Organization Name: Groundwork Denver
Location (City/State): Denver, CO
Organization’s Website: www.groundworkdenver.org

☐ Yearlong Fellowship (June 2016-May 2017)  ☒ Summer Fellowship (June-August 2016)

Organization’s Mission and Goals (50 words or less):
To bring about the sustained improvement of the physical environment through community based partnerships and action. Community Action. Environmental Results. Our goals include:

To create collaborations among community and non-profit organizations, local government, businesses, and residents to improve the physical environment, while enhancing neighborhood assets and fostering community involvement and leadership.

To foster environmental justice by providing expertise and education on environmental health issues, providing opportunities for residents to develop environmental leadership and job skills, and improving the physical environment in low-income communities.

Title of PIFP Fellow: Greenhouse social enterprise analyst

Primary responsibilities of the PIFP fellow (please list, 100 words or less):
Groundwork Denver is just starting up its first social enterprise. Groundwork Greens is a hydroponic greenhouse operation that will produce healthy food for the surrounding food desert communities, while also serving as a job training location for our low-income youth employees. As a social enterprise, the business will be self-sustaining by selling a percentage of the food to local restaurants and markets. We have just
completed the construction of the greenhouse and are starting up the business. By May/June 2016, the growing operations will be in place and we anticipate being at a place where analysis of the business operations, sales, distribution and marketing will be in order. **We also anticipate operating a one-acre farm on the same site as the greenhouse that will also have produce for sale.** The PIFP fellow will help us with this analysis to determine: 1) if we are growing the right crops for the market; 2) if we are on track for economic sustainability and how we could improve our bottom line; 3) our level of customer satisfaction; 4) if we can improve operational efficiency; 5) how we should market the “social” part of our enterprise and provide our customers with the collateral (e.g. logo, marketing language, brochures) to get the most out of the fact that they are supporting the project through their purchasing; and 5) how we can integrate Groundwork Greens with our food related programs.

**Qualifications sought in the PIFP fellow (please list, 100 words or less):**

**REQUIRED:**
- Critical thinking
- Ability to analyze revenues and expenses; math
- Develop and use Excel spreadsheets
- Ability to analyze operations and develop ideas for improvements
- Good communication skills to work with greenhouse staff, partners and customers
- Ability to develop and implement a customer satisfaction survey using Survey Monkey

**PREFERRED:**
- Experience or coursework in small business operations
- Marketing and distribution experience or coursework
- Experience or course work in non-profit operations
- Entrepreneurial thinking to develop ideas for improving the bottom line

**BENEFICIAL:**
- Experience working in farming, wholesale food distribution, retail food sales, and/or restaurant business
- Understanding of hydroponics or other greenhouse operations, and **urban farming**
- Spanish language skills
- **Graphic design; Adobe In-design**

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**Skills/Experience sought in the PIFP fellow:**

- [ ] Activism
- [ ] Advocacy
- [ ] Campaigning
- [ ] Children’s issues
- [ ] Civil rights/social justice
- [ ] Event Planning
- [x] Finance/business
- [ ] Fundraising/development
- [ ] Government
- [ ] Healthcare/health sciences
- [x] Politics
- [x] PR/communications
- [ ] Public speaking
- [ ] Qualitative research
- [x] Quantitative research

PUBLIC INTEREST FELLOWSHIP PROGRAM  
Colorado College  
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Education
Environmental issues

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Law
Legislative process
LGBTQ issues
Lobbying
Marketing/sales
Performing/fine arts
Policy:

Education
Environment
Fiscal
Health
Legislative
Other: Urban agriculture, food

Technology Skills Required:

Excel
Power Point
Publisher
GIS

Graphic design
Database management
Constant Contact
Other:

WFA
WFR
First Aid
CPR

Social media
Video/film production
Website design

Certifications Required:

Other:

Language Skills Required:

Spanish
Other: ____________________________

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