

13 Elements of a TH Program Proposal

1. Program Justification

Information that demonstrates need for TH services:

- Research/statistics about why the target population requires services
- Research/statistics that state target population special needs/impairments
- Data/testimonials about how TH/HT has helped a similar population in the past
- Brief definition of Therapeutic Horticulture (establish vocabulary up front)

2. Population Served

Description of intended TH population/participants:

- Why you chose this population rather than another (relevance)
- Demographic information of population (general)
- Population's common barriers to services/care
- Special considerations involving the population (chronically underserved, etc.)

3. Program Purpose

Brief statement of TH program purpose:

- Succinctly merge program justification & population served elements with a brief statement about why and how TH is going to actively address the needs of the target population.
- Briefly state the program's primary horticultural focus(es) (e.g., Farming, Garden Maintenance, Indoor Plant Care, Arts & Crafts w/ Plants, etc.)

4. Program Goals

Overarching PROGRAM goals - NOT individual or group goals:

- Bulleted list of 3-5 goals that the program will be designed to reach
- Examples:
 - "To provide military veterans with the horticulture job training and social supports to effectively reintegrate into civilian careers."
 - "To provide at least 25 free TH wellness sessions per growing season (May-Nov.) for members of the X community."

5. Facilities/Locations Used

Locations/buildings in which TH programming will be facilitated:

- Indoor programming spaces/rooms/buildings/etc.
- Outdoor programming spaces/gardens/farms/etc.
- Joint/shared-use spaces with other disciplines/programs
- Wooded trails/natural spaces
- Sheds/garages/barns/closets

6. Resources

List any assets that are available to support the TH program:

- Community partners/stakeholders (allied organizations, volunteers)
- Internal resources at site (existing gardens, buildings, funded staff, materials)
- Special expertise of paid or unpaid individuals at site/community that will offset consultation charges
- Local vendors who are willing to donate or discount materials

7. Equipment & Supplies

Any equipment or supplies required to conduct desired TH activities:

- Outdoor garden tools (shovels, rakes, wheelbarrow, hoses)
- Indoor horticulture tools (snips, watering cans, pots, plant tags)
- Chemicals: fertilizer/pesticides/herbicides/rooting hormone)
- Plant material (mature plants, cuttings, plugs, nursery stock)
- Seeds & seeding materials (seeds, cell packs, soil, heat mats, grow lights)
- Soil, compost, mulch, edging, irrigation pipe, etc.
- Office supplies & technology (computer, printer, copier machine, art supplies)

8. Integration with Existing Services

How TH services will be peacefully integrated at site. Integration elements include:

- Roles/responsibilities of TH Practitioner
- Roles/responsibilities of host site staff
- Identification of joint space and scheduling overlaps:
 - Propose solutions
- Team communication plan:
 - Regular site meetings
 - Weekly emails
 - Office visits/phone calls
- Engagement methods for interacting with interdisciplinary team

**Effective integration requires proactive communication and collaboration with host site.*

9. Staffing

Name each staff member who will play a role in the TH program:

- List name, title, and role within program of every paid staff member
- If Applicable:
 - Generally, allude to approximately how many volunteers might assist
 - State the intention of utilizing interns or work study students
 - Include those who are peripherally associated, yet still providing some type of direct service for the program (admin. assistant, housekeeping)

10. Program Outline

Provide a brief overview of the proposed program. The four parts of a program outline are:

1. **Participant Attendance Policy:** Closed or open group?
2. **TH Activity Model:** Close-ended, successive, hybrid model?
3. **Session Duration:** How many minutes/hours per session?
4. **Session Schedule:** Program schedule and proposed TH activities.

**The Program Outline paints a clear picture of the program in action.*

11. Budget

Provide an initial and ongoing budget that states initial program start-up costs:

- The cost to start a TH program can be substantial because tools, materials, and gardens/programming spaces must often be funded/installed before programming can occur. Ensure the site knows these costs are temporary if applicable.
 - List anticipated revenue vs. expenses
 - Provide a budget that explains finances/projected income once start-up is complete
- The program costs moving forward will almost invariably be less than the initial costs AND it will be earning money or subsisting on other funding sources as time passes, so this will offset ongoing costs.

12. Evaluation

Provide the methods in which you will evaluate your participants and program.

- Participant & Program Evaluation Types:

- Outcome evaluation
- Summative evaluation
- Process evaluation
- Clinical evaluation
- Participatory evaluation
- Cost-benefit analysis
- Data Collection Methods:
 - Program Documentation
 - Surveys & Questionnaires
 - Observations
 - Focus Groups
 - Health & Well-Being Indicators
 - Clinical Assessments

13. Implementation Timeline

Provide the methods in which you will evaluate your participants and program. Possible timeline elements include:

- Organizational meetings
- Funding deadlines
- Staff/volunteer search/training needs
- Participant intake/applications/screenings
- Construction/adaptations of programming sites (indoor/outdoor)
- Purchase of tools/materials
- Program marketing needs
- Official program start date

**Not a comprehensive list. Each site will require a different plan of implementation.*