

Green Partners 2021 grant application

Environmental action projects

1. Project summary

Organization name	Community Really Matters
Project title	Green ambassadors
Number of people you will directly engage in project activities	150
Number of people you will reach through communications like newsletters and social media	500
Brief description of the audience, including relevant demographics	Adults, primarily Somali, Oromo, Hmong, and Latino residents
Geographic location: the location(s) your project will take place	South Minneapolis in the Cedar-Riverside and Ventura Village neighborhoods
Type of grantee (Double click the check box and select "check")	<input type="checkbox"/> Returning Green Partners grantee <input type="checkbox"/> New applicant
Returning grantees only: Is this project viable for 2 years?	<input type="checkbox"/> Yes, this could be a 2-year project <input type="checkbox"/> No, this is a 1-year project

Topics: What topics will you address during this project? (Double box to select "check" for each topic that applies.)

Protecting natural resources

- Caring for trees
- Protecting water
- Protecting pollinators

Preventing waste and recycling

- Recycling
- Preventing waste
- Organics recycling
- Backyard composting
- Reducing household hazardous waste

Acting on climate change

- Conserving energy
- Improving air quality
- Using renewable energy
- Choosing sustainable transportation

2. Project goals and activities (25 points)

- **One paragraph project summary:**

Our goal is to influence the behavior of more than 150 community members and motivate the broader community to prevent waste. We will identify and train 15 community members to become Community Really Matters waste ambassadors, who will reach out to the broader community and train at least an additional 10 community members (youth, young adults, and adults) each. Additionally, ambassadors will host waste reduction

workshops for the broader community and serve as waste educators for at least two community events, celebrations, or gatherings.

Community Really Matters is a well-known and respected organization in the community and well-connected to influential community leaders (faith leaders, business owners, and organizational leaders). Community Really Matters staff are bilingual/bicultural, well connected to the community, and able to work across generations.

During our last community survey, waste was identified as an issue that community members want to learn more about. While recycling has been practiced by community members, waste prevention is new for many of our residents. Community Really Matters staff are motivated to engage community members on this issue.

- **Actions:** What one or two specific behaviors/actions will you focus on for this project? (*Examples: Participants will reduce waste by rejecting plastic straws. Participants will clean out storm drains to protect water.*)
 1. Participants will prevent food packaging waste at home.
 2. Participants will use reusable water bottles on-the-go instead of purchasing bottled water.
- **Activities:** Describe project activities and include a timeline of activities, by month, quarter, or season. Tell us if participants will play a role in influencing project activities. Describe and *submit* curriculum you plan to use with your application. Reference steps you will take to protect participants from COVID-19.

Ongoing:

- Social media campaign will track the activities and results of the project.

September – February:

- Host a series of four workshops to train 15 ambassadors to become experts in waste prevention so they can lead workshops on household waste reduction strategies and access educational resources to share with community members. Specific topics will include: why it matters, existing cultural values and practices related to waste, reusable items you can use instead, common questions, tips and tricks, waste prevention on-the-go.
- Ambassadors will use the packaging waste trunk from Hennepin County to learn about waste prevention during the first workshop. Ambassadors will conduct waste sorts at the conclusion of each of the four workshops to assess how much waste was produced.
- Ambassadors and participants will be provided with reusable water bottles, reusable bags, remember the bag signs, and motivational posters.

March – June:

- Host field trips for ambassadors to tour a waste or recycling facility that accepts Hennepin County waste. Hands-on learning activities and the “ability to see for themselves” will be essential to enable participants to implement what they learn.
- Ambassadors will seek opportunities at two community events to provide waste prevention planning assistance and educate event organizers about what is recyclable.
- Community Really Matters waste ambassadors will each design and conduct one waste prevention workshop with at least 15 community members present. Workshops will include waste prevention education and hands-on learning activities.

July:

- Community Really Matters waste ambassadors will each follow up with participants of their waste prevention workshop to find out if they are using their water bottles and bags and answer questions.

August:

- Community Really Matters recycling ambassadors will interview participants of their workshops to create stories to share on social media.

- **Returning grantees only:** If we funded this project for two years, provide a summary of activities in year two (if applicable). Same programming but modified based on what we learn in year 1. We will recruit new ambassadors and reach new people from our community with this education.
- **Outcomes:** What behavior outcomes are you interested in and planning to track during this project?

We plan to track the number of reusable water bottles were given out to workshop participants, the number of reusable water bottles that participants report using during the last month of the project, the number of reusable bags we will hand out to participants, and the number of cups saved from the trash at each meeting and training.

