



## CALL FOR IDEAS & PROPOSALS

### CREATIVE OWNERSHIP IN NORTH MINNEAPOLIS

AUGUST 29, 2016

#### PURPOSE

The Foundation recently announced a change in direction and is seeking ideas and proposals for our new grantmaking strategy in North Minneapolis:

→ *The Foundation supports creative ownership models that are anchored in cultural identities and neighborhood assets as a means to advance economic power and resilience by and for North Minneapolis residents.*

*More specifically*, we are looking for innovative ideas that build upon this grantmaking strategy. Applicants may seek funding to expand or improve work that is already being implemented; resources to implement a new idea or project; or support to plan a project that is currently only in the conceptual stage. This is not an opportunity to apply for ongoing support to sustain longstanding efforts.

Grants made through this process will have a maximum term of twelve (12) months. Shorter project timelines are welcomed. The Foundation plans to use this round of grants to quickly test several ideas, and then expand funding for those that seem most promising.

Even as we grow support for some efforts, the Foundation will remain open to new proposals and ideas that advance its goals to increase ownership opportunities in North Minneapolis. We ultimately seek to develop a web of long-term funding relationships that can collectively build the economic resilience and power of North Minneapolis through creative ownership.

**Current Grantmaking Pool:** Approximately \$350,000. The goal is to significantly grow this pool of funds in future years. **This is the first of what we anticipate to be several “Calls for Concepts” over the next couple of years.**

**Geographic Area of Focus:** We will fund efforts focused exclusively on North Minneapolis. Priority will be given to efforts that are developed and implemented by North Siders, or that demonstrate significant North Minneapolis community input.

**Deadline for Submission:** Monday September 26, 2016.

#### SUMMARY AND BACKGROUND

North Minneapolis is a community with a rich set of histories, a wealth of knowledge, a deep commitment to the health of its community, and an eagerness to build sustainable and positive change. We understand this because we spent significant time in one-on-one interviews with community leaders and in deep listening sessions with residents and representatives from North

Minneapolis who voiced deep commitment to their community and an equal desire to build on its strengths. After listening to and working with representatives of the North Minneapolis community, it is clear that **ownership** in all of its forms is at the center of building economic power and resilience, and is the gateway to wealth creation. **To be clear, we see ownership as more than bricks and mortar, but also ownership of one's destiny and one's community as well.** (see page 4 for examples.)

We also believe now is the time to be bold and take risks on promising and innovative approaches that will benefit the community. Doing our work the way we've done it in the past will not produce the results desired by the community. As a foundation started by an entrepreneur and built on a family of entrepreneurs, we know that if we don't take risks, the community cannot reap the rewards that will truly strengthen North Minneapolis for all of its residents. Reward is often the best byproduct of true risk. Without targeted community intervention, the possibility of significant displacement resulting from gentrification could lead to further loss of the culture and heritage of North Minneapolis communities, and a deepening of racial and economic inequality.

It is not news that low income communities of color nationally, and certainly in North Minneapolis, have been systematically stripped of assets and opportunities to build economic power. This is a direct result of structural and institutional racism. We can point to a number of racist practices (redlining, neighborhood covenants, the construction of highways and interstate systems) to understand the depth of harm and resulting trauma communities of color experienced and continue to experience today. We also acknowledge that Indigenous Peoples first inhabited and stewarded these lands we currently occupy, and that their rights were stripped through broken treaties and destructive policies. Without acknowledging and addressing structural racism and its manifestation in our systems, including within capitalism and its constructs, we will continue to reinforce economic, political, and social inequities.

Local ownership models create a mechanism of personal and collective power to address and apply pressure on mainstream institutions that discriminate against low-income communities of color and keep these communities at the margins of economic activity. In addition, heritage and cultural preservation are key to community vibrancy and resilience, and must be critical components to any economic or community development process moving forward. Ownership increases a sense of place which further reinforces a sense of belonging.

## **ELIGIBILITY & SELECTION CRITERIA**

- We are seeking proposals that directly address our grantmaking focus as described earlier. We are looking for both existing and innovative new strategies that are generated by or originate from those who call North Minneapolis home.
- Our funding would be used to test ideas, maximize existing efforts and/or lay the foundation for new opportunities to build economic power and resilience for North Minneapolis communities through creative ownership models. As stated earlier, we are not seeking proposals to sustain the ongoing operations of existing efforts.
- We will consider proposals for general operating support, direct program support, capacity building, planning activities, and equity investments. We will consider nontraditional grant recipients such as businesses, government, fiscal agents, and grassroots start-ups among others. We will also consider re-granting opportunities through a coalition of recipients or through intermediaries. At this point the IRS prohibits our ability to directly fund individuals.
- We are also aware that there are likely to be more applications than our limited resources can support. We will work with community advisors to vet and fund the most promising efforts. This

community advisement structure will be developed based on the kinds of proposals and opportunities that come our way.

- Where it is appropriate and reasonable, we encourage collaboration that spans and unites multiple cultural communities in North Minneapolis.
- Please see page 4 for some examples of possible approaches to our funding focus.

