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2017-2019 COMMUNITY PARTICIPATION PROGRAM

Please use this template as a guide to developing your application 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 application electronically to [ncr@minneapolismn.gov](mailto:ncr@minneapolismn.gov). Please include a copy of your bylaws if they have been revised since your last funding submission.

<u>CONTACT INFORMATION:</u>	
Organization Name:	Lyndale Neighborhood Association
Address:	3537 Nicollet Ave Minneapolis, MN 55408
Website url:	<a href="http://www.lyndale.org">www.lyndale.org</a>
Organization email:	<a href="mailto:brad@lyndale.org">brad@lyndale.org</a>
Federal EIN:	41-1309335
Board Contact:	Name: Robert Dahlstrom
Staff Contact:	Name: Brad Bourn Phone: 612-824-9402 x 16 Email: <a href="mailto:brad@lyndale.org">brad@lyndale.org</a> Address: 3537 Nicollet Ave, Minneapolis, MN 55408

Who should be the primary contact for this application? Brad Bourn

Date of Board review and approval: December 12<sup>th</sup>, 2016

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**FUNDINGACTIVITIES.**

Use the following questions as a guide for your application. 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 of the Guidelines.

The Lyndale Neighborhood Association has been funded through CPP previously.

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?

LNA takes engagement of all Lyndale community members very seriously. A core value for the neighborhood is that all community members have the right to be involved as active decision makers in shaping the neighborhood's direction. To that end LNA strives to make sure our community members have the information, opportunity, support, and encouragement they need to be active members of their neighborhood.

LNA's approach to outreach and engagement starts with communication. Our communication activities include the Lyndale Neighborhood News, LNA's award winning 16 page monthly community newspaper, three monthly electronic newsletters, social media, and [www.lyndale.org](http://www.lyndale.org), which has had over 11,500 visits and published hundreds of articles on issues, events, and activities happening in the community. LNA publishes information in multiple languages for the newspaper, website, and social media.

LNA's inclusive organizing initiatives are focused on reaching and connecting with our diverse community members in a way that is accessible to them. These initiatives include doorknocking, ESL classes, our Women's Leadership Program, and the introduction of several intercultural events. By building these cross-cultural relationships through a variety of strategies, we are creating safe spaces for community members to have an active voice in shaping the neighborhood.

LNA uses a broad range of activities to provide community members with the opportunity to be engaged in their neighborhood based on where they are at in their lives. LNA understands that our community members have a diverse set of interests, experience, passions, and availability that impacts how they can and want to be involved in their community. LNA will continue our work of engaging as many of our community members as possible around all of our goals as laid out in our Strategic Plan. Finalizing our Neighborhood Priority Plan will be a priority while creating our new strategic plan in 2017.

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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.

All of LNA's activities are built around finding ways for community members to be involved in the organization's work. Being a diverse neighborhood means that we need to employ several strategies to empower our community members to learn about how to advocate for themselves, find the resources they and their family needs, and be active in shaping the neighborhood. The primary filter we use to judge whether or not to take on an activity is whether or not it builds community. LNA currently involves hundreds of volunteers, who annually provide thousands of hours of volunteer time to improve their neighborhood.

LNA currently has an active volunteer committee, who works with our Associate Director to create quality professional development experiences for volunteering within the organization and community. LNA's volunteer work is built around the three Rs of volunteerism (Recruitment, Retention, and Recognition). Our program is designed to communicate with and recruit volunteers that are mutually beneficial for our neighborhood. This can include positions at LNA events, office work, and/or opportunities with other community partners in and around Lyndale.

LNA currently has a formal leadership development program that works with cohorts of Latina and Somali women in the neighborhood to help them develop their leadership skills and become more involved in the community as active participants in LNA's work. LNA also regularly provides professional development opportunities that are open to staff and volunteers to help people develop their leadership and organizing skills. These activities help LNA to build our organizational capacity.

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.

LNA utilizes a comprehensive approach to outreach activities that is centered on building relationships with and between as many Lyndale community members as possible. This approach allows the organization to build an interconnected web of relationships that binds people to the neighborhood by helping them develop a meaningful stake in their neighborhood.

LNA's approach to relationship building uses a combination of standing committees, social activities, neighborhood festivals, block clubs, direct service, and communication vehicles to

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build connections between people. LNA's activities take place throughout the year and are designed to engage people in multiple activities that encourages people to build relationships through regular interaction.

Our work with individuals is mirrored in our work with organizations and local units of government. As an organization we are constantly working on building working partnerships that are rooted in each partners' strength. The goal of our outreach activities is to build the social capital the neighborhood needs to help create a safe, vibrant, sustainable community.

5. Work with City departments and other jurisdictions. Discuss your efforts to connect with City of Minneapolis departments and other jurisdictions on behalf of your community and in support of your neighborhood priorities. Please also discuss how the NCR Department can help with this work.

