
2017-2019 COMMUNITY PARTICIPATION PROGRAM

Application Template

Please use this template as a guide to developing your application 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 application 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:	Phillips West Neighborhood Organization
Address:	2400 Park Avenue South, Suite 337 Minneapolis, MN 55404
Website url:	www.phillipswest.info
Organization email:	Pwno2005@yahoo.com
Federal EIN:	90-0122796
Board Contact:	Name: Reverend Jacob Rock
Staff Contact:	Name: Crystal Windschitl, Executive Director Phone: 612-879-5383 Email: pwno2005@yahoo.com Address: 2400 Park Avenue South, Suite 337 Minneapolis, MN 55404

Who should be the primary contact for this application? Crystal Windschitl, Executive Director

Date of Board review and approval: November 3rd, 2016

FUNDING ACTIVITIES.

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

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?

Proposed Outreach: Phillips West engages neighborhood stakeholders-residents-businesses-institutions through email, direct mail, our website, our FB page, our e-list, monthly Board Meetings, monthly Community Meetings, and Special Issue Based Meetings. Phillips West Priorities include; Phillips West staying a neighborhood resource, responding to business and resident inquiries and facilitate meetings to inform the neighborhood about changes, new developments, re-developments, safety issues, City Council issues, funding for housing programs and improvements, Community Events & Festivals that impact the livability & prosperity of the Phillips West Neighborhood. The mission of Phillips West is to ensure safety and livability by facilitating, advocating and leading the diverse voices of the Phillips West Neighborhood. The Vision of the Phillips West Neighborhood is to mobilize and engage human and financial resources, information, and technical assistance necessary to effectively provide leadership to organize and implement a base of operation for Citizen Participation. The objective of Phillips West is to empower and celebrate stability, diversity, economic development, education opportunities and concern for all children, youth, individuals, families, stakeholders and overall quality of life in the Phillips West Neighborhood.

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.
 1. Phillips West Provides many opportunities for direct involvement from members including; monthly open Community Meetings, open Board Meetings, Volunteer Opportunities for Community Events, partnerships with other organizations & Community partners with events.
 2. We build our membership and volunteer base (this is consistent on-going effort) by inviting the Community to events, meetings, sign in sheets, e-lists, social media & web communication, the Alley Newspaper, networking with neighbors about organization activities, outreach to residents as a whole along with resident associations, block clubs, business associations & the Midtown Community Safety Center.
 3. We are always encouraging new leadership we do so by asking members to take on different tasks and duties. We think hands on involvement helps give stakeholders a sense

of pride in their neighborhood. The Phillips West Board members regularly communicate with their neighbors informing them & inviting them to neighborhood events.

4. We always strive to expand PWNO's capacity through partnerships, relationships, meetings & Community Building Activities.

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.

1. Build a sense of the whole neighborhood among residents: Phillips West does so by branding the neighborhood we currently have and maintain street signs that say "Welcome to Phillips West" we have a neighborhood logo and marketing campaign to help residents be able to identify their unique neighborhood, we host a variety of Phillips West events for the entire neighborhood to establish a sense of ownership, pride & build Community.
2. We build the bridge between the diverse communities within our neighborhood by translating important Community publications, planning events to represent the diverse cultures in our neighborhood and welcoming everyone of all ages to participate.
3. We work with almost all organizations, businesses, neighbors & Institutions within our neighborhood and the neighboring neighborhoods. We have many diverse "Community Partners" and include; MPRB Board, PICA Headstart, Abbott Northwestern Hospital, Allina Corporate Headquarters, Midtown Exchange, Midtown Global Market, Children's Hospital, New Hope Baptist Church, Open Door Church, Messiah Lutheran Church, Lutheran Social Service Center for Changing Lives, Wells Fargo Bank, Wells Fargo Home Mortgage, American Swedish Institute, Hope Academy, MN Adult & Teen Challenge, Ebenezer, 2615 Park Avenue Associates, Park Avenue Center, McDonalds, Kaleidoscope Kids, Waite House, Cristo Rey, Augsburg Fairview Academy, Project for Pride in Living, Aeon, CenterPoint Energy, Xcel Energy, Urban Ventures, Minneapolis Mad Dads, Mpls. Public Housing Authority, Open Eye Figure Theatre, Saint Mary's University, Phillips Eye Institute, Hear of the Beast, Midtown Safety Center, City Council, Minneapolis Police, Hennepin County Probation, Southside Health, Black Nurses Association of MN, Midtown Phillips Neighborhood, Ventura Village & East Phillips. We also work with many others we work with on events, developments, construction projects, energy projects, charities, outreach and any issues that affect the neighborhood as they arise.
4. We have relationships with so many partners even more than is listed above. The partnerships fund and provide services for our neighborhood residents and many of our events. We depend on these partnerships because they sponsor our neighborhood events financially via funds or in-kind. We also depend on these resources for resident. Phillips West is really a connecting bridge between neighborhood resources and residents.
5. The Partnerships benefit the neighborhood by helping make Phillips West a better place to live through services, activities, food security, energy security, relationships, crime reduction and beautification.

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5. **Work with City departments and other jurisdictions.** Discuss your efforts to connect with City of Minneapolis departments and other jurisdictions on behalf of your community and in support of your neighborhood priorities. Please also discuss how the NCR Department can help with this work.

