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## COMMUNITY PARTICIPATION PROGRAM

### Submission Template

Please use this template as a guide to developing your submission for funding from the Community Participation Program. The level of detail should be appropriate to your organization's proposed activities, and to the level of funding allocated for your organization.

You may provide this submission electronically to [ncr@minneapolismn.gov](mailto:ncr@minneapolismn.gov). Please include a copy of your bylaws.

#### CONTACT INFORMATION:

Organization Name:	Phillips West Neighborhood Organization
Address:	Phillips West Neighborhood Organization 2400 Park Avenue, Suite 240 Minneapolis, MN 55404
Website url:	<a href="http://www.phillipswest.info">www.phillipswest.info</a>
Organization email:	<a href="mailto:Pwno2005@yahoo.com">Pwno2005@yahoo.com</a>
Federal EIN:	90-0122796
Board Contact:	Name: Ms. Del Lundeen, Board Chair 
Staff Contact:	Name: Crystal Windschitl, Executive Director Phone: 612/879-5383 

Who should be the primary contact for this submission? Crystal Windschitl, Executive Director

Date of Board review and approval: 5/24/12

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**FUNDING ACTIVITIES.**

Use the following questions as a guide for your submission. For questions 1-8, please limit each response to no more than 3 paragraphs.

1. **Eligibility.** If your organization has not previously been funded through the Community Participation Program, please provide evidence of the organization's eligibility, as identified in Section II.A of the Guidelines.

We have already been funded and proved eligibility.

2. **Community participation efforts.** Describe proposed outreach activity in the neighborhood, and methods to involve residents and other stakeholders in one or more of the three key program purposes. How will you engage residents and other stakeholders of their neighborhood in developing a Neighborhood Priority Plan?

NCR had originally made a 3 year funding commitment to neighborhood organizations. In 2011 Phillips West conducted an outreach for a 3 year NRC funding cycle (NCR Neighborhood Priority Plan) including the years of 2011, 2012, 2013. The priority plan was coordinated by the PWNO Board of Directors and PWNO paid staff. Input to, and approval of the plan was solicited from all neighborhood stakeholders-residents, businesses and institutions. The Board worked with the Executive Director to ensure neighborhood stakeholders had multiple opportunities for input including a neighborhood survey, voting, focus group and approving a draft proposal.

Phillips West Priorities include:

Phillips West staying a neighborhood resource, responding to business and resident inquires and facilitating meetings to inform the neighborhood about changes, developments, safety issues, funding for housing programs and improvements, Community events & festivals that impact the livability and prosperity of the Phillips West Neighborhood.

The Mission of Phillips West is to ensure safety and livability by facilitating, advocating and leading the diverse voices of the Phillips West Neighborhood. The Vision of the Phillips West Neighborhood is to mobilize and engage human and financial resources, information, and technical assistance necessary to effectively provide leadership to organize and implement a base of operation for citizen participation. The objective of Phillips West is to empower and celebrate stability, diversity, economic development, education and concern for all children, youth, individuals, families, stakeholders and overall quality of life in the Phillips West Neighborhood.

3. **Building organizational capacity.** How will you work to: (1) provide opportunities for the direct involvement of members, (2) build your membership and volunteer base, (3) encourage and develop new leadership, and (4) expand the organization's capacity through self-assessment and other activities.

1. Phillips West provides many opportunities for direct involvement from members including: monthly open Community Meetings, open Board Meetings, volunteer

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- opportunities for Community Events, partnership with other organizations & Community Partners with events.
2. We build our membership and volunteer base (this is a consistent effort) by inviting the Community to events, meetings, sign in sheets, e-lists, web communication the Alley newspaper, networking with neighbors about organization activities, outreach to residents as a whole along with resident associations and business associations, etc.
  3. We always are encouraging new leadership we do so by asking members to take on certain tasks and duties. We think hands on involvement helps give stakeholders a sense of ownership.
  4. We always strive to expand PWNO's capacity through partnerships, relationships and Community Building activities.
4. **Building neighborhood relationships.** Describe your outreach, networking, and inclusivity efforts to: (1) build a sense of a whole neighborhood among residents, (2) build bridges among neighbors and diverse communities within the neighborhood, (3) work with other neighborhoods and organizations on issues of common interest, (4) build partnerships with private and public entities, and (5) benefit the neighborhood as a whole.
1. Build a sense of a whole neighborhood among residents: Phillips West does so by branding the neighborhood we currently have and maintain street signs that say "Welcome to Phillips West" we have a neighborhood logo and marketing campaign to help residents be able to identify their unique neighborhood, we host a variety of Phillips West events for the entire neighborhood to establish a sense of ownership.
  2. We build the bridge between the diverse communities within our neighborhood by translating publications, planning events to represent the many communities within our neighborhood and welcoming everyone.
  3. We work with almost all organizations within our neighborhood our "Community Partners" are very diverse and include; MPRB Board, Community Action, ANW Hospital, Allina, Children's, National Theatre for Children, LSS, Messiah, Open Door, Wells Fargo Bank, Wells Fargo Home Mortgage, American Swedish Institute, Hope Community, City Council, Lake Street Council, Xcel Energy, Kaleidoscope Kids, Waite House, Cristo Rey, Augsburg Fairview, Urban Ventures, Mad Dads, Ebenezer, Mpls. Public Housing Authority, PEI, Midtown Global Market, McDonalds, Black Nurses Association of MN, Southside Health, Hope Community, African Development Council, Our Savior's, etc. There are many more we all work together on events, developments, construction projects, energy projects, charities, outreach, and any issues that affect the neighborhood as they arise.
  4. We have relationships with so many partners even more than the ones listed above. These partnerships fund and provide services for our neighborhood residents and many of our events. Both financial and in-kind donations we absolutely depend on.
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5. These partnerships benefit the neighborhood by helping make it a better place through services, activities, relationships, crime reduction and beautification.