3. Participant information (25 points)

- Describe your project participants (those you will directly engage in the project). Where do your participants live, work, or go to school in Hennepin County?

The audience for this project includes immigrants and residents who live in south Minneapolis in the Phillips and Ventura Village neighborhoods. Participants are likely to be low-income and people of color. A large portion of people served are adults with limited English proficiency. Experience ranges from fairly unaware of waste prevention to some experience with waste prevention. We intend to work primarily with adults in our community.

- Tell us how you will recruit and retain project participants. Describe your relationship to and past experience working with this audience. *If you do not have an established relationship with this audience, you must find a project partner who can provide a strong connection to your audience for the duration of the project.*

We will recruit ambassadors through word of mouth and announcements in existing monthly community meetings. We will retain ambassadors by paying them a stipend for their successful participation and feeding them at workshops. Workshop participants will be recruited through existing social networks, word of mouth, announcements at meetings, and posters throughout the community. Workshop participants will receive free supplies to implement waste prevention at home and meals for participating in workshops.

Community Really Matters staff members have worked extensively during the past 10 years with this community and as a result are very aware of their interests and learning styles. Residents often show more interest and are most responsive to information shared by other residents that they know and trust. In the past when Community Really Matters completed a water project similar to this, residents we didn't reach called to express interest in learning about the issues after they heard of the project from their neighbors.

- What communication channels do you currently use and how will you use or expand on these tools to communicate with your audience during this project?

We have an e-newsletter that goes to 500 people, an email list of 200 people, and we communicate through word of mouth, posters, and ads in community newspapers to announce meetings, workshops, and resources.

4. Organization and project management information (25 points)

- Organization website and mailing address: 701 South Fourth Avenue, Minneapolis, MN, 55415, www.communityreallymatters.org
- List the staff and others who will implement the project. Describe each person's role and experience. Submit letters of support from significant organizations you will partner with to implement this project.
 - List the overall project manager/phone/email: Maggie Rhee, Program manager, oversee all aspects of the project including reporting, data collection and staff supervision. She has been in this role with Community Really Matters for the past 5 years. 612-348-9352 maggie.rhee@community.org
 - List a back-up project manager/phone/email: Richard Grimes, Community engagement manager, 612-348-9352 rick.grimes@community.org
 - List additional project staff and project partners. Please submit letters of support from all significant organizations and/or experts you will partner with to implement this project.
 - Rosita Espinosa, Communications manager, project assistance and communications
 - Carol Peletier, Project assistant, project assistance and education supplies

- Daryl Dixon, Administrative assistant, financial reporting
 - City of Minneapolis recycling coordinator, Kellie Kish – letter of support submitted
- List the person who will sign the grant agreement and email: [Michonne Hawthorne](#), Michonne.hawthorne@community.org

Your organization commits to having two people attend the grant orientation meeting on September 14, 2021.

Provide their names and emails so we can follow up if awarded a grant. [Maggie Rhee](#),

Maggie.rhee@community.org and [Richard Grimes](#), rick.grimes@community.org

- Do you conduct background checks for staff and volunteers working with youth? Yes No
- If you plan to work with youth, do you provide training to staff and volunteers working with youth? Yes No
- Some projects benefit from county staff support in project planning or implementation, while others simply need funding or troubleshooting support. How can we best support your project?

[Community Really Matters staff will seek advice from Hennepin County staff regarding the appropriate flyers, brochures, magnets, and other resources that can be used during the project. County staff may be asked to attend one of the ambassador workshops to answer questions and provide additional waste prevention information.](#)

5. Budget (25 points)

- **Budget narrative:** Be sure the budget request aligns with project activities and that all expenses are explained in your application. Only include items that would be covered by this grant. Briefly explain what you use the funds for and why you need this grant. Find the Green Partners Budget Form on the Supplier Portal and submit it with your application. If you are seeking funds for staff time, we recommend including at least 10 hours for meetings with the county staff and project reporting.

[Funds will be used for staff time to implement the project, reusable items that Ambassadors will receive and give to participants, a bus for a field trip, food and event supplies, and communications to promote our events.](#)

Optional: How did you hear about the Green Partners grant program?

- Coworker/colleague
- Hennepin County commissioner
- Hennepin County e-newsletter
- Hennepin County staff
- Social media
- Newspaper
- Community group email or newsletter
- Student or youth leader
- Other (please list):