Growing Future Blooms: A Community Engagement Campaign

MY IDEA FOR CHANGE

The women of the Junior League of Buffalo (JLB), an organization of volunteers committed to building a better community, is launching a community engagement campaign to promote awareness of its Future Blooms initiative. The purpose of this campaign will be to attract the attention of neighborhood block clubs, community organizations, and property owners interested in partnering with JLB and expanding this high impact, low cost program to their neighborhoods.

Future Blooms is a neighborhood revitalization program that relies on volunteers to paint doors, windows and flower boxes on the barricaded parts of abandoned buildings to make them appear inhabited. After piloting this program in May 2014 on two properties in the Old First Ward Neighborhood, it became apparent that the extent of Buffalo’s abandoned housing crisis exceeds JLB’s response capacity. By strategically focusing our investment in Buffalo’s business corridors with high concentrations of traffic, and growing our network of community partners, we can increase our visibility and maximize our impact.

WHERE THE CHANGE WILL HAPPEN

The City of Buffalo is littered with abandoned and vacant buildings. These buildings can lead to a host of community problems, including lack of pride and perpetual neighborhood disinvestment. Furthermore, it can take years before someone buys and rehabilitates a property. In order to restore neighborhood pride and encourage reinvestment in communities, sometimes all an unwanted building needs is a new coat of paint. Painting the facades of these structures can remind both residents and potential investors that their neighborhood has potential and is worth investing in.

Planning a Change

ACTIONS TO MOVE IT FORWARD

- Finalize marketing materials
- Update website
- Reach out to potential partners

RESOURCES NEEDED TO MAKE IT HAPPEN

- Funding, Partnerships, Graphic Design Support

FUNDING RANGE

- $0 - $5,000

STAGE OF DEVELOPMENT

- IDEA
- PLAN
- ACTION

Future Blooms gives neglected buildings a new lease on life with a fresh coat of paint and a little imagination. By planting seeds of change, JLB hopes to restore community pride and encourage reinvestment in Buffalo’s abandoned properties and forgotten neighborhoods.

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