

LifeCycles Fruit Tree Project Needs Your Help

With its long history as a pioneer and leader in regional food security and urban agriculture, the LifeCycles Project Society continues to build successful programs in Victoria and the Capital Regional District. **LifeCycles' hands-on, practical activities make a difference to regional food security every day** through the building of school and community gardens, delivering Aboriginal food security projects, our internationally renowned Sharing Backyards Program, and through the much loved and much replicated Fruit Tree Project.

LifeCycles Fruit Tree Project (FTP) was started in the early 1990s. It is the original, pioneer FTP in North America, and remains close to the hearts of many local residents. Run on a small, highly efficient budget, with an army of dedicated volunteers, volunteer leaders and a seasonal coordinator, FTP picks over 31,000 lbs of fruit each year from over 250 trees for distribution to homeowners, volunteers and to local/regional social agencies where the need is greatest. **Over 9,000 lbs of fresh fruit goes to food banks each year.**

FTP is a collaborative community program that directly addresses food security and food system sustainability in our neighbourhoods, our city and our region.

But now, having given so much to the local community over so many years, **FTP needs your help.** As grant-based funding becomes scarcer in these challenging economic times, Lifecycles is working to transition the FTP to a social enterprise model so that it can be financially self-sustaining. Under this model, FTP already partners with a number of excellent, sustainable, small-scale local food companies and retailers to make local products available to the community year round. Our plan is to build this model so that FTP can become financially self-sufficient while remaining true to its core function of promoting community, food security and urban agriculture.

But this transition will take time, perhaps a year or two. And right now it is unclear whether LifeCycles can sustain FTP without immediate community support. **In fact, without an infusion of funds by June 2009, we may not be able to run FTP at all this year.**

How can you help?

- Make a personal donation to FTP in the amount of \$20, \$50 or \$100
http://www.lifecyclesproject.ca/initiatives/fruit_tree/picking_charge.php
- Sign up to our blog, become a LifeCycles member, and support not just FTP but all of LifeCycles great programs.
<http://lifecyclesproject.blogspot.com/2009/03/become-pea-in-our-pod.html>
- If you are a local food business or retailer, contact FTP to explore sponsorship or business partnership opportunities.
http://www.lifecyclesproject.ca/initiatives/fruit_tree/business.php
- Sign up to become a volunteer, or to include your backyard fruit trees in FTP.
http://www.lifecyclesproject.ca/initiatives/fruit_tree/business.php