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Garden Club Federation of
Massachusetts, Inc.
Garden Therapy Model
(GCFM)

Developed and Presented
by the Framingham Garden
Club, Inc.
(FGC)

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GCFM State Awards

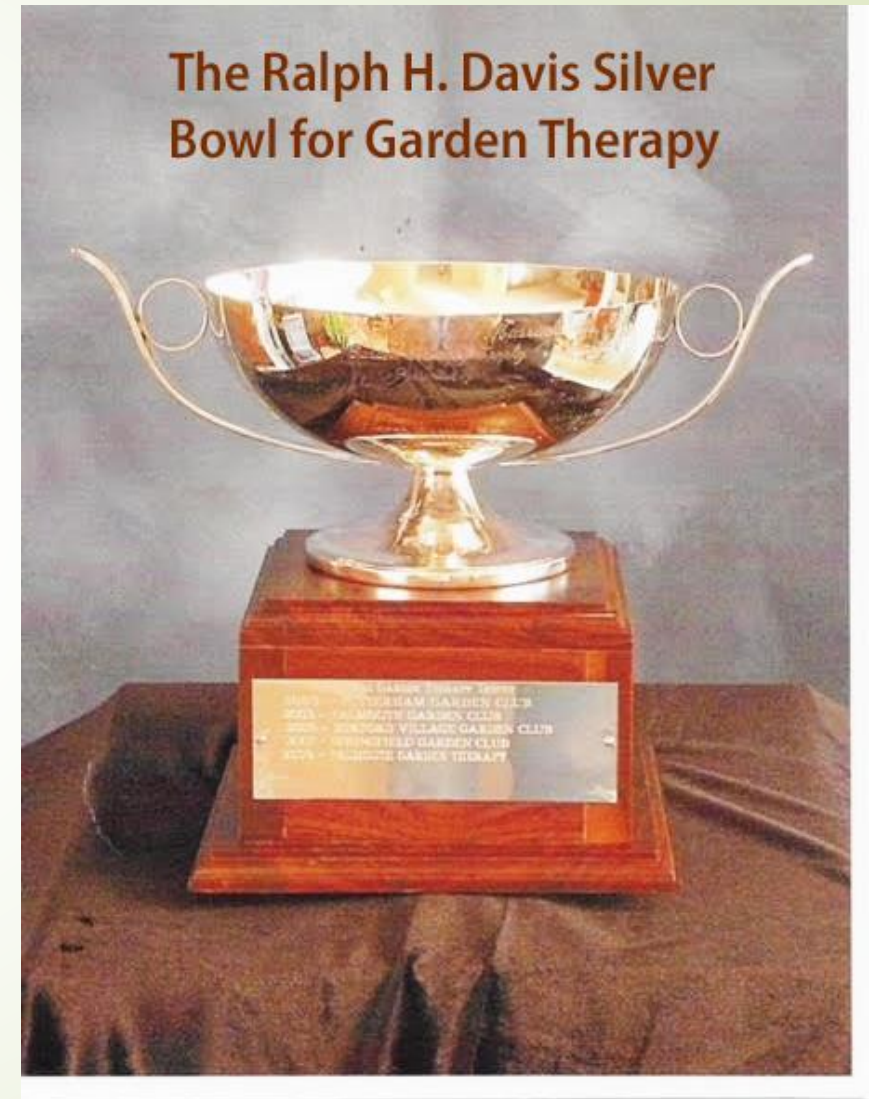
Marilyn Hanley
Pat Towle
Framingham Garden Club

Shannon Fitzpatrick
Photography

Background: FGC Garden Therapy Awards



- ▶ In 2023, Framingham Garden Club (FGC) received two important awards for its Garden Therapy program.
- ▶ The Mary Stone Garden Therapy Award from the New England Garden Club.
- ▶ This award was established in 1980 by Mrs. Francis Stone of NH for work with the handicapped, elderly, or ill in a variety of well-balanced, garden-related projects.
- ▶ The Mrs. Ralph H. Davis Silver Bowl from the GCFM for the most outstanding Garden Therapy program.
- ▶ The club described their achievements by the value to the elderly, the duration of the project, and the plan for next year.





