
COMMUNITY PARTICIPATION PROGRAM

Submission Template

Please 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.

You may provide this submission electronically to ncr@minneapolismn.gov. Please include a copy of your bylaws.

CONTACT INFORMATION:

Organization Name:	Victory Neighborhood Association
Address:	2200 44 th Ave N Minneapolis , MN 55412
Website url:	www.victoryneighborhood.org
Organization email:	info@victoryneighborhood.org
Federal EIN:	41-2001093
Board Contact:	Name: Diane Spector, Chair
Staff Contact:	Name: Debbie Nelson

Who should be the primary contact for this submission? Debbie Nelson

Date of Board review and approval: 6/6/2012

FUNDING ACTIVITIES.

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

Previously funded

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?

a. Neighborhood Priorities – *The Victory Neighborhood Association (ViNA) will continue the outreach that they have successfully done in the past. At their monthly neighborhood meeting in May, 2012 they began to identify current neighborhood priorities, by soliciting ideas from the meeting attendees in two areas. Members were asked to post on two different colored post-it notes “What I love about the neighborhood” and “What needs improvement in the neighborhood”. The responses will be used to generate a survey that will be administered over the summer at our neighborhood events such as the Ice Cream Social, Movie in the Park, Music in the Heart of Victory and the Monthly meetings. The survey will also be available at the local businesses, and on our website. People will be encouraged to respond to the survey through our summer paper newsletter, our biweekly e-newsletters, Facebook, Twitter, and monthly communication in the Camden News. The survey results will be used to identify the priorities through 2013.*

b. Influencing City Decisions and Priorities – *ViNA will continue to keep residents informed of pending city decisions, projects or programs that will impact the neighborhood and the residents through the quarterly newsletter, bimonthly e-newsletter, Facebook, Twitter, monthly communication in the Camden News, at our numerous events and at our monthly neighborhood meetings. ViNA will invite City, County, School and Park decision makers and representatives to our monthly meetings where these issues can be discussed and residents can provide feedback. When necessary ViNA Board members will discuss these issues at their board meetings and communicate the opinions of the residents to the elected officials or department heads. In addition, neighborhood priorities that have been previously identified by residents may require action by one or more city departments and ViNA*

will initiate communication with the electeds and departments as to what is needed and/or wanted for the improvement of the neighborhood.

- c. *Increasing Involvement - ViNA will continue the outreach efforts that have been so successful in the past: monthly meetings, neighborhood wide events, newsletters, information in the monthly Camden News, email, Facebook, Twitter and open office. We will continue efforts to identify a 'key communicator' or block captain on each block, who will communicate information and solicit feedback from the residents on their block. So far we have 'key communicators' on 44% of the blocks in Victory and our goal for the end of 2012 is 50% and for 2013 is 60%. ViNA will continue to support their committees, Business, Environment, Events, Housing and Livability and Newsletter which have over 75 volunteer members. We regularly solicit additional members for the committees. ViNA also distributes Welcome Packets to new residents whenever we are informed of them, usually by block captains or other neighbors. The Welcome Packets inform new residents of all the events, activities, programs and projects which ViNA is supporting and solicits their involvement on committees, and at monthly meetings and events.*

3. Building organizational capacity. How will you work to:

(1) *provide opportunities for the direct involvement of members: Residents will be solicited to participate on any of our committees, to attend our monthly meetings and all of the events through the quarterly newsletter, bimonthly e-newsletter, Facebook, Twitter, monthly communication in the Camden News, at our numerous events and at our monthly neighborhood meetings. Key communicators on each block engage their neighbors and encourage participation at meetings with elected officials or on committees.*

(2) *build your membership and volunteer base: We will provide a Welcome Packet to new residents and keep our website current. 'Key Communicators' on each block will communicate the need for volunteers and opportunities for involvement. Beginning in 2011, ViNA has partnered with the Patrick Henry High School Asian Cultural Club to do outreach to our Asian residents. We have two student interns who will be continuing that effort this summer and we plan to continue the outreach in 2013.*

(3) *encourage and develop new leadership: Elections to the Board of Directors are held each fall where 3 or 4 board members are elected. Notification for the Board elections will be made beginning in August of each year and residents will encouraged to run by direct contact with current and former board members and other residents. Volunteers will be encouraged to act as chairs of the committees.*

(4) expand the organization's capacity through self-assessment and other activities: *ViNA will continue to produce an annual report and present it to the neighborhood each fall at the annual meeting, after which it is posted on the website. At our monthly neighborhood meetings each of the committees will report on the projects, programs or issues they are working on and feedback will be elicited from the membership.*

4. **Building neighborhood relationships.** Describe your outreach, networking, and inclusivity efforts to:

(1) build a sense of a whole neighborhood among residents: *ViNA will continue to build and rely on a network of “key communicators” (or block captains) to connect neighbors to each other and to the neighborhood association. We will encourage every block to have a “National Out” gathering and support them in this effort. For the NNO we will supply them with information about the neighborhood as a whole and one or more Board members will attempt to stop by each of the NNO parties. We currently rely on block captains to identify new residents and welcome them, but in the next year we hope to organize a WELCOME WAGON – a group of volunteers who will visit new residents and inform them about the neighborhood.*

