
2014-2016 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. Please include a copy of your bylaws if they have been revised since your last funding submission.

CONTACT INFORMATION:

Organization Name:	St. Anthony East Neighborhood Association	
Address:	PO Box 18310, Minneapolis, MN 55418	
Website url:	www.saenaminnneapolis.com	
Organization email:	saena3@gmail.com	
Federal EIN:	41-1225148	
Board Contact:	Name:	Jeremy Wieland
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	Address:	P.O. Box 18130 Minneapolis, MN 55418
Staff Contact:	Name:	Abby Rowan
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Who should be the primary contact for this submission? Abby Rowan

Date of Board review and approval: 5/19/2014

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.

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?
 - 1) 1) Public Meetings: SAENA gains input on neighborhood priorities and learns how residents want to see the neighborhood develop through our community meetings, board meetings, and neighborhood master plan meetings. All meetings are widely advertised and open to the public. We share pertinent information on SAENA's activities, community events, city development and other news that impacts the neighborhood. Through these meetings we learn about residents' priorities regarding housing issues, park use, future Webster School plan, infrastructure developments, business development and more.
 - 2) 2) Events: SAENA holds the annual Plant Give Away and Ice Cream Social that allow neighbors to get to know one another and build community. We also hold weekly neighborhood walks and will hold an event this summer for the neighborhood to get together and enjoy a BBQ. We gather residents' contact information and distribute information about SAENA at these events to build connections with more residents. Building relationships with neighbors is a foundation for involving residents in priority issues.
 - 3) 3) Door-to-door Canvassing: We will conduct door-to-door outreach as needed; potentially looking at tenant organizing, school board proposals, and the neighborhood priority plan. Similar outreach will be used for any other issues relevant to the community.

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.

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- 1) **Direct Involvement:** When we solicit input on key neighborhood issues we encourage residents to stay involved in the issue and participate in any way they can. Members can participate at community meetings; become committee members, run for board election, or volunteer for organized community outreach. We encourage and support block club leadership and promote National Night Out.
 - 2) **Volunteer Base:** We use our meetings, events, and walks to build our email database, blog followers, and Facebook followers, as well as to solicit other preferred methods of communication. Our neighborhood walks are used to meet residents who are out and about in the neighborhood, and we invite them to upcoming meetings and events. Volunteers are essential to our community activities and help bring neighbors together.
 - 3) **Organizational Capacity:** SAENA will continue to use the NCR and CURA as resources to provide input on organizational issues and support our activities. We hired a consulting firm to assist with our Master planning efforts. Further, we will use our NCR Neighborhood Support Specialist and Access and Outreach Specialists to provide advice and oversight in our activities. SAENA may also contract with an accountant to help manage financial activity. We will also be looking at a year-end financial audit. SAENA has hired a new staff member and we are training her on SAENA programs and activities.
 - 4) **Recruitment:** SAENA promotes board elections and committee openings through post cards, newsletters, website/blog postings, the Northeaster, Facebook, and email. We will invite business owners, people who have previously attended meetings and neighborhood walks, property managers, block club leaders, and other stakeholders to get involved in SAENA.
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) **Neighborhood Identity and Building Bridges:** SAENA strengthens neighborhood pride and identity through its events, neighborhood walks, National Night Out, and community meetings. The small area master plan process has helped us develop new relationships with the neighborhood; and coalesce around a vision
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for St. Anthony East. We will build bridges among diverse groups of neighbors by bringing people together on common issues and interests.

- 2) Partnerships and Collaboration with other neighborhoods: In the past year, SAENA built and strengthened partnerships with Clare Housing, the Moose on Monroe, Children's Dental Clinic, Habitat for Humanity, Teamster Manor, Durkee Atwood Lofts, MPHA Spring Manor Apartments, and Webster School. We will be working with UNA, Mpls Park and Rec Board, and the MPLS Police Department continuously over the next year to build relationships and foster community ties. SAENA will continue to involve the adjacent neighborhoods and the staff of the neighborhoods are committed to regular brainstorming information sessions.
- 3) Public-Private Partnerships: SAENA board members and staff are active participants in various meetings and events held by other organizations. SAENA participates in the 3rd Ward CARE Meetings, the 2nd Precinct Advisory Council, Northeast Network Meetings, and UNA meetings, and Right to the City meetings. These meetings and events allow SAENA to make connections with other public and community groups and businesses.