## HOW TO SUBMIT YOUR CONCEPT

We ask that all proposals, if possible, be submitted through our online grants management system. If you need assistance in accessing the system, call Tracy Lamparty at 612-623-1656 or attend a session below.

- Please log-on to <https://phillipsfamilymn.smartsimple.com>.
- If you have an existing account, use your log-in credentials. If you have forgotten them, contact Tracy Lamparty at 612-623-1656 or [tlamparty@phillipsfamilymn.org](mailto:tlamparty@phillipsfamilymn.org).
- If you do not have an account, press “Register” and follow the steps to set up an account in our system.
- See separate PDF for detailed instructions found on the foundation blog: <http://phillipsfamilymn.org/foundation-blog/>.
- Then attach your proposal. This can be a Word document, a PDF document, a video, or some other format that addresses the following in a narrative and order that makes sense to you:
  - ✓ Describe your concept and how it does or will function, including how you engaged with representatives of the community in its design.
  - ✓ Describe how it fits with the grantmaking area of “creative ownership” as described in this Call for Ideas and Proposals.
  - ✓ Explain why you believe this is the right idea for North Minneapolis at this time.
  - ✓ Explain where the concept is in its development (i.e. An undeveloped concept, an existing program that needs capacity to grow, a successful idea from elsewhere that you propose importing to North Minneapolis, etc.)
  - ✓ Identify the key partners and staff and their roles
  - ✓ Describe how you might measure your impact (this does not have to be fully developed, as funded concepts will work with the Foundation to develop mutually agreed upon outcome measures)
- Please make sure the name of the submitting organization and a contact person and info are included on the first page or at the beginning of your proposal.
- You will also need to attach a proposed budget for this concept, including how much you are requesting from the Foundation.

## HOW FUNDING DECISIONS WILL BE MADE

- After proposals are received by the Foundation and the September 26<sup>th</sup> deadline has passed, Foundation staff will begin reviewing proposals working alongside a group of community leaders and representatives.
- Given our limited resources, we anticipate that we will pursue only the most promising and relevant proposals that are submitted as determined in consultation with our community advisors.
- If your proposal is selected for further review, you will be contacted for additional discussion and follow up. These conversations will allow for further articulation of the proposed concept and to determine if this is the right partnership at this time.
- Final decisions will be made by our board of trustees around November 1, 2016.

- If selected, we will work with you to submit any additional required documentation. At this point you only need to complete the narrative as described above.

## COMMUNITY ASSISTANCE SESSIONS

The Foundation staff will be available to assist you as you think through a concept for submission. We will be available in the following ways:

1. We will be available for drop-in one-on-one's at the following location and times:
  - ~ Wednesday September 7, 8:00 – 11:00 AM
  - ~ Thursday September 8, 11:00 AM – 3:00 PM

**Both sessions will be at Avenue Eatery** (1101 W Broadway Ave, Minneapolis, MN 55411) – Just drop by and chat!

2. We will conduct 2 large group sessions as follows:
  - ~ **Tuesday September 13, 5:30 – 6:30 PM** @ Emerge Career and Technology Center – 1834 Emerson Avenue North, Minneapolis, MN 55411 (optional one-on-one time from 6:30 – 7:30 PM)
  - ~ **Wednesday September 14, 9:30 – 10:30 AM** @ North Regional Library – South Half Meeting Room - 1315 Lowry Avenue North, Minneapolis, MN 55411 (optional one-on-one time from 10:30 – 11:30 AM)

## FOR ADDITIONAL INFORMATION

Please contact one of us directly during regular business hours:

- ~ Patrick Troska – [ptroska@phillipsfamilymn.org](mailto:ptroska@phillipsfamilymn.org) or 612-623-1655
- ~ Elizabeth Coco – [ecoco@phillipsfamilymn.org](mailto:ecoco@phillipsfamilymn.org) or 612-623-1652

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## CREATIVE OWNERSHIP CONCEPTS TO CONSIDER

Although not an exhaustive list, below are some examples that emerged from our many community and one-on-one conversations with folks from North Minneapolis. Prospective applicants are encouraged to use these concepts as inspiration, not as a prescription for what you should propose. This “The Call for Ideas” aims to generate a diverse set of responses to address “*Creative Ownership*.”

- ✓ **Capital Investment:** Access to capital is key for economic development – small business loans and investments that support emerging entrepreneurs. Without capital investments, small, locally owned businesses have a difficult time entering the marketplace and being successful. We’re interested in models of capital investment that provide access to real capital for local economic development.
- ✓ **Cooperatives:** Cooperatives provide an alternative to sole proprietor business ownership that can bring multiple interests and owners together to share risk and financial benefit. We’re interested in models of cooperative ownership anchored in North Minneapolis.
- ✓ **Technical Assistance and Coaching:** Alongside capital, entrepreneurs and emerging business leaders often need certain levels of TA to develop and implement their business model. This

includes access to business coaches who serve as mentors and guides, incubator space to develop their business concept, and life coaching to address personal matters that could hinder success.