Purpose: Rollout GCFM Garden Therapy Model using FGC Model



- ▶ Because FGC received 2 Garden Therapy awards in 2023, the state felt it was a worthy program to share with other clubs that could use it as a model.
- ▶ This presentation describes the Garden Therapy model for the GCFM, based on Framingham Garden Club's model. You can take this information and tailor it to your club's needs.
- ▶ For example, FGC has a large Garden Therapy committee; however, the size of your Garden Therapy committee can vary depending on the scope of your program.
- ▶ FGC's Garden Therapy program is focused on seniors. However, if there are other facilities or groups, serving a variety of social, medical or other needs in your community, the GCFM model can be used in those settings. One example is a local cancer support center for all ages.

FGC Garden Therapy Program: Highlights



- **Program:** 32 yrs. Started as a small program. Growth & improvements in last 7 years.
- **Objectives:** 1) to enable our members to teach local seniors how to create floral arrangements and 2) to contribute to our senior community
- **People:** Co-chairs Marilyn Hanley & Pat Towle & 28 dedicated committee members
- **Plan:** Annual with schedules and teams of three
 - Two classes monthly in Oct. – Dec., Feb. – April. Total: 12 yearly
 - Two local assisted living facilities. Teach 25 senior residents a month (10-15 per class)
 - "Design in a Box" step-by-step methods for preparing and teaching classes
 - 12 unique designs a year – mostly traditional with various flowers, greens,
 - Budget: \$300 yr. supplies; facilities reimburse materials monthly
- **Results:** Seniors desire more classes & their attendance increased. FGC members learn design skills and feel positive about working with local seniors.
- **Value:** Seniors leave our classes feeling proud of their floral arranging skills. Model meets our objectives and can be replicated by other clubs.



Mary Hayden



FGC's Design in a Box 2021

GCFM Garden Therapy Model



➤ **SUMMARY SLIDE FOR PRINT OUT**

➤ **Objectives for all Garden Clubs in Mass.**

- Set up a program in your community to teach floral arrangement to people with medical, physical, cognitive or social needs
- Expand club members' knowledge and skills of floral design by teaching others
- Create a positive learning experience for others in your community using the power of flowers.

➤ **Annual Plan – goals, client(s), committee, schedules, designs, budget**

- Recommended months Oct, Nov., Dec, Feb., March, April – for seasonal, holiday arrangements
- Chair works with a community organization on needs, schedule
- Members sign up for scheduled classes/published in yearbook
- Committee – continuous training, teaming, and talents utilized

➤ **Monthly Processes and Actions**

- Chair manages all processes, actions
- Committee kick off meeting in Fall prior to 1st classes – share ideas; demonstration of arrangement and teaching methods
- Teams (1 team leader, 2 assistants) plan, buy & prepare materials in a step-by-step process
Teams teach one-hour classes using step-by-step methods
- Budget Concerns: Reimbursement by community organization or facility or use of club funds

GCFM Model: Starting A Program in Your Club



- **SUMMARY SLIDE FOR PRINT OUT**
- Board appoints a chair and funds a trial
- Chair develops a one-page plan for a trial:
 - Objective(s)– educate the members and others in community about floral design
 - Actions: identify and select a facility serving people with medical, physical, or social needs
 - Conduct a Trial: contact an assisted living, senior center or other facility to do a class for 5 people
 - Call: members to assist at trial
 - Process: schedule & determine floral arrangement; hold class
- Communicate results to board, and members to raise members' awareness
- Follow your own approval process for a new project



GCFM Model: Setting Up A Client Facility



- ▶ **Chair calls the social director or director** at a senior center, or a facility serving those with medical, social, physical or cognitive needs. Asks for a meeting to discuss club's proposal to teach their residents (or clients) about floral arrangement.
- ▶ **In initial meeting chair:**
 - ▶ Describe club and goal of trial – feasibility of teaching floral design classes in facility
 - ▶ Asks about facility's programs & their residents/clients social and special needs. Asks about director's ideas and clients' desires, and budget
 - ▶ Describe trial & model program – one teacher/two assistants; and garden club provides materials; simple design; list benefits to participants
 - ▶ Schedule first date, time, room location



