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Page 2: Organization Information

**Q1**

Neighborhood Organization Information

Main Contact Name	<b>Ron Schlatter</b>
Organization Name	<b>Seward Neighborhood Group</b>
Organization Address:	<b>2619 E. Franklin Ave.</b>
City	<b>Minneapolis</b>
State	<b>MN</b>
Organization ZIP:	<b>55406</b>
Organization Email Address:	<b>admin@sng.org</b>
Organization Phone Number:	<b>612-338-6205</b>

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**Q2**

WEBSITE AND SOCIAL MEDIA

Website	<b>sng.org</b>
Facebook	<b><a href="https://www.facebook.com/SewardNeighborhood">https://www.facebook.com/SewardNeighborhood</a></b>
Twitter	<b><a href="https://www.instagram.com/sewardneighborhoodgroup/">https://www.instagram.com/sewardneighborhoodgroup/</a></b>
Other	<b><a href="http://forums.e-democracy.org/groups/mpls-seward">http://forums.e-democracy.org/groups/mpls-seward</a></b>

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**Q3**

When and where do you hold your monthly board meetings?

Fourth Wednesday of the month; 6:30-8:30pm ; 2619 E. Franklin Ave

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**Q4**

Date of Board approval

After your board reviews this **02/28/2024** draft annual report, please provide the approval date or the anticipated approval date if not yet approved. Meeting minutes may be requested by NCR.

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Page 3: Updated Documents

**Q5**

Upload your Certificate of Insurance for liability insurance

**NIA%20Liability%20and%20Property%20Insurance.pdf (178.6KB)**

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**Q6**

Upload your Certificate of Insurance for Directors and Officers Insurance

**Directors%20%26%20Officers%2024-25%20USLI%20(1).PDF (2.3MB)**

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**Q7**

Upload an update board list

**SNG%20Board%20list.pdf (31.6KB)**

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**Q8**

Upload your overall organizational budget

**2024%20General%20Operating%20Budget%20-%20Approved%20(1).pdf (77.5KB)**

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Page 4: Staffing

**Q9**

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

Position Title #1	<b>Executive Director</b>
Position Title #2	<b>Community Organizer</b>
Position Title #3	<b>Community Facilitator</b>
Position Title #4	<b>Coordinator</b>

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**Q10**

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

#1 Hours/Week	30.0
#2 Hours/Week	40.0
#3 Hours/Week	40.0
#4 Hours/Week	10.0

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**Q11**

Please share the name of your accountant or bookkeeping service provider.

Robert Thompson Consulting

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**Q12**

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

In 2023 the SNG board adopted a “right-size” staffing plan to insure financial sustainability. The new staffing structure eliminated the Executive Director position and the Community Organizer position, and created a Coordinator role to be filled on a contract basis. The Community Organizer resigned October 31, 2023. The Executive Director resigned December 31, 2023.

The full-time Community Facilitator position remains unchanged and is the only staff position.

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Page 5: Stakeholder Engagement - Outreach & Engagement

**Q13**

MEETINGS (Check all that apply)

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

**Q14**

DOOR-TO-DOOR - with goal of face-to-face engagement (Check all that apply)

- At least once reaching a portion of neighborhood,
  - Conducted primarily by staff members
- 

**Q15**

Approximately HOW MANY HOUSEHOLDS DID YOU REACH through door-knocking last year?

1420

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**Q16**

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

At least once reaching a portion of the neighborhood,  
Carried out primarily to gather input or inform on a specific city or neighborhood issue

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**Q17**

Approximately HOW MANY HOUSEHOLDS DID YOU REACH through flyering last year?

1420

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**Q18**

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.  
,  
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.)

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**Q19**

COMMUNICATION (Fill in all that apply)

Print newsletter (share frequency and distribution size)

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Email newsletter (share frequency and subscriber total)

Two times each month; subscribers: 1,600

Primary social media [facebook, twitter, or other] (share posting frequency and subscriber count)

Facebook one post per week; 2.1K followers

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**Q20**

OTHER (Check all that apply)

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

Other activities (please describe here)::

Partnered with the Brian Coyle Center and the League of Women Voters to make possible the Ward 6 Candidates Forum.

