
2014-2016 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 if they have been revised since your last funding submission.

CONTACT INFORMATION:

Organization Name:	Lyndale Neighborhood Association
Address:	3537 Nicollet Avenue Minneapolis, MN 55408
Website url:	www.lyndale.org
Organization email:	mark@lyndale.org
Federal EIN:	41-1309335
Board Contact:	Name: Taylor Rub, President
Staff Contact:	Name: Mark Hinds, Executive Director Phone: 612.824.9402 x 16 Email: mark@lyndale.org Address: 3537 Nicollet Avenue, Minneapolis, MN 55408

Who should be the primary contact for this submission? Mark Hinds

Date of Board review and approval: November 11, 2013

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.*

LNA has previously received funding through the Community Participation Program.
Community participation efforts.

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?*

LNA takes engagement of all Lyndale community members very seriously. A core value for the neighborhood is that all community members have the right to be involved as active decision makers in shaping the neighborhood's direction. To that end LNA strives to make sure our community members have the information, opportunity, support, and encouragement they need to be active members of their neighborhood.

LNA's approach to outreach and engagement starts with communication. Our communication activities include the Lyndale Neighborhood News, LNA's award winning 16 page monthly community newspaper, three monthly electronic newsletters, social media, and www.lyndale.org, which is designed to be the online community gathering space for the neighborhood. In the past year, www.lyndale.org has had over 11,500 visits and published hundreds of articles on issues, events, and activities happening in the community. LNA publishes information in multiple languages for the newspaper, website, and social media.

LNA uses a broad range of activities to provide community members with the opportunity to be engaged in their neighborhood based on where they are at in their lives. LNA understands that our community members have a diverse set of interests, experience, passions, and availability that impacts how they can and want to be involved in their community. LNA will continue our work of engaging as many of our community members as possible around all three key program purposes over the next three years. LNA's work on developing a Neighborhood Priority Plan will be folded into our upcoming strategic planning process.

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.*

All of LNA's activities are built around finding ways for community members to be involved in the organization's work. The primary filter we use to judge whether or not to take on an activity is whether or not it builds community. LNA currently involves hundreds of volunteers, who annually provide thousands of hours of volunteer time to improve their neighborhood.

LNA currently has an active volunteer committee, who works with our volunteer coordinator to create a positive experience for volunteers within the organization. LNA's volunteer work is built around the three Rs of volunteerism (Recruitment, Retention, and Recognition). Our program is designed to communicate volunteer opportunities to Lyndale community members about opportunities at LNA and with our other community partners that provide people with volunteer opportunities that fit their time and interests.

LNA currently has formal leadership development programs that work with cohorts of Latina and Somali/East African women in the neighborhood to help them develop their leadership skills and become more involved in the community as active participants in LNA's work. LNA also regularly provides professional development opportunities that are open to staff and volunteers to help people develop their leadership and organizing skills. These activities help LNA to build our organizational capacity.

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.*

LNA utilizes a comprehensive approach to outreach activities that is centered on building relationships with and between as many Lyndale community members as possible. This approach allows the organization to build an interconnected web of relationships that binds people to the neighborhood by helping them develop a meaningful stake in their neighborhood.

LNA's approach to relationship building uses a combination of standing committees, social activities, neighborhood festivals, block clubs, direct service, and communication vehicles to build connections between people. LNA's activities take place throughout the year and are designed to engage people in multiple activities that encourages people to build relationships through regular interaction.

Our work with individuals is mirrored in our work with organizations and local units of government. As an organization we are constantly working on building working partnerships that are rooted in each partners' strength. The goal of our outreach

activities is to build the social capital the neighborhood needs to help create a safe, vibrant, sustainable community.

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.*

Lyndale is one of the most diverse neighborhoods in Minneapolis. Any way that you look at diversity - ethnically, economics, education, sexual orientation, age, etc... Lyndale is a diverse neighborhood. As a neighborhood that is really trying to reach everyone we have taken the approach that we need to have a wide range of things going on to appeal to people where they are at in their lives.

