

1. NEIGHBORHOOD ORGANIZATION

Seward Neighborhood Group

2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact: Kerry Cashman

Organization Address: 2323 East Franklin Ave.

Organization Address 2:

Organization ZIP: 55406

Organization Email Address: Info@sng.org

Organization Phone Number: 6123386205

3. ORGANIZATION WEBSITE AND SOCIAL MEDIA

Website: <https://sng.org/>; <https://sewardarts.org/>

Facebook: <https://www.facebook.com/SewardNeighborhood/>;
<https://www.facebook.com/SewardArts/>

Twitter: <https://twitter.com/sewardartsmn>;
<https://twitter.com/SewardTweets>

Other: <https://www.instagram.com/sewardtweets/> Also, see Other under #12 below.

4. DATE OF BOARD APPROVAL

Once your board has reviewed this draft annual report, please provide the date of the meeting at which the board approved submission of this report to NCR. Note: Meeting minutes may be requested by NCR.

03/27/2019

Community Participation Program

WHICH OF THE FOLLOWING OUTREACH ACTIVITIES DID YOUR ORGANIZATION USE IN 2018?

5. **MEETINGS** (please check all that apply)

- Held regular committee meetings or discussion groups that are open to all stakeholders
- Held at least one general membership or community meeting (in addition to the annual meeting) to gather input from residents and other stakeholders for a neighborhood specific initiative
- Hosted at least one general membership or committee meeting in response to a City request for input - such as a development proposal, transit planning or public works project
- Conducted one or more focus groups

6. **DOOR-TO-DOOR** (please check all that apply)

Door-Knocking (with goal of face-to-face engagement)

- At least once reaching a portion of neighborhood
- At least once reaching most or all of the neighborhood
- For more than one issue/outreach effort
- On a routine basis
- Conducted primarily by staff members
- Conducted primarily by volunteers
- Carried out primarily to increase membership and participation
- Carried out primarily to gather input or inform on a specific city or neighborhood issue

7. **Approximately how many households did you reach through DOOR-KNOCKING in 2018?**

8. **FLYERING** (please check all that apply)

Distributing flyers (dropping literature at doors)

- At least once reaching a portion of neighborhood
- At least once reaching most or all of the neighborhood
- Carried out primarily to inform and increase membership and participation
- Carried out primarily to gather input or inform on a specific city or neighborhood issue

9. **Approximately how many households did your organization reach through FLYERING in 2018?**

10. **EVENTS** (please check all that apply)

- Staffed a booth or table at neighborhood event or other community event that included sign-up sheets, surveys or information about your organization
- Organized one or more issue specific event (such as a safety forum, housing fair, Open Streets, Creative Citymaking, etc.)
- Organized smaller events for specific outreach to target audiences (e.g., sidewalk tabling to reach renters, lemonade stands, tabling at Farmer's Market, etc.)

11. **COMMUNICATION** (please fill in all that apply)

Print a paper newsletter 3 Times a year/ 4200
(If so, at what frequency?)

Number of subscribers to 1332
your email list

Number of followers on 1379 & 971 + 1058 =3408
Facebook and Twitter Combined

12. **OTHER** (please check all that apply)

- Conducted at least one community-wide survey (such as a random sample or all-household survey)
- Conducted another form of survey (e.g., intercept survey)
- Developed partnerships with cultural, religious, professional or business associations to expand outreach into under-represented

Other activities (please describe here):

Website: 21,472 views 9,859 visitors 2.18 views per visitor 97 posts published 92 followers (they receive an email whenever we publish a new post)

After Homepage, Garage Sale Days get the most hits. <https://sng.org/seward-garage-sale-days/>

Twitter @sewardtweets 3,258 tweets 1,058 followers We have one of the top twitter accounts if judged by followers in the realm of neighborhood groups in Minneapolis. We follow 54 — mostly neighborhood groups and local nonprofit organizations and relevant politicians.

