



# RE-WILDING INITIATIVE

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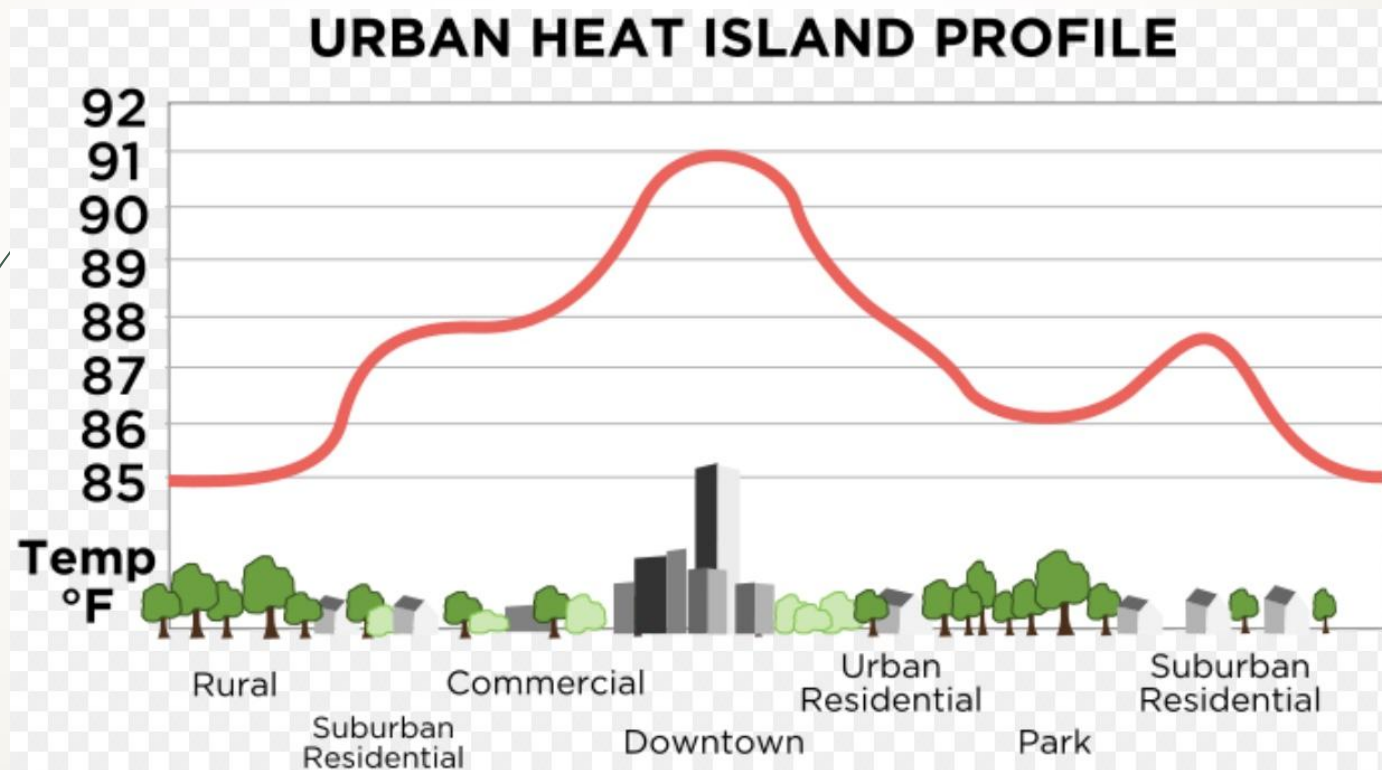
# Problem 1

Sewers are over-capacity and overflowing raw sewage into nearby rivers



## Problem 2

Cities are up to 6 degrees hotter in the day and 22 degrees hotter at night, than the suburbs.



## Problem 3

Nature is shrinking, this stresses wildlife and humans.





# Solution

Install green roofs.

Keeps rain out of overcrowded sewers, cools the air, provides beautiful views to residents and supports wildlife.





# Vision

Our vision is to green as many NYC roofs as possible and to make them lush wildlife habitats.

Our focus will be on roofs owned by the city of New York.

We aspire to be the Johnny Appleseed of green roofs.



# Traction

2011 – Installed first prototype (800 sf) on NYC Parks green roof test site on Randall's Island

2014 – Installed second design (1,000 sf) on NYC Parks Jackie Robinson Rec Center

2017 – Installed third design (5,200 sf) on NYC Parks Jackie Robinson Rec Center\*

\* Installed in 4 days! (We allotted 5). Parks provided dozens of volunteers and their field crew.



# Market Opportunity

New York City has 21,670 square acres of roofs

NYC Government is largest real estate owner

NYC Parks Dept. has given us approval to green some of their roofs. Parks has 1 Million sq. ft. of roofs

Most city agencies are pre-sold on the value of green roofs & welcome the prospect of a green roof





# Product / Service

We provide the unique Green-Blue Roof LLC tray system, soil and plants

We have an extensive knowledge of native plants, and focus on building wildlife habitat and employing various water capture techniques

Our Parks partner provides their roof, volunteers to help build it & expertise in selecting the proper roof



# Growth Strategy

We created a 501(c)(3) non-profit for our customer, the New York City Parks Department

The cost to green their roofs well under \$20 per square foot (assuming Parks provides much of the labor).

We would like to spend 2019 and 2020 installing  $\frac{1}{4}$  of an acre of roofs (10,890 sf). Then, in future years have multiple teams installing several acres per year, in multiple cities eventually.



# Team

Marcia Kirkley - Founder of Re-Wilding Initiative has certificates from NY Botanical Gardens in Botany, Horticulture and Landscape Design. She also is a certified Green Roof Professional and has an MBA. Marcia developed a watertight green-blue tray system in 2011, with a patent pending.

NYC Parks Department has given Re-Wilding full support to green their selected roofs and First Deputy Commissioner Liam Kavanaugh gave us final approval to proceed with our green roof initiative.

# Competition

None. We are not aware of any other non-profits dedicated to greening New York City roofs.





# Investment / Donation

Investment & Return?

Making New York City a better, cleaner, cooler place to live. Giving wildlife the food & water they so desperately need. Giving nearby residents lovely views & calming sounds of nature.

We are looking for donations of any size to help us raise \$250,000 to fulfill our '19 goal of greening  $\frac{1}{4}$  of an acre of roofs.

We are also looking for long term funding partners to begin to plan for future installations.



# Thank You

For helping us put nature back, one plant at a time.  
Sincerely, Re-Wilding Initiative

