

THE DAFFODIL PROJECT

WHAT IS THE DAFFODIL PROJECT?

The Daffodil Project is a citywide beautification, 9/11 memorial, and community-building program. Now in its 15th year, the Project has engaged over 150,000 volunteers and planted **over 6 million bulbs** across New York City.

The Project began in the fall of 2001, to commemorate the lives lost in the September 11th attacks. The project has since evolved to comfort and restore areas affected by Hurricane Sandy, as an educational activity for youth across the city, and as a tool for empowering underserved communities to transform their public spaces.



By supplying bulbs, guidance, and resources year after year, NY4P's reach is multiplied by participants, and their ongoing efforts to share these resources and improve their communities.

In 2007 Mayor Bloomberg named the daffodil the official flower of New York City, stating, "The Daffodil Project makes the City a more beautiful place every year, and bring us all together by serving as a living memorial to the victims of September 11th."

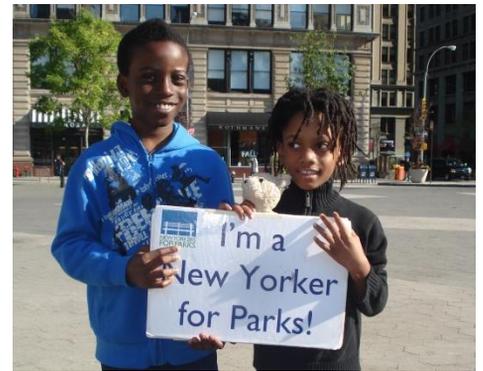
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HOW IT WORKS

NY4P holds the full responsibility of raising funds and acquiring the bulbs, and with the help of our many partners, we distribute the bulbs to parks, schools, and underserved neighborhoods throughout the city.

FALL PLANTING

Each year in September and October, NY4P distributes hundreds of thousands of daffodil bulbs throughout the city for free. The bulbs are given with the promise to plant in a New York City public space, such as a park, tree pit, garden, schoolyard, or NYCHA development. NY4P hosts events to distribute and plant bulbs in new locations in each borough.



SPRING BLOOM



During the spring bloom, NY4P holds the annual **Daffodil Breakfast** to celebrate the tireless work of those who make the Project such a success. Volunteers continue their efforts through park clean ups to prepare their open spaces for the busy summer months.

NEW YORKERS GET INVOLVED

Community groups, schools, and corporate volunteer groups plant bulbs in the fall, submit photos of NYC daffodils for our annual contest in the spring, and join the Bulb Brigade, NY4P's volunteer corps, at park clean-up projects citywide.

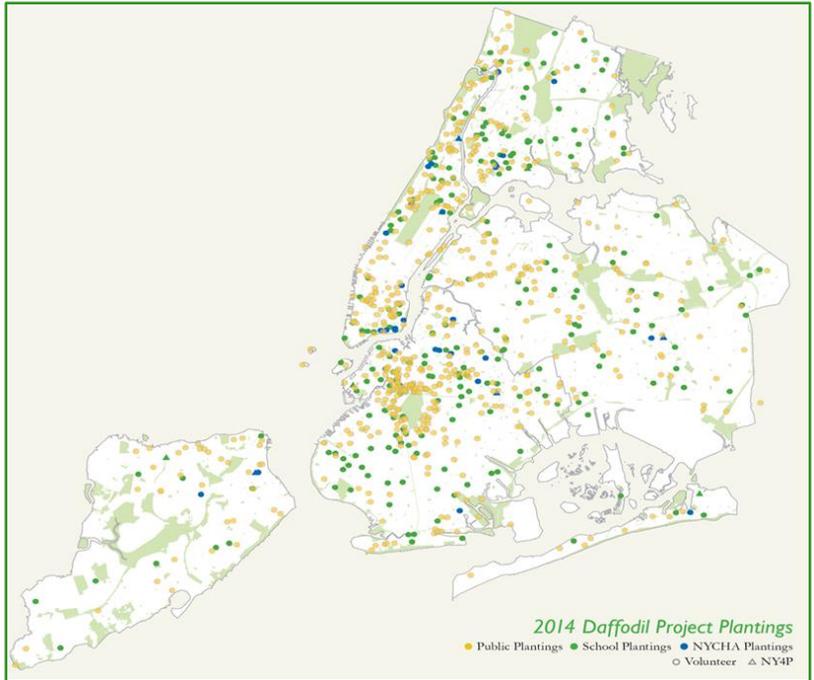


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THE IMPACT

On an average year, the Daffodil Project distributes approximately 560,000 bulbs and engages with an impressive number of groups and individuals across the city:

- 100s of friends-of-groups, neighborhood beautification groups, and environmental justice organizations
- 12 large community and non profit groups such as the Neighborhood Plaza Partnership and Make-A-Wish Foundation
- 164 NYC schools, 14,000 youth
- 80 NYCHA Garden and Greening participants
- 4 Corporate groups such as Con Edison and Ernst & Young
- 23,000 New Yorkers, across over 800 planting sites



The Daffodil Project has experienced consistent growth. Over the past 10 years the number of bulb recipients (not including wait-list) has more than doubled, from 277 to 790.