5. **Involvement of under-engaged stakeholders.** Organizations should discuss which stakeholder groups are typically un-engaged or under-engaged in their work, and how they will work to involve those groups. Organizations should also discuss how the NCR Department can help with this work.

The Phillips West Neighborhood Organization constantly strives to reach under-represented groups including under-represented Ethnic Groups that also include immigrants and refugees mostly of East African & Hispanic Descent, and under-represented Senior Citizens (Phillips West has a high proportion of Seniors because of the 3 Ebenezer high rise buildings located within the neighborhood). We do most of our outreach through translated English, Somali, and Spanish flyers. PW staff also attends a monthly Hispanic Women in Business meeting to encourage under-represented women to excel in the work force despite being a woman and a minority. We partner with Minneapolis Mad Dads to host an Annual Event called Senior Pride Day where we celebrate our seniors by providing free health screenings, entertainment, food and Boat Rides on the Minneapolis Queen. We also serve as fiscal agent for the Midtown Safety Center; they also focus on providing services to under-represented groups. The Midtown Safety Center has “Domestic Abuse Advocates” that provide Somali, Spanish and English advocates that are available for consultations, assistance with orders for protection, safety planning and access to Community Resources.

6. **Housing Activities.** Neighborhood organizations should discuss their work on housing and housing related activities. Organizations should estimate the percentage of time to be spent on these issues.

Phillips West currently provides three different “Housing Programs” available through NRP Phase I and Phase II dollars. The programs include a Phase I Deferred Loan Program- 0% fixed rate financing, \$5,000 maximum loan with no income limits. Eligible improvements include exterior & interior energy related improvements, major mechanical upgrades and code violations corrections. We also offer a grant program with our Phase II dollars with the same stipulations but borrowers have to make 80% AMI or less and cannot qualify for any other PWNO housing programs. We offer a Phase II Revolving Loan Program at a 2% fixed interest rate, \$25,000 maximum loan, no income limit, eligible improvements include windows, doors, furnaces, A/C (note this is the only housing program that allows A/C replacement or installation), water heaters, boilers, painting, carpet, flooring. PWNO staff spends about ½ staff time on housing related issues.

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7. **Unused funds.** Organizations should discuss how they plan to use unused funds from the previous cycle for community engagement or implementation of neighborhood priorities.

The PWNO Annual Budget is more than the CPP allocation so PWNO does not plan to carry over any NCR funds.

8. **Budgets.** Submissions should include a budget showing how Community Participation Program funds will support the organization’s community participation work and an amount set-aside for implementation of Neighborhood Priority Plans. An annual budget for the organization should also be provided.

SAMPLE BUDGET

Staff Expenses	\$ 60,000
Employee Benefits	\$ 5,000
Professional Services	\$ 8,600
Occupancy	\$ 4,650
Communications/Outreach	\$ 2,000
Supplies and Materials	\$ 4,500
Festivals and events	\$ 12,720
Development	\$ 1,000
Fundraising	\$ 1,000
Other Services	0
Neighborhood Priorities	\$ 5,000
TOTAL:	\$104,470

Notes:

- Staff expenses should include payroll, FICA, and withholding, or contract staff.
- Employee benefits should include any health insurance, retirement, or other benefits.
- Professional services should include the cost of temporary contractors, bookkeepers, accountants, etc.
- Occupancy should reflect costs related to rent, utilities, phone, websites and email expenses, and other similar expenses.
- Communications/Outreach should include costs of publications, printing, postage, delivery, flyers, etc.
- Supplies and materials should include office supplies as well as expenses for supplies related to ongoing programs such as block patrols, etc.
- Festivals and events can include any costs related to community events and festivals. Food is not an eligible expense.
- Development expenses could include costs related to training, education, recognition, or orientation for board, staff and volunteers.

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- Fundraising could include any costs related to fundraising for your organization (hiring of consultants, costs of materials, postage, events, etc.).
  - Neighborhood Priorities: at this point you do not need to know what the priorities are. Just indicate what the organization would like to set aside at this time for future priorities.