GCFM Model: Preparing for a Class



- ▶ **Two weeks prior to class:** chair & 2 assistants meet to share ideas, roles
 - ▶ Chair serves as “team leader” – coordinates/teaches the class
 - ▶ Team agrees on floral arrangement theme, buys containers - (4-inch-wide container with plastic liner is best), oasis, or alternative. (Jacobsons in Boston, or Dollar Store)
- ▶ **Two days before a class:**
 - ▶ Team meets at a market (Trader Joes, Quinlan Wasserman) to buy flowers, greens. Wholesaler is best for quantity of floral materials and price.
 - ▶ Team selects primary, secondary, filler flowers, as available, and align with pre-determined design theme
 - ▶ Team multiples each flower type by 7 arrangements (1 model, 1 demo during class, and 5 participants). Example: primary flower is a carnation & the design calls for 5 primary flowers, buy 35 carnations. Same calculation for secondary flowers, fillers and greens.
 - ▶ Flowers are cut, conditioned, kept in cool area.
- ▶ **Value:** All team members’ ideas are included.
- ▶ **Budget:** well managed by using formula for flower purchases.



FGC members Eileen Fialkow, Suzanne Fioretti, Marilyn Hanley and FGC president Marie Giorgetti at the Quinlan Wasserman wholesaler in Boston

GCFM Model: Preparing at Home & Delivering Materials



- **Morning of class:** Team meets at a member's home; team leader brings design model.
- **Team:**
 - Prepares floral material according to model
 - Measures, cuts, and sorts each type of flower per the team leader's design. For trial, 5 participants requires 5 piles of each material, plus 1 for class demo
 - Packages sorted materials (option, clear sleeves)
 - Transports them in boxes with slots (e.g. Trader Joe wine boxes)
 - Brings boxes, containers with Oasis (or alternative), and other materials to the facility
- **Value:** ensures adequate number of materials prior to class & efficient, orderly distribution during step-by-step teaching method



(L to R) FGC Past presidents Andi Saari & Nancy Martin prepare flowers at home according to model



(L to R) Joyce deLemos and Sally Vetstein sorting materials

GCFM Model: Preparing in Classroom



(L to R) FCG members Jackie Kenney, Peg Homberg, Marilyn Hanley and Shannon Fitzpatrick



(L to R) Marilyn Hanley, Joyce deLemos, Lisa Murray from GCFM, Sally Vetstein, Pat Towle, and Meg Kelley

GCFM Garden Therapy: FGC Mock Class



- ▶ FGC set up a Mock Garden Therapy Class to demonstrate our “Design in a Box Model” – Step-by-Step preparation and classroom teaching methodologies
- ▶ FGC Pat Towle is teaching the class; Marilyn Hanley is assisting participants
- ▶ FGC participants are: Suzanne Fioretti, Peg Homberg, Pam Keeney, Aparna Kumar, Meg Kelley
- ▶ Next you’ll see how to set up a typical class



GCFM Model: Staging the Room



- **Timing:** Team arrives ½ hour prior to the class to set up the room
- **Staging:** Team ensures all participants can hear, see, follow the team leader at the same time.
- **Example** for 5 participants: 2 long tables facing each other with team leader's table centered, one table behind leader for materials
- **Setting up the materials:**
 - Team brings lazy Susans and floral scissors
 - Team sets up each place setting with the Oasis-filled container & "safety" scissors from the facility
 - Social director places participant's first name next to place setting, so team can use their names during class
 - Team lays out sorted materials on back table
- **Value:** Participants' special needs are recognized in setting