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**Q21**

Please provide an ESTIMATE OF VOLUNTEER HOURS PROVIDED to your organization last year. (see Volunteer Hour Tracking Guide for suggested ways to calculate this.)

1300

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**Q22**

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

**Worked on an issue of particular interest to an underrepresented group within the neighborhood**

,

**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 underrepresented communities**

,

**Reviewed participation activities, and identified new leaders and volunteers for volunteer, committee and board participation**

,

**Met with other agencies in the community that work closely with underrepresented constituencies in the neighborhood**

,

Other activities (please describe here)::

Renter Engagement: On-going community facilitation in the Seward Towers (640 units of affordable housing with a majority East African population). Facilitation includes a broad range of services and activities, such as organizing of residents meetings, finding and supporting resident board representatives on the Seward Towers Corporation Board of Directors, problem-solving individual issues related to apartment rental, employment, skill development, family support, and more. Full-time SNG staff person (40 hours/week); Program volunteers (6 hours/week)

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**Q23**

WHAT CITY SERVICES AND SUPPORTS DID YOUR ORGANIZATION USE? (Check all that apply)

Did your staff or board members attend any monthly Citywide Neighborhood Meetingd?

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Did your organization have any specialized trainings or workshops conducted by City Staff?

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Did your organization have City staff attend any of your board or community meetings to present and engage residents?

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Page 6: Equitable Engagement and 2024 Timeline & Goals

**Q24**

Referencing the QUANTITATIVE GOALS section of your EQUITABLE ENGAGEMENT PLAN, share your progress on the goals, sharing both success and lessons learned.

Door-knocking/flyering was accomplished one time in 2023 at 18 of 21 buildings with ten-or-more-units (1700 units total). Significant staffing challenges and the continued issue of denial of access contributed to not reaching goals. Specifically, under-performance by the VISTA volunteer, the need for a two-person team to address worker safety concerns, and the team being formed from staff of two different neighborhood organizations, greatly reduced the ability for direct neighborhood outreach. Overall, impact on capacity to gather information and conduct outreach was negatively impacted by organizational down-sizing and staff reduction.

Recruitment of building ambassadors has been far less successful than anticipated, despite offering a monetary incentive. Only one ambassador was identified apart from the four Resident Representatives to the Seward Towers Corporation Board of Directors, who are recruited and mentored by SNG's Community Facilitator in the Towers.

Data was not collected on the number of new subscribers for the SNG e-newsletter. Efforts are underway to improve the SNG e-newsletter format, increase promotion, simplify subscription process, and broaden access.

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**Q25**

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?

Personal relationships and invitations continue to be the most successful means of reaching residents, particularly those of under-served communities.

This is especially true as SNG returns to being a mostly volunteer organization.

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## Q26

Share a timeline of proposed events and activities for 2024(Format by quarter or month as you prefer. Example: “Jan-March: -Plan spring outreach event)

All year

In 2024, the Board is committed to a year-long effort to explore effective ways to engage renters and underserved members of our neighborhood. Examples of possible activities being explored: river and public space clean-up, hosting meet & greet/barbeque events involving block clubs, maintain and expand rental building contacts; hosting neighborhood forums: renters right, public safety planning by the City

Neighborhood volunteer leadership for individual projects needs to be identified.

