



PROGRAM PLAN TEMPLATE

Before you proceed:

These templates are created to support new charities and are kept free and accessible for the benefit of the whole sector. They do take time to put together, but my aim is to make sure anyone starting out can use them without cost getting in the way.

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QUESTIONS FOR STRATEGY DISCUSSIONS

- What do we want to achieve with our program, and why is it important?
- Who are the people we want to help, and what do they need?
- What activities will we do as part of our program to help these people?
- How will our actions make a difference for them?
- How will we know if our program is working well, and how will we keep track of progress?
- How much money do we need for our program, and where will it come from?
- Can we work with other groups or businesses to improve our program?
- What problems might arise while running our program, and how can we handle them?
- How will we tell people about our program, and how can they share their thoughts with us?
- What can we do to ensure our program keeps helping people for a long time, and how can we learn from our experiences?



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Below is an example of a program plan. Please delete the text in the boxes and enter your own text. This document cannot be edited, as it is a publicly shared template. Please download a copy and edit it accordingly.

Mission Statement: [Provide a concise statement of your organisation's mission.]

Enabling CALD seniors to engage in their local community actively contributes to creating healthier aging communities, where individuals thrive through social connections, physical activity, and shared experiences."

Program Name: [Name of the program for which you are creating this plan.]

Seniors' Community Garden Initiative

Program Goals: [List three overarching goals of the program.]

- Enhance the physical and mental well-being of CALD seniors by providing opportunities for physical activity, outdoor engagement, and nutritious food access through participation in community gardening activities.
- Create a supportive and inclusive environment where CALD seniors can build meaningful relationships, share cultural experiences, and connect with fellow community members through collaborative gardening efforts.
- Contribute to developing sustainable and resilient communities by empowering CALD seniors to participate actively in planning, establishing, and maintaining community gardens for future generations, fostering environmental stewardship and community pride.

Program Duration: [Specify the program's start and end dates, if applicable.]

18 months

Program Description

Program Overview: [Briefly describe the program, its purpose, and the problem it addresses.]

The Seniors' Community Garden Program aims to empower CALD seniors through gardening, fostering social inclusion, improving health, and promoting environmental sustainability. Participants will receive support to establish and maintain their gardens, fostering connections and well-being within the community. This initiative aims to create vibrant, sustainable spaces that benefit seniors and the wider community.



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Target Audience: [Describe the demographic and psychographic characteristics of the individuals or groups you aim to serve.]

Seniors from migrant and refugee backgrounds, both male and female, aged 60 and above.

Needs Assessment: [Explain how you identified the need for your program.]

Our organisation has noticed a significant issue among many CALD seniors and individuals nearing senior age in our community: loneliness and a sense of isolation. Through our interactions on the ground, we've discovered that a substantial portion of this demographic is grappling with feelings of loneliness due to language barriers, cultural differences, and limited social networks.

Furthermore, we've observed a digital divide among this population, with many CALD seniors needing access to or familiarity with digital technologies. This digital gap exacerbates feelings of isolation, as these individuals may struggle to connect with others online or access vital information and services available through digital platforms.

Moreover, we've found limited, infrequent options for meaningful engagement with the broader society for CALD seniors and individuals nearing senior age. Traditional social activities may not always cater to their cultural preferences or provide genuine connections and participation opportunities, including bringing up language barriers.

Recognising these challenges, our organisation is committed to addressing the issue of loneliness and social isolation among CALD seniors through initiatives like the Seniors' Community Garden Program. By providing inclusive, frequent and accessible community engagement opportunities, such as gardening activities and social gatherings, we aim to bridge the social divide, foster meaningful connections, and promote a sense of belonging among CALD seniors and individuals nearing senior age in our community.

Program Goals and Objectives

Program Outcomes [the changes you hope your program will make]

Short-Term Outcomes: (6 months)

- *Participants will begin to form connections and build relationships with fellow gardeners and community members, leading to a sense of community and belonging.*
- *Participants will experience immediate benefits from physical activity and spending time outdoors, such as feeling more energised, relaxed, and mentally refreshed.*
- *Participants will experience a sense of accomplishment and fulfilment from gardening*



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activities, leading to increased satisfaction and happiness in their daily lives.

