your Commitment**

We believe every community in Philadelphia regardless of location and wealth should have access to fresh, healthy fruit grown right in their neighborhood. All funds from the Orchard Celebration will directly support POP's work to continue creating beautiful green spaces that expand community-based food production, environmental benefits and opportunities for education. Read more about our recent work in [POP's most recent annual report](#).

Thank you for considering this request. A member of our team will be in touch in the next few weeks to follow up. For full advantage of the sponsorship benefits, please confirm your commitment by August 15, 2022. Should you have any questions, please contact me at 215-724-1247 x102 or [kim@phillyorchards.org](mailto:kim@phillyorchards.org).

Kindly,  
Kim Jordan  
POP Co-Executive Director

*All proceeds from Philadelphia Orchard Project events will go directly to benefit POP (a 501c3 non-profit organization, tax ID number 26-1075823) and are tax-deductible to the extent allowable by law.*



## 2022 POP Orchard Celebration Sponsorship Form

If you would like to contribute to this event, please complete this form and email it to [kim@phillyorchards.org](mailto:kim@phillyorchards.org) or return the form to the address below. Please make checks payable to Philadelphia Orchard Project (or POP) and send to 4000 Woodland Ave, % The Woodlands, Philadelphia, PA 19104. Payments may also be made via our website (<https://www.phillyorchards.org/donate/orchard-celebration/>).

**Organization Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_ **Phone Number:** \_\_\_\_\_

**Contact Email:** \_\_\_\_\_

Sponsors at all levels will be acknowledged on event signage and in a printed program. Additional benefits are described below.

**Lead Sponsor \$5,000 (\$4,760 tax-deductible)** \_\_\_\_\_

- Recognition of Lead Sponsor during the award ceremony
- Sponsor logo and hyperlink on POP's website
- Sponsor credited in at least two emails to over 5,250 subscribers (name, logo and hyperlink)
- Sponsor logo and tag included in two social media postings distributed to over 7,500 followers via POP's social media platforms (Instagram, Facebook, Twitter)
- 8 tickets to the event

**Learning Orchard Supporter \$2,500 (\$2,260 tax-deductible)** \_\_\_\_\_

- Sponsor logo and hyperlink on POP's website
- Sponsor credited in at least two emails to over 5,250 subscribers (name and/or logo)
- Sponsor logo and tag included in two social media postings distributed to over 7,500 followers via POP's social media platforms (Instagram, Facebook, Twitter)
- 5 tickets to the event

**Pawpaw Promoter \$1,000 (\$910 tax-deductible)** \_\_\_\_\_

- Sponsor logo on POP's website
- Sponsor credited in at least one email to over 5,250 subscribers (name and/or logo)
- Sponsor logo included in one social media posting distributed to over 7,500 followers via POP's social media platforms (Instagram, Facebook, Twitter)
- 3 tickets to the event

**Asian Pear Advocate: \$500 (\$440 tax-deductible)** \_\_\_\_\_

- Sponsor logo on POP's website
- Sponsor credited in at least one email to over 5,250 subscribers (name and/or logo)
- Sponsor logo included in one social media posting distributed to over 7,500 followers via POP's social media platforms (Instagram, Facebook, Twitter)
- 2 tickets to the event

**Cherry Champion: \$250 (\$220 tax-deductible)** \_\_\_\_\_

- Sponsor name on POP's website
- Sponsor credited in at least one email to over 5,250 subscribers (name)
- 1 ticket to the event

**Donation (Fully tax-deductible)** \_\_\_\_\_

- Donor name included on POP's website by request