(2) build bridges among neighbors and diverse communities within the neighborhood – *ViNA currently has two student interns from the PHHS Asian Club who work with us to identify and engage our Hmong residents. They will inform them about the neighborhood organization and the services we can provide them, survey them on their needs and where they see the need for improvements in the neighborhood. They will introduce them to some of their immediate neighbors and make a special invitation for them to attend ViNA’s events, where the interns will be available to serve as interpreters.*

(3) work with other neighborhoods and organizations on issues of common interest- *ViNA communicates regularly with the other Camden neighborhoods and promotes and participates in events, such as the Tour De Camden , Camden Garage sales, Heritage Days , and Holiday on 44th and works collaboratively on issues such as the Webber Park Library . ViNA is currently working with other northside residents/organizations through Northside Fresh and with the other Northside Farmers Markets. ViNA plans to renew their efforts to work with the other Northside neighborhoods and continue their ongoing communication with NA’s in Camden and Near North.*

(4) build partnerships with private and public entities – *ViNA’s Business Committee includes all of the business owners in the neighborhood and they will continue their work on a marketing and branding campaign to promote the business nodes and to increase resident awareness of and encourage them to support local businesses. ViNA has and will continue their partnerships with both Patrick Henry High School and Loring Community School. At PHHS we partner with the Asian Cultural Club to educate our non-Asian residents in the Asian culture and to do outreach to our Asian residents to engage them and connect them to their neighbors and ViNA. We will continue to also promote and support student activities at PHHS. At Loring School, the Victory Garden Club will maintain the landscaping and the Butterfly Garden and supports the Schoolyard Garden (an outdoor classroom). ViNA will sponsor after school activities at Loring School such as the FOOTLIGHTS drama program. ViNA will also support and promote activities of the faith community in the neighborhood – such as their “Block Party”. ViNA will continue to work with (or try to work with) both Hennepin County and the City Of Minneapolis Public Works on infrastructure projects in the neighborhood, such as they have done in the past at Victory Memorial Drive rehabilitation. Going forward we want to work with them, on addressing the pedestrian needs relating to traffic at 44th and Penn. ViNA has worked with Minneapolis Park and Rec on various projects such as the Victory Prairie, and the Victory Dog Park and in the future will be working with them at Ryan Lake. In 2013 we hope to renew our work with Metro Blooms to install additional rain gardens in the neighborhood.*

(5) benefit the neighborhood as a whole – *All of ViNA’s work is for the benefit of the neighborhood as a whole and is mission driven. The ViNA mission is ... to protect, preserve and promote neighborhood interests and the health safety and general welfare of the residents within the organization’s geographic jurisdiction in a non-partisan, educational and cooperative manner. **PROMOTE, ENGAGE, PRESERVE***

5. **Involvement of under-engaged stakeholders.** Organizations should discuss which stakeholder groups are typically un-engaged or under-engaged in their work, and how they will work to involve those groups. Organizations should also discuss how the NCR Department can help with this work. *ViNA has identified our Asian residents as those who most under-engaged. The 2010 census tells us that 5% of our residents are Asian and 47% of the student body at PHHS is Asian. We will continue our partnership with the PHHS Asian Cultural Club to identify, and engage our Asian residents. The NCR department can help with this by supporting our efforts.*

6. **Housing Activities.** Neighborhood organizations should discuss their work on housing and housing related activities. Organizations should estimate the percentage of time to be spent on these issues. *ViNA offers low interest and emergency deferred home improvement loans and grant for purchasing CLCLT homes, monitors foreclosures in the neighborhood and*

works with our local realtors to promote home ownership in our neighborhood. We will also remain vigilant in seeing that the housing stock is well maintained. We will also maintain a list of ‘investor owned’ rental property and ensure that the owners maintain their property and secure and keep a rental license. We consider maintaining a clean and safe environment a housing related issue, so we will work to ensure that the neighborhood remains a ‘green neighborhood’ and residents are educated on ecofriendly practices. We offer Home Security Rebates so that residents can make sure that their homes and yards are secure. We estimate that about 42% of our time will be spent on these issues.

7. **Unused funds.** Organizations should discuss how they plan to use unused funds from the previous cycle for community engagement or implementation of neighborhood priorities. *Unused funds from 2011-2012 will be used in the manner they were originally intended/budgeted.*

8. **Budgets.** Submissions should include a budget showing how Community Participation Program funds will support the organization’s community participation work and an amount set-aside for implementation of Neighborhood Priority Plans. An annual budget for the organization should also be provided.

SAMPLE BUDGET

Staff Expenses	\$ 35,745.47
Employee Benefits	\$
Professional Services	\$ 3,000.00
Occupancy	\$ 11,400.00
Communications/Outreach	\$ 6,906.53
Supplies and Materials	\$ 828.00
Festivals and events	\$
Development	\$
Fundraising	\$
Other Services	\$
Neighborhood Priorities	\$ 19,128.00
TOTAL:	\$ 77,008.00

Notes:

- Staff expenses should include payroll, FICA, and withholding, or 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.
- Occupancy should reflect costs related to rent, utilities, phone, websites and email expenses, and other similar expenses.

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- 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 is not an eligible expense.
 - 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.).
 - Neighborhood Priorities: at this point you do not need to know what the priorities are. Just indicate what the organization would like to set aside at this time for future priorities.