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Page 2: 2020-21 Community Participation Program Annual Report Organization Information - please confirm

**Q1**

NEIGHBORHOOD ORGANIZATION

Sheridan Neighborhood Organization

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**Q2**

ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact:

**Nicole Stanoch**

Organization Email Address:

**Sno@sheridanneighborhood.org**

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**Q3**

Organization Website and Social Media

Website

<https://www.sheridanneighborhood.org>

Facebook

<https://www.facebook.com/snompls/>

Twitter

[https://twitter.com/sheridan\\_mpls](https://twitter.com/sheridan_mpls)

Other

[https://www.instagram.com/sno\\_mpls/](https://www.instagram.com/sno_mpls/)

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**Q4**

Date / Time

**05/23/2022**

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.

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**Q5**

Indicate the POSITION TITLE of each PAID EMPLOYEE OR CONTRACT STAFF (excluding professional services such as accounting, legal, etc.)

Position Title #1	<b>Office and Outreach Manager</b>
Position Title #2	<b>Community Garden Coordinator 1</b>
Position Title #3	<b>Community Garden Coordinator 2</b>
Position Title #4	<b>Community Engagement Intern 1</b>
Position Title #5	<b>Community Engagement Intern 2</b>

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**Q6**

Please indicate below the AVERAGE HOURS PER WEEK of each paid staff (excluding separate professional services such as accounting, legal, etc.)

#1 Hours/Week	<b>30.0</b>
#2 Hours/Week	<b>15.0</b>
#3 Hours/Week	<b>15.0</b>
#4 Hours/Week	<b>15.0</b>
#5 Hours/Week	<b>5.0</b>

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**Q7**

IF NEEDED, PROVIDE ADDITIONAL INFO BELOW: Note if any positions are seasonal, temporary, etc.

Two Community Garden Coordinators were contracted during the garden season (May - October) and paid with a stipend rather than hourly. Two Community Engagement Interns were contracted for a 3 month internship, one worked variable hours and was paid hourly and another needed 250 hours for internship credit and was paid a weekly stipend.

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**Q8**

MEETINGS (Check all that apply)

Held regular committee meetings or discussion groups that are open to all stakeholders

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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

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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 projects

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Conducted one or more focus groups

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**Q9**

DOOR-TO-DOOR (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 neighborhood,

For more than one issue/outreach effort,

On a routine basis,

Conducted primarily by staff members,

Carried out primarily to increase membership and participation

,

Carried out primarily to gather input or inform on a specific city or neighborhood issue

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**Q10**

Approximately HOW MANY HOUSEHOLDS DID YOU REACH through door-knocking in 2020-21?(Please provide a cumulative total for both years)

1600

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**Q11**

FLYERING - Dropping literature at doors (Check all that apply)

At least once reaching a portion of the neighborhood,

At least once reaching most or all of the neighborhood,

Carried out primarily to inform and increase membership and participation

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Carried out primarily to gather input or inform on a specific city or neighborhood issue

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**Q12**

Approximately HOW MANY HOUSEHOLDS DID YOU REACH through flyering in 2020-21?(Please provide a cumulative total for both years)

3400

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**Q13**

EVENTS (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.

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Organized one or more issue specific event (such as a safety forum, housing fair, Open Streets, Creative Citymaking, etc).

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Organized smaller events for specific outreach to target audiences (e.g., sidewalk tabling to reach renters, lemonade stands, tabling at Farmer's Market, etc.)

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**Q14**

COMMUNICATION (Fill in all that apply)

Print a paper newsletter?(If so, at what frequency?)

We do not print a newsletter ourselves, but we print ads in the Northeaster monthly. 1,227 Northeaster newspapers go to Sheridan residents. We also send quarterly postcards to 1,647 households in the neighborhood which feature our annual meeting, programs, and ways to provide input.

Number of subscribers to your email list

761

Number of followers on your primary social media channel (facebook, twitter, or other)

1,016 (facebook) + 975 (instagram) + 643 (twitter)= 2,634

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**Q15**

OTHER (Check all that apply)

Conducted at least one community-wide survey (such as a random sample or all-household survey)

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Conducted another form of survey (e.g., intercept survey)

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Developed partnerships with cultural, religious, professional or business associations to expand outreach into under-represented populations

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**Q16**

How did your organization adapt to issues surrounding COVID19 and civil unrest? (Check all that apply)

- Staff working from home,**
- Closed office,**
- Online meetings/events,**
- Cancelled events/meetings,**
- Doorknocked,**
- Held events/meetings in person outside with social distancing**

Other activities (please describe here)::

Changed board member elections from in person voting to mixed online and in person voting, elongated voting period to one week, and created voter info packets.

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**Q17**

How did you connect with your community about important information? (Check all that apply)

- Phone,**
- Email blast,**
- Flyer,**
- Postcards,**
- Doorknocking,**
- Social media posts/campaigns,**
- Special page on website,**

Other (please describe here)::

Outdoor in person outreach with homeless encampment residents and during events such as Plant Giveaway, Neighborhood Cleanup Days, Ice Cream SNOcial, and Community Health Fair.