As a neighborhood that has significant populations of traditionally under-represented groups, (which in Lyndale consist primarily of Latino and Somali community members, along with a high concentration of households in poverty as well as a large number of renters) LNA has long-strived to utilize a wide range of organizing techniques to connect community members.

The basis for our approach is respect. LNA truly believes that each person in the neighborhood deserves to be included in their community. What we strive to do as an organization is to make sure we have the capacity to communicate with everyone in the neighborhood. To this end LNA has worked for years to have community organizers on staff who speak Spanish and Somali. Having this ability on staff has allowed us to build deeper and longer lasting relationships within both of the neighborhood's largest non-English speaking communities.

As a neighborhood we use a combination of activities and tactics to reach the different segments within our community. For instance to reach twenty-something renters we may use email + website + social activities to connect with a group that usually does not see themselves as having a long-term connection to a particular neighborhood. Another example would be how we use doorknocking + bilingual staff + direct service + family activities to reach out and connect with Latino mothers and their children. In each of these cases we are trying to engage people in ways and with the things that are relevant to their lives.

LNA also views engagement as an end of its own. Our approach is predicated on trying to build social capital within the community. By building social capital throughout our neighborhood we are positioning the neighborhood to take advantage of opportunities and address issues as they present themselves.

The most helpful thing the NCR can do for our work is to increase the amount of funding available to LNA and to other neighborhood organizations. With more financial support

we would be able to increase our capacity to more fully engage our traditionally underrepresented community members. A second area where the NCR Department could be helpful is helping to create a culture within City Hall that values and respects community members as active participants in shaping Minneapolis and the work of neighborhood organizations.

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.*

LNA has a fairly comprehensive set of programs related to housing issues in Lyndale. The work is primarily done by our Housing, Planning, and Development Committee, which meets monthly to work on housing related issues and programs. The Committee is the primary place that LNA handles zoning and development issues in the neighborhood.

The Committee is also responsible for working with staff on implementing LNA's housing programs; which currently consist of our 4 percent loan program for Single-Family and Multi-Family residences and a low interest business façade program. The loan programs were revamped this past year and become very popular in the neighborhood.

LNA also works on housing related issues, related to tenant and landlord rights, and problem properties throughout the neighborhood. LNA spends approximately 15 percent of our staff time 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.*

LNA has no unused funds from a previous cycle.

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.*

Please use this budget template when submitting your Community Participation Plan for approval.

Please note that not all expenses are eligible for reimbursement. Expenses related to neighborhood celebrations and events are only eligible if the event's purpose is to increase neighborhood awareness and involvement in the organization's planning and implementation efforts. Expenses such as pony rides, food, and entertainment are not eligible for funding and will not be reimbursed.

Expenses related to projects may only be eligible if they are related to implementation of an approved Neighborhood Priority Plan, and are identified in a CPP contract or an NRP contract or MOU.

ESTIMATED BUDGET

CPP Budget	2014	2015	2016
Staff Expenses	\$ 35,000	\$ 35,000	\$ 35,000
Employee Benefits	\$ 8,000	\$ 8,000	\$ 8,000
Professional Services	\$ 3,500	\$ 3,500	\$ 3,500
Occupancy	\$ 6,224	\$ 6,224	\$ 6,224
Communications/Outreach	\$ 8,000	\$ 8,000	\$ 8,000
Supplies and Materials	\$ 2,500	\$ 2,500	\$ 2,500
Meetings/community building events	\$ 2,500	\$ 2,500	\$ 2,500
Development	\$ 1,000	\$ 1,000	\$ 1,000
Fundraising	\$ 8,000	\$ 8,000	\$ 8,000
Other Services	\$ -	\$ -	\$ -
Total for contract:	\$ 74,724	\$ 74,724	\$ 74,724
Neighborhood Priorities	\$ -	\$ -	\$ -
TOTAL:	\$ 74,724	\$ 74,724	\$ 74,724

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.).