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.

- 1) SAENA encourages all residents to participate in neighborhood activities we will take extra measures to engage groups that traditionally have not been as involved in the organization. Groups that will work to involve include but are not limited to: renters, Latino, African American, East African (particularly Somali), youth, seniors, landlords, students, businesses, property managers, and townhome or condo owners.
 - a. The foundation of increasing involvement from under-represented groups is to build relationships with them and involve them in the activities of the organization. The Ice Cream Social, Plant Give Away, and neighbor walks and other events allow neighbors to connect with one another.
 - b. Further, we will encourage additional bilingual SAENA board and committee members and volunteers to help us overcome language barriers. Coordinating with NE Senior Services and NE Meals on Wheels will help us make connections with more senior residents.

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- c. We will coordinate with NCR's Access and Outreach Specialist and CURA to gain consultation on outreach efforts, help with language translation and identify leaders in under-represented groups.
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.
- 1) Housing is a primary issue in St. Anthony East. The neighborhood is predominantly residential and SAENA's activities are largely centered on housing issues. The neighborhood is particularly concerned with home rehabilitation and foreclosure prevention. SAENA recently made changes to its two home improvement loan programs and updated its website to include a page that acts as a hub for housing resources. We will continue to market and promote our new home improvement loan programs that will ensure each property owner is aware of the resources available to them.
 - 2) We estimate that no less than 50-70% of all SAENA's time and resources are directed toward housing related issues.
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.
- 1) SAENA will continue to use its previous or unused contract funds to increase capacity in communications and neighborhood outreach. These funds will pay for quarterly newsletters, postcards promoting each community meeting and special event, part-time staff, office expenses, promotional materials, and neighborhood events. All food expenses will be paid for through funds that SAENA receives from Clear Channel for a billboard on SAENA-owned property. Our programs and projects can be successful only if we effectively reach out to our community members, gauging neighborhood priorities and involving them in the development of the neighborhood.
8. **Budgets.** Submissions should include a budget showing how Community Participation Program funds will support the organization's community participation work and an
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amount set-aside for implementation of Neighborhood Priority Plans. An annual budget for the organization should also be provided.

Please use this budget template when submitting your Community Participation Plan for approval.

Please note that not all expenses are eligible for reimbursement. Expenses related to neighborhood celebrations and events are only eligible if the event's purpose is to increase neighborhood awareness and involvement in the organization's planning and implementation efforts. Expenses such as pony rides, food, and entertainment are not eligible for funding and will not be reimbursed.

Expenses related to projects may only be eligible if they are related to implementation of an approved Neighborhood Priority Plan, and are identified in a CPP contract or an NRP contract or MoU.

Contact your Neighborhood Support Specialist at NCR for further details.

***Please see attached document for 3 year breakdown of our Budget.**

ESTIMATED BUDGET

CPP Budget	2014	2015	2016
Staff Expenses	\$16,667	\$16,667	\$16,667
Employee Benefits			
Professional Services	\$300	\$300	\$300
Occupancy	\$1,667	\$1,667	\$1,667
Communications/Outreach	\$6,667	\$6,667	\$6,666
Supplies and Materials	\$1,000	\$1,000	\$1,000
Meetings/community building events	\$3,033	\$3,033	\$3,033
Development			
Fundraising			
Other Services			
Total for contract:			
Neighborhood Priorities	\$1,959	\$1,959	\$1,959
TOTAL:	\$31,293	\$31,293	\$31,292

Notes:

- Staff expenses should include payroll, FICA, and withholding, and 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.
- Meetings and community building events can include those costs related to community meetings and events (excluding food and entertainment).
- Development expenses could include costs related to training, education, recognition, or orientation for board, staff and volunteers.
- Fundraising could include any costs related to fundraising for your organization (hiring of consultants, costs of materials, postage, events, etc.).