The Farmory plans to grow by $15,000 for #GivingTuesday Global Day of Giving Taking Place this Year on November 27th

Green Bay, Wisconsin – Let’s #CladTheFarmory together by raising $15,000 for The Farmory on #GivingTuesday which will take place on November 27th and will kick off the giving season by inspiring people to give and champion the causes they believe in.

The #Giving Tuesday campaign will allow The Farmory to finish the exterior renovations on the vacant armory, expand our aquaponics grow systems, launch our fish hatchery, and grow our community outreach and educational programming in 2019.

The Farmory is bringing a sustainable indoor aquaponics farm and fish hatchery to Green Bay and the larger Northeast Wisconsin region. The historic Armory building needs to be renovated to grow fresh produce and fish. This farm will operate as a self-sustaining non-profit and all revenue generated from our farm products will go toward providing community residents with job skills and agricultural training, materials to grow food at home, and scholarships for pursuing higher education and entrepreneurial development - all to increase the self-sustainability of area residents. The employment, economic development, and food-related benefits of the operation will provide a triple bottom line of “people, planet, and profit.”

“Our good work has been recognized and we are ready to expand our operation. So many people would like to take part in our community programs, intern or volunteer, yet our facility and systems are too small to handle the demand. The great news is that we’re already out in the community working with our volunteers and partner organizations to provide resources, materials, and hands-on experience,” said Claire Thompson, Executive Director of The Farmory. “Once that building is up and operational, The Farmory can truly shine as a landmark destination and put Green Bay on the map as an innovative community that cares.”

#GivingTuesday is a global day of giving that harnesses the collective power of individuals, communities and organizations to encourage philanthropy and to celebrate generosity worldwide. Following Thanksgiving and the widely recognized shopping events Black Friday and Cyber
Monday, this year’s #GivingTuesday will take place on November 27th and will kick off the giving season by inspiring people to collaborate and give back.

Founded in 2012 by the 92nd Street Y – a community and cultural center in New York City – #GivingTuesday inspired millions of people to give back and support the causes they believe in. Over $300 million was raised online to benefit a tremendously broad range of organizations, and much more was given in volunteer hours, donations of food and clothing, and acts of kindness.

In 2015, nonprofits raised more than $117 million online on #GivingTuesday to help make the world a better place in countless ways. Much more was generated offline and through donations of time and other resources. People participated in #GivingTuesday activities in 71 countries around the globe last year, and this year, participating countries include Australia, Brazil, Kenya, Slovenia, Tanzania, the UK and more.

Those who are interested in joining The Farmory’s #GivingTuesday initiative can visit their website (www.farmory.org) or their Facebook page (https://www.facebook.com/Farmory/) to learn more about why The Farmory is so essential for the Green Bay community.