Flowers and greens
set out for easy
access



Staged room example



All participants can see
and hear the instructor

GCFM: Teaching the Class Step-by-Step



- **Introductions:** Social director introduces the club, joins the participants. Garden club members introduce themselves.
- **Team leader promptly starts the class:** Shows the model – indicating the name of all plant materials and type of design. Builds enthusiasm.
- **Assistants place themselves around the room:** ready to hand out materials during each step and work with participants (cutting materials, offering an idea about placement, praising their designs)
- **Team leader starts with Step 1:** signals to assistants when to distribute materials; works with participants as needed; keeps control of class; watches to see if all participants are done with each step before proceeding.
- **Value:** Team leader sets the tone & pace for the class.
- **No participant is left behind!**





GCFM: Teaching Step-by-Step Design in a Box

▶ **SUMMARY SLIDE FOR PRINT OUT**

- ▶ Step 1: Greens – materials placed in the middle & around the edge of the container
- ▶ Step 2: 5 Primary flowers – 1 placed in center straight up, others placed north, south, east, west – angled.
- ▶ Step 3: Secondary flowers – 5 groups of clusters or 7-9 individual flowers placed in spaces between primary
- ▶ Step 4: Filler – clusters placed in spaces; can use more than 1 type
- ▶ Step 5: Bunches of hypericum, placed as needed
- ▶ Step 6: Fill in spaces with extra flowers and greens, as needed
- ▶ Step 7: Novelty item – seasonal or holiday

- ▶ **Value:** Participants can easily follow steps to create their own design; each has adequate amount of materials



Step 1: Place greens in the middle and around the edges of the container.





Step 2:

5 primary flowers:

1 placed in center
straight up

4 placed north, south,
east, west –
at an angle





Step 3: Secondary flowers:

Five groups of clusters
between primary

or nine individual flowers





Step 4: Filler

Clusters of filler
placed in spaces

Can use more than
one type



Step 5: Bunches of hypericum – placed as needed

Step 6: Fill in spaces with extra flowers & greens, as needed





Step 7:
Novelty item –
seasonal

(always delights
participants)





Step back and admire



GCFM Garden Therapy Model: Assess Value of Trial & Create a Plan



- ▶ **After 1st trial class and all classes:** Chair/team leader and assistants meet briefly with the social director for informal feedback.
- ▶ **Prior to creating a formal Garden Therapy program, chair meets with social director:** what worked well, needs improvement? Did we meet the participants' needs and enhance their learning? Do they want another class? What's the facility or organization's budget?
- ▶ Based on feedback after the trial, **chair prepares a plan** for the Garden Club's Board for occasional, seasonal classes or a formal Garden Therapy program. After approval, chair communicates to all members and asks for volunteers; schedules classes with facility director.
- ▶ **Value:** Buy in from board & club. Members are out in the community promoting the value of the club and building relationships with participants.



GCFM Model: Keys to Success

- ▶ Annual Kick off meeting for teambuilding, idea sharing
- ▶ Club members' awareness and new member interest
- ▶ Training, e.g. "Back to Basics" and other GCFM training
- ▶ Adequate funding from facility, club budget, or other sources (grants, donations, sponsors)
- ▶ Simple designs with seasonal or holiday themes, varied containers
- ▶ Other creative ideas like terrariums, succulents, wreaths, holiday greens

- ▶ Value: Members create an uplifting floral experience for grateful people. They say they get more than they give...

GCFM Garden Therapy: Keys to Success



Other ideas: holiday greens, succulents, wreaths, terrariums, seasonal arrangements, herb gardens



GCFM Garden Therapy Model: Summary

- ▶ Presentation was designed to give you all the steps to create your own model depending on your club's objectives and your community needs.
- ▶ While FGC's model is focused on seniors, this model can apply to people with special needs in your club's community.
- ▶ The model can also help clubs across the Federation.
- ▶ Your Garden Therapy model may include:
 - ▶ Various sizes of committee members, starting with 3 people
 - ▶ Various sources of funding supplies: club funding, facility reimbursement, local cultural grants, local donations, other grants, local florists' donations
 - ▶ Various creative arrangements depending on participants' needs & budget
 - ▶ Collaboration with other clubs
 - ▶ Acquire photo permissions

For more information

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