



ATTACHMENT C PROPOSAL COVER SHEET

Request for Proposals for Community Outreach and Support Services During and After the Trials Related to the Killing of George Floyd

Name of Applicant Organization: The ANIKA Foundation

Organization Address: 3900 Thomas Avenue North

Organization Telephone Number: 612.670.6355

Contact Person Name and Title: Anika Robbins, President & CEO

Contact Person Telephone Number: 612.670.6355

Contact Person Email address: arobbins@theanikafoundation.org

Geographic Area for services: North and/or Citywide

Total Amount Requested: **\$259,717.20** (and other options; see budget)

Proposal Checklist:

☒ Completed cover sheet

☒ Project narrative (maximum 10 pages)

☒ Attachment D – Budget & Narrative



Community Safety Response Team

Presented by The ANIKA Foundation and Upper Northside Business Association

1. Organizational Capacity

A. The ANIKA Foundation the Upper Northside Business Association are partnering to provide community engagement services citywide, but with a specific focus on the Northside - Camden area and surrounding areas as needed. We are requesting \$259,717.20 to provide services through December 2021.

- i. Financial Management: The ANIKA Foundation is a non-profit organization established 12 years ago with exceptional track record for execution, professionalism and financial management. We use Quickbooks to track, record and categorize and separate programs and expenses. We work with a certified accounting firm as well. Additionally, we have experience working with municipal, state and federal contracts with rigorous accounting practices and expectations. Transactions are made through the organization account and fees such as stipends, etc, are paid through check or cash cards. Expenses and budgets are pre-approved, including miscellaneous expenditures.
- ii. We routinely contract various grassroots organizations, independent contractors and small businesses to implement various aspects of our programs. Grassroots outreach and engagement are in integral part of our program delivery. From our non-partisan voter engagement program which contracts over 60+ canvassers per year, to our health equity programs that retain Trusted Messengers and Community Influencers. We routinely hire from within our community that we serve providing opportunities for homeless and/or those in transition to build credible work experience and get the support they need.
- iii. None of the items in the administrative expectations are new to us - with the exception of having our team be 'shadowed' by the Client/Funder. We typically track and report on our work (photos, media links, etc) and share at program conclusion. Also, while we do carry all the necessary insurances, we'll double-check with our agent to be sure our coverages are sufficient for this specific project.

B. Project Management. We have the capacity to manage 20-50-or more as needed. Depending on the approved scope and geographies. We anticipate needs will be seasonal and/or shifting depending on needs of community, events, etc.

- i. We can create and manage schedules and staffing. We could activate 4-10 per shift depending on the time of day, location, etc.
- ii. With enough notice, we can scale to meet demand. Keeping in mind, for some of our contractors, this may or may not be their full time job. They may have other concerns to keep in mind i.e. childcare, transportation, etc. With can schedule 8-10 workers.



- iii. It would be helpful to understand what you anticipate your needs to be. If we know there's a maximum request of 50, then we will prepare to provide 50 people. Again, with enough notice. This will also depend on how much of the budget remains and how often we would be expected to provide this amount of workers.
 - iv. A Program Director, 1-3 Program Coordinators/Field Coordinators, and an Administrative Assistant would be involved. We may be able to secure 5-10 volunteers pro-bono. Responsibilities include training/orientation, coaching, field management, program management, time tracking and reporting.
- C. We have standard insurance coverages required for our organization to work with public entities, however, we will doublecheck to assess any additional coverages needed.

2. Relevant Organizational Experience

- a. Organization's existing work: Our current body of work is listed in the order of the following:
 - i.
 - 1) Positive, proactive, responsive outreach and community engagement
 - 2) Supportive 2-way communication between community and the City of Minneapolis
 - 3) Sharing information about existing City resources and other community resources and supports and helping community members access those resources when needed.
 - 4) Informal de-escalation, mediation and conflict resolution. We are more of a convenor, or bridge-builders, 'Preemptive Beef Squashing':) We bring groups together to foster cooperative collaboration and problem solving and co-creation. We also identify gaps in services, leadership and other opportunities, and make referrals and recommendations to fill those gaps. We groom Trusted Messengers, contract with Trusted Spaces i.e. Black or POC or other businesses, centers, etc, in community to hold informational exchanges. We've facilitated forums with public officials and community members and stakeholders on critical issues. Our most recent convening featured Inspector Adams and Lt. Snyder ahead of the Jury selection for the Derek Chauvin trial to inform Northside residents of public safety measures being taken and how to manage their expectations, how to protect themselves and learn about available resources. This proposal is a culmination of that meeting in partnership with the Upper Northside Business Association. Our campaigns are a combination of public awareness and tactical ground engagement i.e. flyer and essential needs distribution, voter registration, census, informing of public works projects, business opportunities, etc.