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**Q18**

What issues affected your community? (Check all that apply)

- Community members needing PPE,**
  - Food insecurity,**
  - Housing insecurity,**
  - Encampments,**
  - Increased crime,**
  - COVID-19 outbreak in your community**
-

**Q19**

Did your organization create initiatives and projects or share information from/with other organizations that were developed in response to: (Check all that apply)

- COVID-19,**
- Civil unrest,**
- Encampments for those experiencing homelessness,**
- Food insecurity,**
- Mutual aid networks,**
- Supporting local businesses,**
- Solidarity Gatherings**

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**Q20**

PLEASE SHARE ONE STORY ABOUT A PROJECT OR INITIATIVE YOUR ORGANIZATION CREATED OR SUPPORTED IN RESPONSE TO THE VARIOUS CRISES OF 2020-21:

In March of 2020, SNO created the Sheridan Support Network to support Sheridan residents struggling at the beginning of the COVID-19 pandemic. We sent out postcards to all residents, flyer, and spread the message through community organizations that we were connecting volunteers and donations with people who needed support. This included distributing over 300 reusable cloth masks, supplying people with groceries and household supplies, and connecting volunteers and restaurants with families who needed prepared meals. Overwhelmingly however, we received input that people needed money to help pay for rent and bills. We created the #ShareMyCheck campaign, encouraging people who did not need their stimulus money to donate it to someone who had reached out for support. In this way, we were able to connect donors with recipients to redistribute over \$2,000 to 4 families. In this time of crisis, we listened to our community and heard that there were many people who wanted to help and many who needed help, so we adapted our work to help facilitate a mutual aid network.

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**Q21**

Please provide an ESTIMATE OF VOLUNTEER HOURS PROVIDED to your organization in 2020-21. (see Volunteer Hour Tracking Guide for suggested ways to calculate this. Please provide a cumulative total for both years)

8000

**Q22**

HOW DID YOUR ORGANIZATION REACH OUT TO UNDER-REPRESENTED GROUPS IN YOUR NEIGHBORHOOD? (Check all that apply)

**Worked on an issue of particular interest to an under-represented group within the neighborhood**

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**Provided notices of annual and special meetings in multiple languages**

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**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 one-time/pop up events in areas of the neighborhood that don't often have neighborhood meetings**

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Other activities (please describe here)::

Hired Somali and Spanish speaking interns to better reach Somali and Spanish speaking populations during doorknocking, tabling, and event hosting.

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**Q23**

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 REACH RESIDENTS and others?

We created our first paid internship program in fall of 2021 with the focus on reaching underrepresented immigrant populations in Sheridan. We hired a Somali speaking intern and a Spanish speaking intern for 3 months, in which time we were able to doorknock all of the apartments in the Sheridan Neighborhood, host our first Community Health Fair, and promote our programming to a much larger population. The most important part of this program was introducing SNO to many residents who did not speak English and had never heard of the neighborhood organization before. These interns helped us identify key ways to do better outreach and relationship building with immigrant residents we had not done adequate outreach to in the past. We learned how important it is for us to have a Somali speaker as a part of the SNO team to reach the many Somali residents in Sheridan's apartment buildings. We hope to host focus group meetings in apartment buildings to better reach renters, many of whom do not speak English, and hope to continue this internship program in the future to help facilitate this important outreach.

**Q24**

**MAJOR HIGHLIGHT**

One of our major highlights in 2021 was our T-shirt Fundraiser and Bill Support Program. When SNO staff conducted doorknocking in the low-income apartment buildings around Sheridan, we kept hearing that people needed support. Sheridan renters were having issues covering their rent and bills after stimulus checks and unemployment ran out and many people did not qualify for state rent help. Unfortunately, our city funding could not be used to support residents directly so we started a fundraising campaign. This included fundraising during Give to the Max and creating a Northeast T-shirt which people got for a donation towards our Bill Support Program. The most important part of this program was doing extensive outreach through tabling and doorknocking at low income apartment buildings with our Community Outreach Interns, as well as through our social media, newsletters, and postcards. We fundraised over \$1300 which was distributed in \$100 support checks to Sheridan residents through a lottery.

Recipients sent back responses which they consented to be shared. For example, one wrote “Thank you all so much for the help and I really appreciate it. The funds that I received will definitely help me with my energy bill. It’s a great help to me and other individuals in the neighborhood to receive help from a program like this. This program is a very good service to our neighborhood and other neighborhoods.”

The outcome of this program was that we were able to connect with more community members in a positive way, both by facilitating a way to give for those who donated and by providing support to those who asked for it. For many recipients, this was the first time they had connected with SNO and it was a stepping stone for them to learn about our other programs and opportunities to connect.

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**Q25**

**Respondent skipped this question**

We'd love to share your highlights with others. If possible, upload a digital photo, video, or illustration with the link below, or send any of these files to [ncr@minneapolismn.gov](mailto:ncr@minneapolismn.gov) with the Subject Line: 2020-21 CPP Annual Report Images. If you have a large digital file with multiple images, please make arrangements to mail or deliver a copy directly to your NCR Neighborhood Specialist.

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