A good relationship with City Departments is one of the reasons our neighborhood exists. Prior to neighborhood organizations residents didn't know how to engage with City Officials & Departments to address neighborhood concerns, priority plans, housing issues, livability issues and other specific issues. Minneapolis is a very diverse large City. The issues that affect Phillips West are much different than the issues that affect Kenwood. The purpose of Phillips West is to engage our stakeholders and serve as a conduit to help advocate for their priorities & concerns. We have Ward 6 City Council & Minneapolis 3rd Precinct Police attend our monthly meetings to give updates on what is going on at City Hall and crime issues within precinct. We also fiscally manage the Midtown Safety Center so we are very engaged with Hennepin County Probation & Minneapolis Police. Any time there is a new City Program or change we invite different City Staff to come to our Meetings to engage residents. Over the years we have had Public Works several times, Hennepin County, Solid Waste, 311, NCR, Community Planning & Economic Development, Police, City Council, Fire Department, Animal Control, Housing Inspections, Business Licensing, Health Department etc. attend neighborhood meetings. I would say we do a really good job engaging City Departments. I think the NCR staff should inform neighborhood staff of changes within city with policies, programs, etc.

6. **Involvement of under-engaged stakeholders.** Discuss which stakeholder groups are typically un-engaged or under-engaged in your work, and how you will work to involve those groups. Please also discuss how the NCR Department can help with this work.

The Phillips West Neighborhood Organization constantly strives to reach under-represented groups including immigrants/refugees mostly of East African & Hispanic Descent, and under-represented Senior Citizens (Phillips West has a high Senior population due to Ebenezer's 2 high rises and assisted living). We also try to reach parents to inform them of neighborhood resources and events to benefit their families. We do most of our outreach through translated flyers, promotion of beneficial events to stakeholders such as food shelves, Community Meals, Holiday assistance for children, Community clothing stores, energy assistance, recreation activities through park board, free health clinics, entertainment & educational enrichment. We work with Minneapolis Mad Dads to host an Annual Senior Safety Pride Day every August in which we celebrate our seniors by providing a free BBQ, entertainment, Health Screenings and other valuable resources. We also serve as fiscal agent for the Midtown Safety Center; they also focus on providing services to under-represented groups. The Midtown Safety Center has "Domestic Abuse Advocates" that provide Somali, Spanish and English advocates that are available for consultations, assistance with orders for protections, police reports, safety planning & access to Community resources. I really think NCR could help provide translation assistance.

7. **Unused funds.** Discuss how you plan to use unused funds from the previous cycle for community engagement or implementation of neighborhood priorities.

We don't plan on having any unused funding.

8. **Policies and other documents.** Applications should include copies of required policies and documents, if changed since your previous application. This should include bylaws, grievance procedures, personnel procedures and policies, EOE or AA plan, ADA plan and policy, and a current board list (Contact your Neighborhood Support Specialist at NCR if you have questions or need samples).

Should have all of these documents contact me if not and I will send via email.

9. **New organizations.** If your organization was not funded in the previous year, a report on the previous year’s activities must be included with your application.

Not applicable.

10. **Budgets.** Please use this budget template when submitting your Community Participation Plan for approval. Your budget should show how Community Participation Program funds will support the organization’s community participation work and an amount set-aside, if any, for implementation of Neighborhood Priority Plans. An annual budget for the organization should also be provided.

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, NPP or NRP contract.

Contact your Neighborhood Support Specialist at NCR for further details.

ESTIMATED BUDGET

CPP Budget	2017	2018	2019
Staff Expenses	\$40,700	\$40,700	\$40,700
Employee Benefits	\$5,000	\$5,000	\$5,000
Professional Services	\$7,200	\$7,200	\$7,200
Occupancy	\$4,000	\$4,000	\$4,000
General Liability Insurance	\$900	\$900	\$900
Directors and Officers Insurance	\$900	\$900	\$900
Communications/Outreach	\$3,500	\$3,500	\$3,500
Translation, interpretation and ADA support	\$500	\$500	\$500
Supplies and Materials	\$3,000	\$3,000	\$3,000
Meetings/community building events	\$7,500	\$7,500	\$7,500
Development	\$1,463	\$1,463	\$1,463
Fundraising	\$0	\$0	\$0
Other Services (please describe):	\$0	\$0	\$0
Total for contract:	\$74,663.33	\$74,663.33	\$74,663.33
Neighborhood Priorities	\$0	\$0	\$0
TOTAL:	\$74,663.33	\$74,663.33	\$74,663.33

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.
- Each neighborhood organization is required to acquire General Liability Insurance and provide a certificate of insurance to the City of Minneapolis. Please contact your Neighborhood Support Specialist for details on required coverage and limits.
- NCR organizes bulk purchase of Directors and Officers Liability insurance for most neighborhood organizations. An additional \$900 is allocated to each neighborhood organization to cover the cost.
- Communications/Outreach should include costs of publications, printing, postage, delivery, flyers, etc.
- Translation, interpretation and ADA support should be included as part of the neighborhood organization's budget, and could include the cost of contract services for translation and interpretation, or accommodations required under the ADA.
- 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.).