- ii. We are currently actively engaged in all of the above. As a Trusted Messenger for Hennepin & Ramsey County, and the State, we have designed and implemented outreach and engagement campaigns in partnership with complementary groups to amplify reach and impact. This includes creating culturally-specific messages for specific audiences; developing and training engaging Ambassadors/Trusted Messengers/Outreach Workers
- iii. While we are based in North Minneapolis, our work has statewide reach. For instance our census and voter engagement campaigns are statewide, our COVID-19 outreach is primarily in African Heritage communities in Minneapolis and St Paul and our current public safety awareness efforts have been centered on the Northside. We routinely engage with Hennepin County officials, the Chief of Police, Mayor's office and State legislators.
- iv. Our team are cross-trained to provide this work as well as overall navigation services, support with essential needs, resource connection and then some.
- v. We design curriculum specific to a project and provide a guidebook/manual or at least talking points so outreach workers are prepared to answer questions, guide community members to right outlet or connection. They're also trained on various policies, i.e. soft skills, sexual harassment, violence, insubordination, timeliness, conflict-resolution, etc. If a client has specific curriculum or talking points, we incorporate those.
- vi. We are in the people and disparities-reduction business. Our multi-faceted approach addresses several layers of effective communication and engagement. We develop informational and educational materials because we understand there can be information/awareness gaps. Having the right tools equips our team with the information they need to inform the people they engage. Through over 30 years of collective engagement with several of our partners including businesses, elected officials, Elders, youth leaders and concerned citizens, we have established relationships, information channels and networks to readily disseminate critical information. We also train our team, pay them well, address their own critical needs and reward and promote for exceptional service and leadership, to boost morale.

B.

- i. We haven't exclusively engaged in de-escalation i.e. breaking up fights, etc. However, we were involved in community patrols, night-watch services, resource distribution, and communication management. We established a safe, secure communication system with linkages to key zones, shift leaders, replenishment of supplies, etc. Several on our team are trained in conflict-resolution, etc, but we would welcome additional training if deemed necessary by the City.
- ii. Several members are participating in mediation workshops, etc. We recognize communication skills building is critical to violence reduction in our communities-under any circumstances, not just during critical incidents.



C. Organizational Qualifications

- i. We have served the Twin Cities Metro for over 12 years as an organization, with over 30 years of our Director's history, lived experience and relationships alone. We have fostered partnerships with several Minneapolis Parks' sites, community service agencies and businesses. We have formed or been part of coalitions with Northpoint, AALF, Sabathani, NAACP, ACLU, MAD DADS, various churches and clergy members, NAZ, MUL, Capri Theatre, several barbershops, beauty salons, beauty supplies and convenience stores, Southside Clinic, West Broadway Clinic, and several community neighborhood associations. Our focus has primarily been African heritage communities, Black/ADOS, African Immigrant, and then, LatinX, European American and API. We provide programs and services with area schools, youth groups including YCB, Youth Congress, Boys & Girls Club and Black Student Unions on various campuses. We work in concert with various City Council members, Commissions and other entities to streamline information and program delivery. We also have strong media partnerships including local, national and mainstream media outlets.
- ii. The Upper Norhside Business Association (UNBA) was borne out of 2020's civil unrest. We quickly mobilized to be poised to respond to the needs of businesses vandalized during that time. The ANIKA Foundation is the fiscal agent for UNBA. Together, with the Robbins Urban Wellness Retreat, Webber Mart, and several others including, Webber-Camden Neighborhood Association, we are working to strengthen the learnings and connections fostered, solidify infrastructure and communication networks to effectively serve our communities. We are also working closely with 4th Ward Councilmember Phillipe Cunningham and Inspector Adams to funnel communication between City and law enforcement to foster trust-building and access to real-time information and resources. We also have a working relationship with District 2 Commissioner Irene Fernando.
- iii. Our collective business and community leaders involved in this collaboration have a solid track record of service and exceptional execution. Our community trusts us to do what we say, help when we can and protect when needed. Our collective has donated food, provided financial support and resources. The ANIKA Foundation has partnered with schools and health agencies to distribute food, clothing and hair care and personal care items, grocery store cards. We've provided housing support, transportation, childcare, tuition support, and more. We live and work in community on the Northside; some of us have lived both North & South - with strong ties to both. We are a go-to for election information, civil rights and public safety, we've facilitated difficult conversations with law enforcement and we've provided support for our youth. Not only are we Trusted voices, but we also provide trusted spaces for healing and restoration, mental wellness support, job skills training. We have helped people buy homes, start businesses and secure



