
COMMUNITY PARTICIPATION PROGRAM
Application Template.

Please feel free to 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.

CONTACT INFORMATION:

Organization Name: Bancroft Neighborhood Association
Address: 4120 17th Ave S, Minneapolis, MN 55407
Website url: www.bancroftneighborhood.org
Organization email: info@bancroftneighborhood.org
Federal EIN: 41-1717318
Board Contact: Name: Andy Hestness
Staff Contact: Name: Jessica Rosenberg

FUNDING ACTIVITIES.

Use the following questions as a guide for your submission.

- 1. After this first funding year, neighborhood organizations will submit proposals for three years of funding from the Community Participation Program. How will your organization engage residents and other stakeholders in 2011 to develop your three-year proposal?**

BNA will use our existing outreach infrastructure to engage residents in planning our three-year proposal. Spearheaded by our outreach committee, we will gather ongoing feedback through our website, notices in our quarterly Bancroft Banner and monthly e-news, and by tasking board members and current volunteers in talking to neighbors about Bancroft outreach. We will also use our events to talk to BNA stakeholders about community participation, having informal ways to give feedback at social events, and adding this as a discussion topic at formal neighborhood meetings.

- 2. What regular outreach and engagement activities will your organization carry out in 2011?**

BNA is working to include outreach and engagement in more aspects of our programming. This year, we improved our website to make it more easily updatable, so we are better able to reach out to the neighborhood, inform them of events, and recruit volunteers. We are looking to create a more diverse range of engagement roles with BNA, for different skill, time, and interest levels. We are specifically looking to increase the one time and low-commitment engagement opportunities, to get more people involved. BNA is working to increase block club leaders in Bancroft, and better connect to residents through existing block clubs.

Our committees are exploring how to increase outreach as part of the work that they do. Our Green Initiatives committee, for instance, is discussing how to do outreach around green and

sustainable efforts, including doing more frequent, smaller events to educate residents around green issues that are of interest.

3. How will your organization reach out to under-represented groups in your community? Who are these groups?

African American residents, Latino residents, African immigrant residents, renters and seniors are not well represented in BNA activities and volunteers. We hope that increasing ways to get involved with the BNA will diversify who is involved. Our outreach committee will focus some of its efforts on better understanding who are the under-represented groups, and why, so that we can make long-term plans for better engaging a wider diversity of residents. We will continue to build partnerships with organizations and programs that serve under-represented groups in Bancroft. We believe this will help us assess the needs of a wider range of Bancroft residents, and make sure our programs and outreach are serving all residents.

4. What planning activities would your organization like to carry out in 2011? (This could include strategic planning, land use planning, NRP planning, etc).

In 2011, the BNA would like to engage residents and other stakeholders in beginning a strategic plan that looks at how we can best serve the neighborhood, given the needs and goals of Bancroft, and the new funding situation that BNA and other neighborhood associations are in. We will focus on improving engagement and involvement strategies, and understanding what Bancroft residents find most important in their neighborhood organization. We hope that the time and work needed to make our three-year CPP plan can serve other organizational planning needs; that our planning includes visioning holistic goals and strategies of the Bancroft Neighborhood Association, not just those tied to NCR funding.

5. How does your organization provide information to the community? How do you gather information from the community?

BNA provides information to the community via our website, online calendar, and facebook, all updated 3-5 times a week. We send out a monthly e-news, and mail the Bancroft Banner to all residents, quarterly. BNA staff is in the office, available to support residents and provide information by phone, email, or in person 2-4 days (12-15 hours) a week. We provide information at our yearly Annual Meeting in November, and the Semi-Annual Meeting in May.

Our primary source of gathering information is through residents and stakeholders contacting the BNA about important issues: through our website, emailing and calling our office. We work to promote events that will bring diverse residents together, and use events to gather information. BNA staff connects with other organizations active in and around Bancroft to understand the issues facing residents.

6. What festivals and events will your organization host or support in 2011?

The BNA hosts a summer Ice Cream Social, and supports the Calvary Corn Feed. In the fall, we will organize our Neighborhood Garage Sale. Our formal neighborhood wide meetings take place in May and November. BNA uses our communications tools to promote local events of

other neighborhoods and organizations. BNA supports, promotes, and participates with residents in National Night Out. We will also work to support the events of the business associations we partner with, the 38th & Chicago Business Association, and the West of the Rails Business Association.

7. What else would you like the Neighborhood and Community Engagement Commission know about your organization?

The BNA has worked over the years to use effective outreach to provide programs and resources for residents, and to use programming, such as our home improvement loans, as a means to engage residents in the BNA long term. We hope that while NCR helps us improve our community participation efforts, the funding and structure of the NCEC and NCR will support us in seeking out additional funding for programming. As a small organization with one part-time paid staff, we are looking to maximize staff time towards engaging BNA members in the work of improving our neighborhood.

8. Besides funding, what are some other ways that the NCR and NCEC can help your neighborhood organization?

We will be looking to the NCR to assist us in increasing and improving our engagement efforts. Our outreach committee and those involved in strategizing for the coming years will seek training and expertise from the NCR on reaching and involving more under-represented Bancroft residents. We will look to the NCR for help developing outreach strategies, and enacting outreach that the BNA has considered in past years but not had the funding or capability to accomplish, such as producing and dispersing our outreach materials in Spanish.

ESTIMATED BUDGET

Staff Expenses	\$20,308
Employee Benefits	\$0
Professional Services	\$1,906.62
Occupancy	\$2,290
Communications/Outreach	\$3,075
Supplies and Materials	\$1,000
Festivals and events	\$2,715
Food and refreshments	\$299.19
Development	\$200
Fundraising	\$0
Other Services	\$0
TOTAL:	\$31,793.81

Notes:

- Staff expenses should include payroll, FICA, and withholding, or staff contractors.

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- 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.
 - Festivals and events can include any costs related to community events and festivals.
 - Food and refreshments can include the cost of any food or refreshments related to your organization's community engagement efforts (may not exceed 5% of your organization's CPP allocation).
 - 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).