

Ron Finley Project.

The gangsta gardener.



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Promoter(s).
Ron Finley

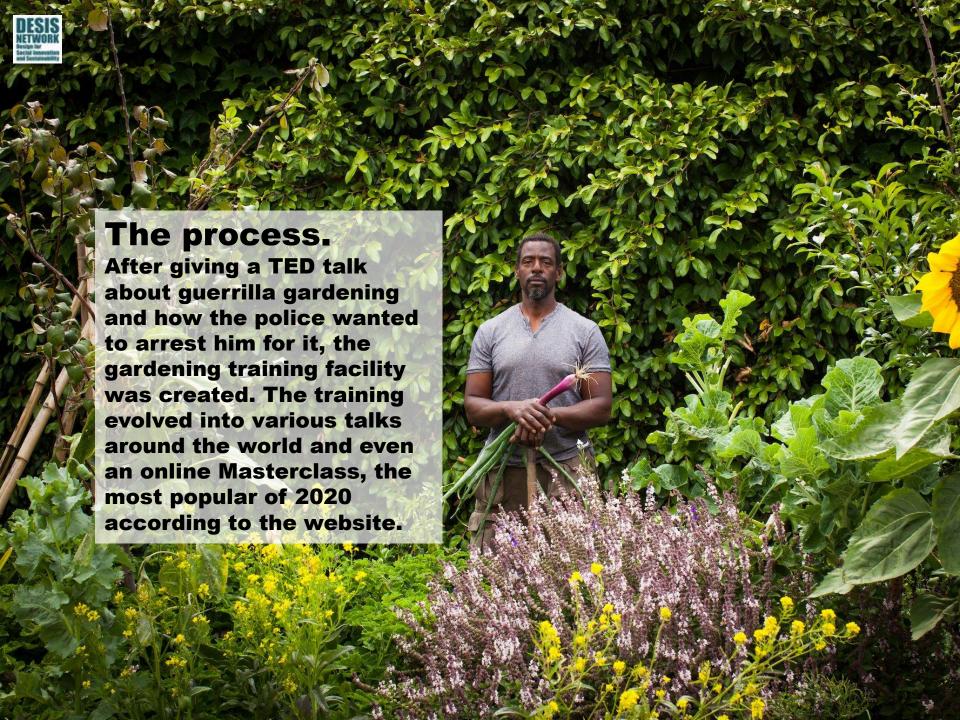
Funder(s).
Newman's Own
Organics
Once Upon a Farm
Community
GoFundMe



RON FINLEY PROJECT









In 2010, Ron Finley decided to dig up a strip of land between his house and the street and started planting fruits and vegetables. The police wanted to arrest him since it was illegal and he refused to take the garden down, but with the help of his community and big food corporations, he got the city of Los Angeles to change the law.



Since he gained a lot of notoriety from his guerrilla garden, the community who helped him change the law wanted to be a part of the project. By assembling a group of people, they started to plant fruit and vegetables around town and in private home gardens for people who couldn't afford to do it themselves.