employment-all from a cultural lens. The Upper Northside Business Association raised enough funding-in less than 6 months-to award grants to the tune of \$40,000 to small Women, Black and POCI owned and operated businesses vandalized in 2020. We have a collective demonstrated track record of service and commitment to community.

- D. Our response above should detail the demonstrated credibility and earned trust. We would add that community has expressed it's gratitude and offer of support for our efforts. Many are ready to be activated to engage.

3. Activities

- A. We are prepared and rooted on the Northside. However, should a need arise in other parts of the City, we are prepared to mobiize in those areas. We wouldn't want our proposal to be rejected for being pigeon-holed to one area when we are capable, and currently engage statewide. However, Northside would be the zenith of our scope and geography.
- B. Community members have expressed a need for information, and supplies i.e. fire extinguishers, flashlights, etc. The main thing is clear, concise information around public safety and security and improved response times over last year. Wellness resources i.e. healing & restorative services. We're exploring safe, private spaces for Black Men exclusively, Black community exclusively and services open-to-the-public in general. We have lined up wellness practitioners, food and other essential needs. We are triaging response and services, which is why engaging multiple agencies and businesses is essential to our efforts. Our immediate goals are to create clear communication channels, concise information updated frequently and distributed to community via grassroots and social media and community listening sessions. Our universe includes both residents and businesses so we would be sure to craft messaging for our businesses as well. A consistent communication and engagement strategy would be implemented to build trust, familiarity and consistency.
 - i. We have tentative staffing and schedules in place
 - ii. Activities would be structured based on funding. Frequency, number of Coordinators, community demand for services, etc, would be scheduled accordingly
 - iii. The Program Director is responsible for overall project implementation. Specific activities i.e.scheduling, resource distribution, recruitment and staffing would be handled by Program Coordinators.
 - iv. Coordination would be handled by staff. Specific services would be contracted - preferably from local businesses. Grassroots engagement, street teams, patrols, etc would be contractors and volunteers.



- v. Food, incentives, youth engagement and some entertainment (COVID, notwithstanding) would also be explored to boost morale and maintain positive energy. A plan to support Elders is also being explored.

D. In addition to our demonstrated experience in community engagement, communications, outreach, research and business management experience, we believe we have the multi-faceted approach critical to addressing the multi-layered needs of community members. Additionally, we are building on the learnings and infrastructure in place from 2020. In 2021, community leaders were determined to build on those learnings and be strategic in proactively planning ahead of the trial. Some brief examples of program successes include: 10% voter turnout on the Northside due to our non-partisan voter engagement, an increase in Black voters (10%) Youth voters (40%) and New Americans (20%). Increased, steady census participation in undercounted communities - despite the pandemic, despite the protests. We've distributed over 20,000 masks, sanitizers and personal care items. Utilizing our network to encourage parents to keep their children home during curfew to avoid harm or arrests. We sponsored the delivery of meals to Elders. Despite the businesses that were damaged, many more were NOT due to the collaborative effort of our community patrols and communications portals. We have testimonials, survey responses and other data to support these claims. Other gains included strengthened community bonds, neighbors getting to know each other, sharing information and resources and protecting each other.