Long-Term Outcomes: (12-18 months)

- *Participants will develop lasting friendships and support networks within the community, leading to ongoing social engagement and a sense of connectedness over time.*
- *Continued participation in gardening activities will contribute to long-term improvements in physical health, including increased strength, flexibility, overall well-being, and reduced risk of age-related health issues.*
- *Over time, participants will develop a deeper appreciation and understanding of diverse cultural backgrounds, leading to increased respect, empathy, and cooperation within the community.*
- *Participants will adopt sustainable gardening practices as part of their daily routine, creating eco-friendly community gardens that benefit the environment and future generations.*

SMART Objectives [how you will achieve the outcomes above]

[Specify measurable objectives to help you accomplish each goal. Use the SMART criteria - Specific, Measurable, Achievable, Relevant, Time-bound.]

Note: as a minimum, these should tie to your overarching goals/short-term goals. You can use the same format for long-term goals.

Goal 1: Increased Social Connection

Objective:

- *Specific: Host a monthly social gathering for participants to connect and build relationships.*
- *Measurable: Increase the attendance at each social gathering by 15% within the next three months.*
- *Achievable: Promote social gatherings through multiple channels and provide engaging activities to encourage participation.*
- *Relevant: Building social connections is crucial for addressing loneliness and fostering community.*
- *Time-bound: Achieve the 15% increase in attendance within the next three months.*

Goal 2: Improved Physical and Mental Well-being

Objective:

- *Specific: Implement weekly gardening sessions to promote physical activity and relaxation.*
- *Measurable: Increase participants' self-reported physical activity and relaxation levels by 20% within the next two months.*
- *Achievable: Offer a variety of gardening tasks suitable for different physical abilities and incorporate relaxation techniques such as deep breathing exercises during sessions.*
- *Relevant: Improving physical and mental well-being is essential for enhancing overall quality*



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of life.

- *Time-bound: Achieve a 20% increase in self-reported activity levels within the next two months.*

Goal 3: Enhanced Life Satisfaction

Objective:

- *Specific: Conduct a satisfaction survey after the first three months of program implementation.*
- *Measurable: Increase participants' average satisfaction scores by 10% compared to the baseline survey.*
- *Achievable: Provide opportunities for participants to set and achieve gardening-related goals and recognise their achievements regularly.*
- *Relevant: Enhancing life satisfaction contributes to overall happiness and well-being.*
- *Time-bound: Achieve a 10% increase in satisfaction scores within three months of program implementation.*

Program Activities

Activities: [List the activities that will be carried out to achieve the program objectives.]

- *Host monthly gardening gatherings in community garden spaces, providing interpreters to cater to different language groups.*
- *Organize cooperative gardening activities during these gatherings.*
- *Invite a range of gardening experts to share their knowledge and insights.*
- *Incorporate workshops on mindfulness exercises, gardening techniques, and sustainability practices.*
- *Include goal-setting workshops to empower participants to set and achieve their gardening goals.*

Timeline: [Provide a timeline outlining when each activity will be executed.]

June 2024 - August 2024: Program Setup and Launch

- *June: Initial planning meetings and stakeholder consultations.*
- *July: Program staff Recruitment and training, including the Program Coordinator and Gardening Instructors.*
- *August: Secure necessary permits and agreements for using community garden spaces. Develop program materials and promote the program through community outreach.*



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September 2024 - November 2024: Monthly Gardening Gatherings and Workshops

- *September: Host the program launch event and begin monthly gardening gatherings with interpreters for language accessibility.*
- *October: Organize cooperative gardening activities during gatherings and invite gardening experts for workshops.*
- *November: Conduct goal-setting workshops to empower participants and evaluate program effectiveness.*

December 2024 - February 2025: Ongoing Program Activities and Evaluation

- *December: Continue hosting monthly gardening gatherings and workshops.*
- *January: Conduct periodic assessments and gather feedback from participants.*
- *February: Recognize achievements, review program activities, and adjust based on feedback.*

March 2025 - May 2025: Program Expansion and Sustainability

- *March: Expand program reach by recruiting more participants and offering advanced gardening workshops.*
- *April: Establish a volunteer program and seek additional funding opportunities.*
- *May: Develop a plan for program continuation and sustainability beyond the initial period.*

Budget and Resources

Budget: [Provide a detailed budget for the program, including income sources (grants, donations, etc.) and expenses (personnel, materials, etc.).]