LNA works closely with several City departments and also with elected officials, in particular our City Councilmember. One way NCR could help is to advocate to ensure that neighborhood associations have the resources they need to continue their work.

6. Involvement of under-engaged stakeholders. Discuss which stakeholder groups are typically un-engaged or under-engaged in your work, and how you will work to involve those groups. Please also discuss how the NCR Department can help with this work.

Any way that you look at diversity - ethnically, economics, education, sexual orientation, age, etc..., Lyndale is a diverse neighborhood in which nearly half of our community members are refugees or immigrants, mostly of Latino or Somali descent. As one of the most diverse neighborhoods in Minneapolis, it is important that we connect with and engage traditionally underrepresented community members. This is what we do.

Thirty-eight percent of our community members live in poverty which paired with low English literacy rates presents challenges to being an active change agent in one's community. LNA strives to utilize a wide range of organizing techniques to connect community members.

LNA makes sure we have the capacity to communicate with everyone in the neighborhood. Our staff speak Spanish and Somali and are culturally competent to work with the diverse populations in our neighborhood. Our staff have helped to build deeper and longer lasting relationships based on trust and respect within both of our neighborhood's largest non-English speaking communities.

We use a combination of activities and tactics to reach the different segments within our community. For instance, to reach twenty-something renters we may use email + website + social activities to connect with a group that usually does not see themselves as having a long-term connection to a particular neighborhood. Another example would be how we use door-knocking + bilingual staff + direct service + family activities to reach out and connect with Latino

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mothers and their children. In each of these cases we are trying to engage people in ways and with the things that are relevant to their lives.

LNA also views engagement as an end of its own. Our approach is predicated on trying to build social capital within the community. By doing this, we are positioning the neighborhood to take advantage of opportunities and address issues as they present themselves.

The most helpful thing the NCR can do for our work is to increase the amount of financial investment the City makes to neighborhood associations like LNA. With sustainable financial support we're able to increase our capacity to more fully engage our traditionally underrepresented community members.

A second area where the NCR Department could be helpful is helping to create a culture within City Hall that values and respects community members as active participants in shaping Minneapolis and the work of neighborhood organizations.

Lastly, our friends in the Bryant Neighborhood Organization have asked LNA to help provide them with interim management services while they consider the next steps their organization would like to take. Logistically, it would be helpful if LNA and BNO could have the same NCR specialist during this interim (and possibly beyond).

7. Unused funds. Discuss how you plan to use unused funds from the previous cycle for community engagement or implementation of neighborhood priorities.

LNA has no unused funds from a previous cycle.

8. Policies and other documents. Applications should include copies of required policies and documents, if changed since your previous application. This should include bylaws, grievance procedures, personnel procedures and policies, EOE or AA plan, ADA plan and policy, and a current board list (Contact your Neighborhood Support Specialist at NCR if you have questions or need samples).

Please find board list attached. LNA's policies and procedures have not changed since our last submission.

9. New organizations. If your organization was not funded in the previous year, a report on the previous year's activities must be included with your application.

N/A

10. Budgets. Please use this budget template when submitting your Community Participation Plan for approval. Your budget should show how Community Participation Program funds will support the organization’s community participation work and an amount set-aside, if any, for implementation of Neighborhood Priority Plans. An annual budget for the organization should also be provided.

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, NPP or NRP contract.

Contact your Neighborhood Support Specialist at NCR for further details.

\*\*Please find budget for 2017-2019 attached.

**ESTIMATED BUDGET**

CPP Budget	2017	2018	2019
Staff Expenses	40460	40459	40459
Employee Benefits	9000	9000	9000
Professional Services	3500	3500	3500
Occupancy	6224	6224	6224
General Liability Insurance			
Directors and Officers Insurance	\$900	\$900	\$900
Communications/Outreach	8000	8000	8000
Translation, interpretation and ADA support			
Supplies and Materials	2500	2500	2500
Meetings/community building events	3500	3500	3500
Development	1000	1000	1000
Fundraising	8000	8000	8000
Other Services (please describe):			
Total for contract:	\$83084	\$83083	\$83083
Neighborhood Priorities	\$	\$	\$
TOTAL:	\$	\$	\$

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.

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- Occupancy should reflect costs related to rent, utilities, phone, websites and email expenses, and other similar expenses.
  - Each neighborhood organization is required to acquire General Liability Insurance and provide a certificate of insurance to the City of Minneapolis. Please contact your Neighborhood Support Specialist for details on required coverage and limits.
  - NCR organizes bulk purchase of Directors and Officers Liability insurance for most neighborhood organizations. An additional \$900 is allocated to each neighborhood organization to cover the cost.
  - Communications/Outreach should include costs of publications, printing, postage, delivery, flyers, etc.
  - Translation, interpretation and ADA support should be included as part of the neighborhood organization's budget, and could include the cost of contract services for translation and interpretation, or accommodations required under the ADA.
  - 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.).