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**2014-2016 COMMUNITY PARTICIPATION PROGRAM**  
Seward Neighborhood Group

**CONTACT INFORMATION:**

Organization Name:	Seward Neighborhood Group
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Staff Contact:	Name: Kerry Cashman Phone: 612-338-6205 ext 119 Email: Kerry@sng.org Address: 2323 E. Franklin Ave. Mpls., MN 55406

Who should be the primary contact for this submission? Kerry Cashman

Date of Board review and approval: November 6, 2013

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## 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.

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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?

### **Influencing City Decisions and Priorities**

SNG's Community Development Committee facilitates community input into infrastructure decisions ultimately made by the City. The committee uses an e-mailing list, E-democracy postings, SNG's electronic newsletter, the quarterly Seward Profile publication and direct resident engagement through door knocking when needed to involve those most impacted by decisions in the decision-making process. SNG is also working on improving the involvement of stakeholders not routinely reached by the above methods through projects such as the Community Conversations experiment currently in progress that build direct person-to-person relationships. (See Goal D Community Improvement/Infrastructure.)

### **Increasing Involvement**

Inclusiveness and engagement are the first two goals of the SNG Strategic Plan for 2014-2016. SNG will work to identify ways of inviting diverse stakeholders to the table and then evaluate the effectiveness of each strategy. SNG will also host quarterly events specifically designed to bridge the divisions between groups in our community. (See Goal A Inclusiveness and Goal B Engagement in the SNG Strategic Plan.)

### **Developing a Neighborhood Priority Plan**

The Seward Neighborhood Group has used funds from the 2013 CPP program to work on and create a Three Year Strategic Plan for 2014 – 2016. Development and implementation of a strategic plan for SNG is Seward's initial Neighborhood Priority Plan. This process began with a February board retreat led by Robert Thompson, with work continuing throughout the year. At our 2013 King's Fair, attended by more than 1200 residents, fair goers had the opportunity to review, comment on, and add to the draft plan. We also asked for and received more input to the plan through Seward's online e-democracy forum. This input was used to create our

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finished plan, which was adopted by the SNG Board of Directors at its October 23, 2013 meeting. The plan, which is included in this submittal as Seward's initial Neighborhood Priority Plan, features 4 goals: Inclusiveness, Engagement, Sustainability and Community Improvement and Infrastructure.

**3. Building organizational capacity.** How will you work to: (1) provide opportunities for the direct involvement of members, (2) build your membership and volunteer base, (3) encourage and develop new leadership, and (4) expand the organization's capacity through self-assessment and other activities?

The first two outcomes of Goal C Sustainability of SNG's Strategic Plan speak to our plans for building organizational capacity: 1) SNG has identified its core functions and has spun off non-core programs and 2) SNG is staffed, housed, and administered in a way and at a level that is sustainable in terms of both financial and volunteer resources. This is critical work for our organization. Our organizational rebuilding effort that began in the summer of 2007 when SNG was forced by its financial position to lay off virtually all its staff and return to being a volunteer driven entity has returned SNG to a position of stability. Our staffing level is commensurate with our funding. However, SNG needs to clearly identify its core functions so that we have the basis for responding to opportunities in a way that is sustainable. Our experience this past 18 months with Spokes (Seward Bike Walk Connect) is a prime example. This is an exciting and effective program that SNG inherited from a partnership of several organizations; however, it has strained our organizational resources. Our Strategic Plans sees SNG as an organization that fosters grass roots initiatives (See the second outcome of Goal B: Engagement) rather than the primary developer of programs.

**4. Building neighborhood relationships.** Describe your outreach, networking, and inclusivity efforts to: (1) build a sense of a whole neighborhood among residents, (2) build bridges among neighbors and diverse communities within the neighborhood, (3) work with other neighborhoods and organizations on issues of common interest, (4) build partnerships with private and public entities, and (5) benefit the neighborhood as a whole.

Goal B Engagement of our Strategic Plan speaks to how SNG will be building neighborhood relationships. Both our Community Conversations project and activity at Spokes (Learn to Ride and Earn A Bike programs) have given us insight into how working together on a shared activity (biking) or sharing stories over food (Community Conversations) can promote real, long-lasting connections between people from very diverse groups in Seward. We hope to build on that knowledge. Moreover, through Spokes, SNG is engaging with residents from surrounding neighborhoods in a way that can benefit an area larger than just the Seward neighborhood.

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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.

The first step to involvement of under-engaged stakeholders is developing a culture that welcomes all members of the community. This is reflected in the first outcome of Goal A: Inclusiveness of the SNG Strategic Plan. The second step is to engage members of all parts of our community in the programs and activities of SNG, which is described in the second outcome of Goal A. The final step, involving under-engaged stakeholders in the leadership of SNG, is described in the third outcome.

NCR could partner with us in these efforts by providing resources on best practices in reaching out to under-represented stakeholders or developing a way for neighborhoods and organizations representing diverse groups throughout the City to share successes and failures.

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.

Housing has always been at the core of SNG's efforts. The first outcome of Goal D: Community Improvement/Infrastructure speaks to the importance of housing in our mission. Seward needs a range of housing options that will meet the needs of all its residents. This means ensuring quality affordable housing options are integrated into the community, that the existing housing stock is well maintained, and that any new housing development matches the needs of the community. Between the work of SNG's Housing Director, and the housing-related activities of SNG's Community Coordinator and Seward Towers Community Facilitator, approximately 50% of our core staff time is spent on housing-related 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.

SNG will use any unused funds from the previous cycle for the purpose for which they were originally budgeted, except when the SNG Board of Directors has requested movement of funds between budget lines.

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.

SNG has not yet spent any of its budget for its Priority Plan. We do not anticipate needing any additional funding as the costs of implementation will be absorbed as part of SNG's general budget.

**ESTIMATED BUDGET**

<b>CPP Budget</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
Staff Expenses	\$ 30,000	\$30,000	\$30,000
Employee Benefits	\$7,200	\$7,200	\$7,200
Professional Services	\$	\$	\$
Occupancy	\$15,600	\$15,600	\$15,600
Communications/Outreach	\$6,600	\$6,600	\$6,600
Supplies and Materials	\$5,971	\$5,970	\$5,970
Meetings/community building events	\$	\$	\$
Development	\$	\$	\$
Fundraising	\$	\$	\$
Other Services	\$	\$	\$
<b>Total for contract:</b>	\$	\$	\$
Neighborhood Priorities	\$	\$	\$
<b>TOTAL:</b>	<b>\$65,371</b>	<b>\$65,370</b>	<b>\$65,370</b>

**Notes:**

- Staff expenses should include payroll, FICA, and withholding, and 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.
- 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.
- Meetings and community building events can include those costs related to community meetings and events (excluding food and entertainment).
- 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.).