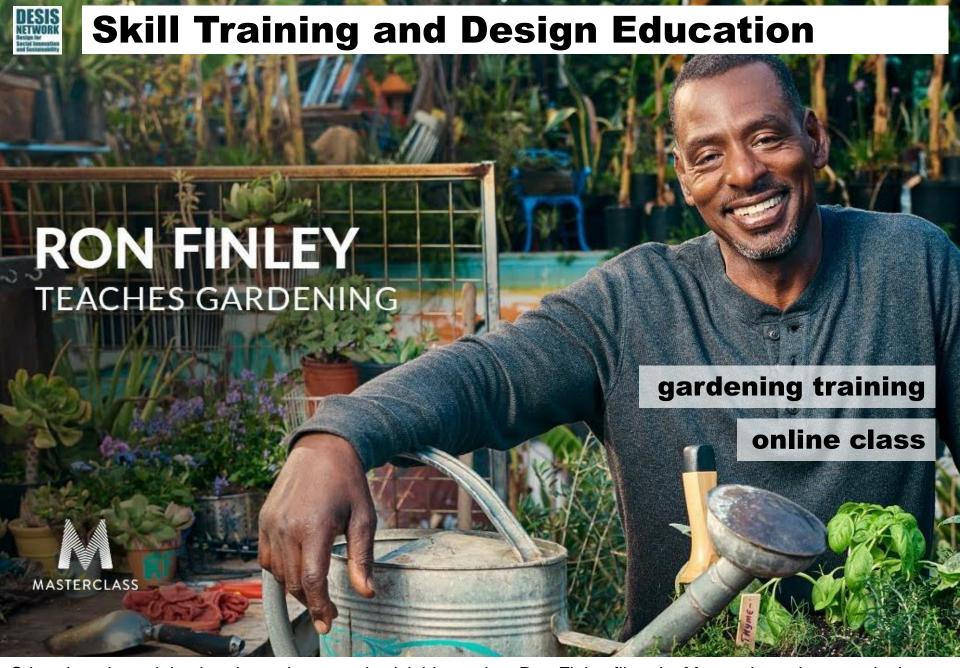
By opening his house garden to the public, Ron Finley teaches students from local schools and universities about how they can grow their own food, allowing them to interact directly with the seeds and the soil.



The small garden in front of his house evolved and grew to be the size of the entire block. It's been proven that gardens increase biodiversity and improve air quality by filtering pollution.



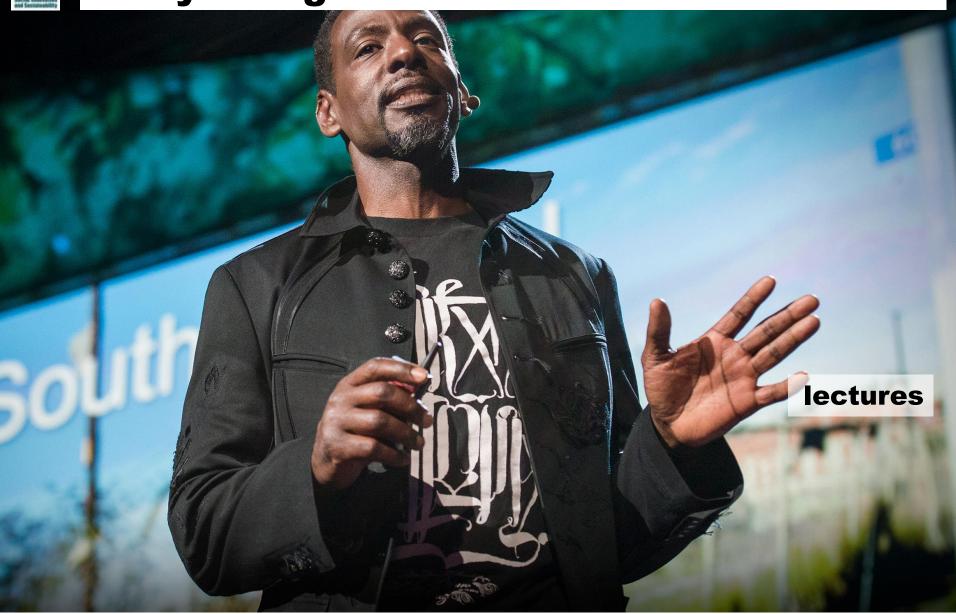
Ron's first goal when starting the project was to transform food deserts into food sanctuaries. By creating this project, he's able to provide food directly to his community and give knowledge about how to grow their own food.



Other than the training he gives when people visit his garden, Ron Finley filmed a Masterclass about gardening with tools people already have. This class was released in 2020 and was considered the most popular of the year.



Storytelling and Visualisation



Right before starting the project, Ron Finley gave a TedTalk about his guerrilla gardening experience. The story become so popular that he continued to get hired to give lectures about gardening all over the world.



https://ronfinley.com/



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