Income Sources:

1. Grants:

- *Community Grant: \$50,000*
- *Environmental Grant: \$50,000*

2. Donations:

- *Individual Donations: \$20,000*
- *Corporate Sponsorship: \$20,000*
- *Fundraising Events: \$5,000*
- *Total Income: \$135,000*

Expenses:

1. Personnel:

- *Program Coordinator (1 full-time): \$85,000*
- *Gardening Instructors (2 part-time): \$30,000*



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- *Interpreters (as needed): \$5,000*

2. Materials and Supplies:

- *Gardening Tools and Equipment: \$8,000*
- *Refreshments for Gatherings: \$3,000*
- *Workshop Materials: \$4,000*

3. Facilities:

- *Rental of Community Garden Spaces: \$2,000*
- *Rental of Indoor Facilities for Workshops: \$2,000*

4. Marketing and Promotion:

- *Printing of Flyers and Posters: \$1,000*
- *Online Advertising: \$2,000*

5. Miscellaneous:

- *Insurance and Permits: \$3,000*
- *Contingency Fund: \$2,000*

Total Expenses: \$135,000

Evaluation and Measurement

Performance Metrics: [Specify the key performance indicators (KPIs) you will use to measure the program's success.]

Refer to SMART objectives

Data Collection: [Explain how and when you will collect data to evaluate the program's effectiveness.]

- *Conduct surveys or interviews with participants to gather baseline information on social connections, physical and mental well-being, and life satisfaction. Collect demographic data to understand the diversity of participants and their backgrounds.*
- *Track participation rates at monthly social gatherings, gardening sessions, and workshops.*
- *Administer periodic surveys to assess changes in social connections, physical and mental well-being, and life satisfaction among participants. Include questions on program satisfaction, perceived benefits, and areas for improvement.*
- *Observe participant interactions, engagement levels, and progress during gardening activities and workshops.*
- *Conduct focus groups or interviews with participants to gather in-depth feedback and insights on their experiences in the program.*



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Sustainability and Future Plans

Sustainability: [Outline how you plan to sustain the program beyond the current funding cycle.]

To ensure the long-term sustainability of the Seniors' Community Garden Program, we have devised an income strategy encompassing diverse funding sources, community partnerships, revenue generation, capacity building, and community engagement.

Our plan includes...

Future Plans: [Discuss any plans for program expansion, improvement, or adaptation based on the evaluation results.]

Our plans involve initiating a pilot program within our current neighbourhood and subsequently expanding to other areas in collaboration with local councils. Initially, we will focus on establishing a robust program model tailored to our neighbourhood's unique needs and demographics. This pilot program will be a testing ground for program activities, engagement strategies, and operational procedures.

As we implement the pilot program, we will closely monitor its effectiveness and gather feedback from participants, volunteers, and community stakeholders. This feedback will inform ongoing improvements and adjustments to ensure the program effectively meets the local community's needs.

Simultaneously, we will begin outreach efforts to neighbouring communities and engage with local councils to explore opportunities for program expansion. Collaborating with councils will allow us to leverage their resources, expertise, and community networks to reach a broader audience and establish community garden spaces in new areas.

Once the pilot program has demonstrated success and scalability, we will work with councils to replicate the program model in other neighbourhoods. This expansion phase will involve adapting program activities and engagement strategies to suit each community's unique characteristics and preferences while maintaining consistency in program quality and objectives.

Throughout this process, we will prioritise community engagement, inclusivity, and sustainability to ensure the program remains relevant and impactful in each neighbourhood it serves. By creating a pilot program in our current neighbourhood and expanding to others in collaboration with councils, we aim to foster social connections, promote well-being, and enhance community cohesion across multiple communities.

Risk Assessment and Mitigation

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: [Identify potential risks and challenges impacting the program's success.]

As we implement our Seniors' Community Garden Program, we have identified several risks that could impact its success. Firstly, there is a risk of limited community participation, particularly among CALD seniors who may need help with language or cultural barriers to engagement. We will implement targeted outreach strategies to mitigate this risk, including multilingual communication materials, culturally sensitive engagement approaches, and partnerships with community organisations serving CALD populations. Additionally, there is a risk of inadequate funding or resource constraints, which could hinder the program's ability to deliver activities and sustain operations over time. To address this risk, we will diversify our funding sources, pursue grant opportunities, and cultivate donor relationships to secure financial support. Finally, there is a risk of adverse weather conditions or environmental factors affecting garden productivity and participant attendance. To mitigate this risk, we will develop contingency plans, such as indoor activities or alternative gardening projects, and implement sustainable gardening practices to minimise the impact of environmental factors on garden success. By proactively addressing these risks and implementing appropriate mitigation strategies, we aim to ensure the successful implementation and sustainability of our Seniors' Community Garden Program.

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