- ✓ **Home Ownership:** An owned home is often the greatest asset passed from generation to generation. It is also the foundation creating stability for better outcomes in all aspects of life. We're interested in responsible and innovative homeownership models that provide opportunities for more North Side residents to purchase a home, and/or that effectively set-up low-income folks for successful home ownership.
- ✓ **Property Ownership:** Large swaths of North Minneapolis land and commercial property are owned by investors and individuals who do not live or work in North Minneapolis. This lack of local ownership limits local economic vitality and moves significant resources outside of the community. We're interested in creative models that can move more land and real estate into the hands of local residents for the benefit of the local community.
- ✓ **A Local Healthy Food Economy:** It is well documented that North Minneapolis has limited access to healthy, affordable food, with only one grocery store for over 60,000 residents. We're interested in creative efforts owned by the community with the potential to build a healthy food economy that generates increased economic vitality and financial resilience on the Northside.
- ✓ **Ownership of Personal or Neighborhood Destiny:** Ownership can be extended to the emotional and psychological claim that people make to their neighborhoods and to their own personal destiny. This includes ownership of one's ideas, knowledge and intellectual property. This leads to a safer and more prosperous set of conditions that fuel economic power and resilience. We're interested in efforts that build and sustain psychological, emotional and intellectual ownership models.
- ✓ **Policy:** Systems change is a vital part of the strategy to democratize wealth in North Minneapolis. Government at all levels plays a key role. Policy solutions to such issues as zoning, land use and financing are key to increasing ownership opportunities in North Minneapolis. We're interested in system reforms or policy changes that ensure a fertile landscape for creative ownership of all types in North Minneapolis.



## ABOUT THE JAY & ROSE PHILLIPS FAMILY FOUNDATION OF MINNESOTA

*The Jay & Rose Phillips Family Foundation of Minnesota was founded in 1944 by its namesakes to "address the unmet human and social needs of individuals, families and communities that have the least access to resources." You can learn more about the Foundation on our website [www.phillipsfamilymn.org](http://www.phillipsfamilymn.org).*

*The Foundation has a long history of supporting organizations and initiatives in North Minneapolis. Indeed, this is the community where Jay and Rose lived for many years. Our current Call for Ideas reflects a shift at the Foundation to direct a significant majority of our annual grantmaking, as well as our human and social capital towards North Minneapolis, and to do this in ongoing partnership with neighborhood residents.*

*The Foundation has identified two main themes for its future work in North Minneapolis: Supporting student success, and building financial power and resilience. We intend to pursue these issues for at*

*least the next five years, and to maintain our current practice of enlisting neighborhood residents as co-creators, decision-makers, guides and grantees.*

**We are grateful** to all the students, parents, educators, business owners and community supporters who took the time to meet with us and share their hopes, dreams and experiences of your community. What you have taught us has shaped this grantmaking focus. We will continue to nurture these relationships and look to you to continue guiding our work. This is just the beginning of what we hope will be a long and fruitful relationship to support your efforts to strengthen your community.

You can **read more** about the Foundation's process and decisions on our blog at <http://phillipsfamilymn.org/foundation-blog/>.

*address* 615 FIRST AVENUE NE, SUITE 330 - MINNEAPOLIS, MINNESOTA 55413

*phone* 612.623.1654 - *fax* 612.623.1653 - *web* PHILLIPSFAMILYFOUNDATIONMN.ORG

## **Proposal Submission Instructions**

1. Go to <https://phillipsfamilymn.smartsimple.com>.
2. Click on “Register Here” in the bottom left corner of the “Welcome” box.
3. Answer the Eligibility Quiz question. Note- your work must be in one of the 7 metro counties listed or you are not eligible to submit.
4. Complete the registration information. The fields with the red asterisk are required. The IRS does not allow us to consider individuals at this time; you must be affiliated with an organization. Note- enter the tax ID number with no dashes or spaces.
5. Click “Submit” when complete. Your temporary password will be emailed to you. If you do not receive it within 15 minutes, check your spam folder and if it is not there contact Tracy Lamparty at the Foundation office at 612-623-1656.
6. When you get the email with your password, click on the link. Your username is your email and enter the temporary password. The system will make you change it immediately.
7. Before you can fill in the application (LOI) info, you will need to confirm that your organization and profile info are complete. You will find these in the upper right corner. After reviewing the information, click “confirm”. Note: You will not see the “Start an LOI” button before this step is completed.
8. Click “Home”. Select “Start an LOI”. This will be how you get us your proposal. This process may change in the future.
9. Any field with a red asterisk is required. Under “Which of our funding priorities most closely fits your work”, please choose either Education from the drop down menu or “other” or then type in “Creative Ownership”.
10. In regards to “Please describe up to three outcomes you anticipate from this work.” and “Please list additional secured or anticipated funding sources”. Fill in “NA” unless you have outcomes or other funding sources you can include. Do NOT make something up.
11. “How did you hear about us?” If your source is not listed, please select “Other” and fill in the blank.
12. Please upload your Concept File(s) as requested in the “Call for Ideas and Concepts”. You should be able to upload virtually any file type.

Contact Tracy Lamparty at 612-623-1656 with any questions related to submitting.