January-February

Participation in the Community Connections Conference and NRP Policy Board election

March-May

- Seward Small Grant program -grants for resident-led activities of general benefit to neighborhood
- Community Clean-up event along Franklin Ave and the River
- Neighborhood-wide survey to gather information about resident priorities, interests, and expectations of and suggestions for our neighborhood organization, with a focus on renters and BIPOC residents
- Neighborhood Days/Annual meeting - including election of three new or returning board members
- Garage Sale days
- Update and produce new-neighbor “Welcome Packets”

June-August

- Neighborhood history walks - lead by local historians and residents
- Reactivate and expand the neighborhood block club network
- Enlist block clubs to reach out to renters on their block
- National Night Out

September-December

- Renter Resource event

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## Q27

Share your 2024 Equitable Engagement Qualitative goals(Make your goals SMART: Specific, Measurable, Achievable, Relevant, and Time-Bound)

In 2024,

Increase the volunteer base by 10%,

Increase communication with renters and communities of color in Seward by identifying and using five accessible public area information hubs,

Coordinate with five neighborhood organizations and businesses in event planning,

Organize two new opportunities to increase connections with Seward Towers residents,

Survey community-wide responses from 20% of Seward households to SNG’s mission and 5-year Strategic Framework

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**Q28**

**Board Elections,**

On May 11, 2024, we are hosting...

**Annual Meeting**

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**Q29**

Date, time, and location of your Event(Ex. May 11 from 9am to 7pm at Community Rec Center, 1234 Broadway Ave, continuing through May 21)

Saturday, May 11, 10:00 am - 4:00 pm; Matthews Park and Rec Center 2318 29th Avenue South

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**Q30**

Webpage for your event (Board elections, annual meeting, or other event)

sng.org

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**Q31**

**Respondent skipped this question**

Date of your Annual MeetingIf you aren't hosting your board elections on Neighborhood Election Day, please share the exact or approximate date of your upcoming annual meeting.

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**Q32**

Upload an Event imageWe will use this on the citywide map of Neighborhood Day to promote your event information. (See the 2023 map example)

**IMG\_6959.jpeg (2.8MB)**

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Page 8: Program Highlights

**Q33**

**Equitable Engagement**

What category best describes the highlight you'd like to share?

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**Q34**

Write 2-3 paragraphs describing a highlight from 2023 related to the topic above.

Equitable Engagement

Rallying In Solidarity 4 Equity: R.I.S.E was a one day health equity event with the goal to support our unhoused community members and provide health, healing and resources to underserved community members without access to healthcare. We distributed 150 supply kit bags with promotional materials to unhoused individuals in the community. We stapled flyers, bus passes and maps to the supply kits and handed them about at nearby encampments to spread the word about the event.

Outcomes: 20 people got dental screenings, 15 haircuts were provided, 15 people were tested for HIV, 14 people received foot care, 100 supply kits and food bags were given out during the event, and 10 tents and 8 sleeping bags were distributed.

Turnout: 28 people volunteered, 11 organizations tabled at the resource fair, 8 organizations participated in the health fair, over 100 people were in attendance, and over 50 people received a hot meal.

Successes: Positive event that people enjoyed and appreciated, people were able to receive needed services, lots of supplies distributed, and great volunteer turn out.

Challenges: Losing our outreach partners the week before the big push really decreased attendance, set up took much longer than anticipated, location might not have been best for the intended audience, and police patrolling the event had negative interactions with several attendees.

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**Q35**

Attach a photo related to the highlight you shared in the story above.

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**Q36**

**Equitable Engagement**

What category best describes the second highlight you'd like to share? (Optional)

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**Q37**

Write 2-3 paragraphs describing a second highlight from 2023 related to the topic above. (Optional)

Equitable Engagement

On August 10, 2023, Community Facilitator Mahamoud Wardere and the CommonBond Youth Coordinator at Seward Towers, led a multi-generational group of Seward Towers residents on a trip to the Duluth area. With the financial support from SNG's Spread Joy Fund, set up a decade ago by an anonymous Seward resident, a rented bus took 55 residents of the Towers, 35 of whom were youth, north. The group picnicked at Jay Cooke State Park and then traveled to the Duluth harbor, where they embarked on a harbor tour by boat. The group returned to Minneapolis, having enjoyed getting to see and experience another part of Minnesota.

Co-sponsoring this event has created stronger ties between SNG and the residents of the Seward Towers.

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**Q38**

Attach a photo related to the highlight you shared in the story above.

**Duluth%20Harbor.png (1.5MB)**

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