



The Green Heart Festival

Kendall Rae Appreciation Day Celebration

www.kendallraesgreenheart.org

In honor of City of South Fulton's Kendall Rae Appreciation Day, non-profit organization Kendall Rae's Green Heart will present its first annual festival created by a kid featuring Kidpreneurs, kid talents, a kid correspondent, and the next kid influencers highlighting the vision of Georgia's youngest certified farmer; GAIN, GROW, and GIVE.

The Green Heart Festival will take place Saturday, September 24th, 2022 at Southwest Arts Center located at 915 New Hope Road SW Atlanta, Georgia 30331 from 4:00pm - 9:00pm.

Sponsored by City of South Fulton Arts and Cultural Affairs and Commissioner Khadijah Abdur-Rahman.

We want to GAIN the knowledge of

- What is urban agriculture? And how to get involved.
- How does agriculture help with social awareness and mental health?
- What are the benefits of having Urban Agriculture programs in our city?

We want to GROW healthy habits

- Improve attitude toward and understanding of healthy foods.
- Increase family participation in eating at least one meal together daily.
- Improve dietary choices and increase physical fitness.

We want to GIVE opportunities to

- Improve youth entrepreneurship training skills through work play events and resourceful relationships to learn how to increase product/service sales.
- Allow youth to develop leadership roles to inspire other youth in their communities.
- Create explore youth talents in becoming national speakers of why it is important to follow your dreams.

In a major effort to show our appreciation to our community for their support and love, we plan to feature present each kidpreneur with an appreciation, live performances, live cooking demonstrations, garden box assembly and give-a-ways, life on the farm, food trucks, family games, and a family fall movie on the green.



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Kendall Rae Johnson Bio

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Kendall Rae Johnson at 6 years old, born and raised in Atlanta, Georgia became Georgia's youngest certified farmer. Kendall Rae, as she is known by most, has been playing in the dirt since she was 3 years old. She was inspired by the teachings of her great grandmother Laura "Kate" Williams. Although Kendall Rae doesn't quite remember her great-grand, she remembers hearing her saying, "Don't throw my collard green stems away, put them back in the dirt." That's when it all started...on a small, but mighty little patio pouch with Grandma. This tranquil and comforting place was where they planted seeds of cucumbers, peppers tomatoes and broken collard green stems. Kendall was fascinated by what was once tiny seeds or stems now had grown into a beautiful garden with colorful vegetables ready to be eaten by the family.

At four years old, her parents built a larger garden bed around the premises of the property. She planted her favorite seeds in the dirt, and watched them grow. As the plant cycle started to bud and bloom, Kendall Rae's little neighborhood friends were amazed by the growth of her garden. When the crop was ready, she would invite her friends over to help harvest her garden. They would all bring their playmate shopping carts and pretend to shop for all the ripened fruits and vegetable from their grocery store (her garden). As she took her friends around the yard, she would explain what type of plant she had grown, it truly became a regular fun and exciting thing to do in her own backyard.

Today, this 7 year old is the youngest certified farmer in the State of Georgia with a business formation with the state and federal government, she has even obtained her farm and tract ID. Kendall Rae's love of farming has empowered her to become an advocate and spokesperson for little people across the state of Georgia and beyond.

She has received numerous of media press, print coverage from Good Morning America, The Ellen Degenerous Show, Nickelodeon, ABC News with David Muir, Nightly News Kids Edition with Lester Holt, CNN, CNN+, V-103 with Big Tigger Morning Show, The Lily of Washington Post, USA Today, just to name a few as well as Local Channels (WXIA, WSB-TV, Fox 5 Atlanta). She has acknowledgements from Senator Warnock, Department of Agriculture, Commissioner Gary W. Black, Fulton County Commissioner, Khadijah Abdur-Rahman, House Representative Angela Moore, Georgia Grown, South Fulton Georgia Farm Bureau, Georgia National Women In Agriculture, Mayor William "Bill" Edwards and the City of South Fulton, Georgia.

Kendal Rae is on a mission! Currently, she holds 5 proclamations from the City of South Fulton Mayor (September 28th, 2021), Department of Agriculture (September 28th, 2022), the Fulton County Commissioner Board (October 6th, 2021), The State of Georgia - Representative Angela Moore (March, 2022), and Congressional from Representative Nikema Williams (April 22nd, 2022). Additionally, she has partnered with the Fort Valley State University Cooperative Extension 4-H to create the first youth development program in urban agriculture with 1890 Land Grant University. She regularly attends Georgia Agriculture summits, meetings, conferences and presents speaking opportunities for elementary schools, libraries and organizations where youth are involved. She services 26 monthly memberships for food baskets from her own garden, hosts kids market place events, and inspires other young people through literature engagements about her incredible farm.



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Sponsorship Levels

Give Heart - \$10,000.00

Name and Dominating company logo banner signage featured on the green heart festival stage as the feature sponsor. Banners are (2) 5' x 40' and (1) 5'x 100') long with potential audience recognition of 1000 + patrons and participants.

Grow Heart - \$5,000.00

Name listing and Dominating company logo banner signage featured inside the Green Heart Festival food and beverage tent.

Gain Heart - \$2500.00

Name listing and 10'x10' company logo signage listed as sponsored vendor tent for the Kendall Kids Marketplace youth vendor section. Promoting space for up to 50 youth vendors presenting kid-owned businesses.

Generous Heart - \$1,500.00

Name listed on sponsored t-shirts given to youth participants and adult volunteers to wear throughout the festival.

Green Heart - \$1,000.00

Name listed and company logo signage on printed sanitation stations and water station throughout festival.

Good Heart - \$500.00

Name mentioned at festival as a local personal/business sponsor.

In-kind donation are welcomed.



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In-Kind Donations

2000 individual water bottles

2000 pounds of Ice

1000 printed flyers

Radio promotion

2 Billboard promotion

1000 Serving gloves

10 sets of walkie talkies

1000 promotional bags

200 Gardening gloves

5 Sanitation stations

1 projector screen and projector

2000 individual juices

2000 pieces of fruits and veggies

2000 individual bags of chips

2000 crayons or markers

100 gallons of white paint

500 blank wooden crafts

500 christmas tree stands

20 power tool drills

150 pounds of screws

600 picket boards

50 bags of soil

150 seed pack of variety of veggies