To give perspective, many of these strategies and infrastructural elements are the learnings from the 2011 Tornado that hit North Minneapolis. Our Director was instrumental in convincing community leaders to establish a resource hub at KMOJ as over 40,000 residents were without electricity. We triaged the pooling of resources including bottled water, donations, food, phone chargers, baby supplies and clothing for families, etc. This linkage of communications with engagement is critical to effective emergency response.

e. Anything could happen...or nothing at all. That in itself is a challenge. However, we would rather err on the side of being prepared. There could be staffing challenges depending on how much notice we're given. A constant request for large teams could exhaust the budget; someone could get hurt. Our goal is to anticipate those potential outcomes and plan accordingly. Our budget would include a set number of large scale outreach worker details scheduled; once we've exhausted it that would be the end of it. This would be in addition to the remaining average staffed teams i.e. 8-10. We would make sure our contracts, insurance coverages, etc, account for someone being harmed. We would also ensure our contractors have these protections and are clear on these potentialities. However, our goal is to plan and prepare for any range of outcomes, stay in steady communication with City and other appropriate officials to adjust. Either way, we are ready to meet the terms of engagement with the City.



Attachment D – Budget Template (see narrative below)

PERSONNEL	Role on project	Base salary, hourly rate, or annual wage (with fringe)	Estimated hours on project	Salary/ wages charged to project	Fringe for position in \$
Project Director	Project Oversight	\$27,700	720	\$25,200	\$2,500
Project Coordinator	Coordination	\$15,800	720	\$14,400	\$1,400
Field Director	Field management	\$14,400	720	\$14,400	
Outreach	Outreach	\$139,840	7200	\$139,840	
TOTAL LABOR		\$197,740			

Expenses

Supplies	\$3,000				
Printing	\$4,000				
Mileage	\$1,008				
Food & Engagement	\$15,000				
Health & Wellness	\$9,000				
TOTAL EXPENSES	\$32,000				
TOTAL ADMIN	\$33,877.2				
TOTAL PROJECT COST	\$259,717.20				



Budget Narrative

The total projected budget is \$259,717.20. However, we have options:

Option 1: Full amount (above) including food, engagement & wellness services, surge staffing

Option 2: WITHOUT food, engagement & wellness services: **\$235,717.2**

Option 3: Without food, engagement, wellness, surge staffing: **\$219,717.20**

Option 4: Without surge staffing: **\$243,717.20**

Additional options i.e reduced hours, are also an option.

Budget Review

Personnel Costs

We anticipate:

1 Project Director: Coordinates overall project, lays out strategic plan, staffing plan, communications, liaison between Community & City of Minneapolis, etc. Projected Pay at \$27000 includes fringe, over 9 months.

1 Project Coordinator : Project Coordinator implements plan with Field Coordinator and Project Director. Manages recruitment, training, scheduling and reporting. Event coordination staffing and volunteer management, distribution of essential needs, swag, etc. Projected Pay is \$14,400 total with 10% fringe for 9 months at \$1600/mth

1 Field Coordinator : The Field Coordinator works closely with Outreach Team and Volunteers onsite. Manages, scheduling, provides oversight, coaching and implementation. They also manage Shift Leaders. Projected Pay is \$14,400 for 9 months at \$1,600/mth.

Outreach: We budgeted for 20hrs per week for 10 people: 9 Outreach Workers @ \$17/hr and 1 Shift Leader @ \$19/hr. We also budgeted an additional \$16,000 for surge/emergency staffing at 50 people @ \$20/hr for an 8hr shift. We project the need for increased incentive for short notice and to recruit new workers on the spot. This allows for (2) critical staffing events.

Supplies: Flashlights, batteries - \$300; vests \$250; walkies \$1000; extinguishers \$1000; Safety kits: 200 @ \$2,000; misc. \$1,000

Printing: Tshirt printing \$10/ea for 60; Fliers, \$1000 for 5000; flyers and safety materials, design: \$2000.

Mileage: 100 miles per month at \$.56/mile

Food: \$15000 for large events, delivered meals to seniors i.e. \$10/meal for 50-100 people

Wellness Services: Contract up to 20hrs per month for healing, yoga, massage @ \$40/hr

Administrative: @ 15% Project Budget includes: ED, Admin, rent/phones, legal, accounting, insurance, etc.

For questions, contact: Anika Robbins, arobbins@theanikafoundation.org or 612.670.6355

All subject to negotiation. Prices are estimates and subject to change.