Instagram @sewardtweets 54 posts 70 followers

13. Please provide an estimate of VOLUNTEER HOURS provided to your organization in 2018

4700

14. How did your organization reach out to under-represented groups in your neighborhood? (please check all that apply)

- Worked on an issue of particular interest to an under-represented group within the neighborhood
- Provided notices of annual and special meetings in multiple languages
- Provided newsletter articles or web pages in multiple languages
- Targeted outreach in apartment buildings or blocks to reach renters
- Targeted tabling at other events or locations (such as farmers markets, cultural events, etc.)
- Held focus groups or open meeting formats for under-represented communities
- Met with other agencies in the community that work closely with under-represented constituencies in the neighborhood
- Included an Americans with Disabilities Act statement on meeting and event notices
- Reviewed participation activities, and identified new leaders and volunteers for volunteer, committee and board participation
- Held one-time/pop up events in areas of the neighborhood that don't often have neighborhood meetings

Other activities (please describe here):

15. What more would you like to tell NCR or the community about your Stakeholder Involvement? What are you doing that is new or particularly successful to involve residents and others?

We are working with the local Somali Community Center, Rawdah, to make connections with our new immigrant population. We also worked with local residents in rental housing to talk about and work on nuisance crime in some of our shoulder areas. We created an Elders walking group to keep areas busy with positive activity. We also made concerted efforts to have individuals walk in areas that were having crime upswings to keep our streets busy.

Community Participation Program

PLEASE DESCRIBE ONE OR TWO MAJOR HIGHLIGHTS

Consider the following when describing each highlight:

- What was the issue or opportunity the neighborhood was facing?
- Who was impacted?
- What steps did you take to address the issue or opportunity?
- What was the outcome?

17. MAJOR HIGHLIGHT #1

SNG and the Seward History Committee worked with Nodin press to publish the book, "A People's History of the Seward Neighborhood", in December of 2018.

This book was written and edited by numerous Seward residents over many years of research. We could not have produced this book without hundreds and hundreds of volunteer time, 2 History Grants from the Minnesota Historical Society and funding from the Seward Community Coop.

As of March 2019 the 750 copies from the first printing have sold out. The history committee is happy to have sold 400 books directly to fans, friends, relatives, and residents of the neighborhood. On April 15th the committee will be at East Lake Library for a Q&A and discussion of the research behind the history book. Topics will include how to do your own research, and how to get access to resources for researching your own house or Minneapolis history.

Nodin Press has informed Seward Neighborhood Group that "A People's History of the Seward Neighborhood has been nominated for a Leadership in History Award from the American Association for State and Local History for its contribution to the advancement of state and/or local history. Local historian Frederick L. Johnson stated: "A People's History of the Seward Neighborhood is an insightful, accurate, honest, and historically sound narrative. Its compendium of neighborhood photographs and helpful maps commands attention and provides needed visual context. This carefully crafted study is of significant importance to Minneapolis, Minnesota, and American urban history." Steve Trimble, a second local historian, concluded: "A People's History of the Seward Neighborhood, the work of seven years, is one of the best community histories I have ever read. It makes a real contribution to urban history and is worthy of an award."

18. MAJOR HIGHLIGHT #2

We have co-hosted 2 Inter-Faith Iftar's in the past few years. Our goal was to create a space where Muslims and non-Muslims shared the breaking of the fast during Ramadan and had time to learn about each other in a non-threatening environment. Each year we had large numbers of individuals attend but we struggled with integration of our diverse communities.

In 2018 our local Mosque and Somali Community Center, Rawdah, invited the Seward Neighborhood Group to co-host an Iftar at the Somali Community Center. We had over 200 individuals gather at Sunset. Each table had talking points to help facilitate conversation. We are proud of the connections that were made as we broke the fast and ate family style. Every table was a mixed collection of individuals who were observing and those who were there as allies.

This event was a huge step forward from our previous Inter-faith Iftars. We continue to work with Rawdah on creating real and lasting connections among our diverse communities. We look to this year to bring our relationship to the next level. Because of the relationship that were built thru the planning and execution of this event we have worked on furthering this relationship with connections with other neighborhood organizations in the area of crime prevention and youth organizing.