



EVENT ID: 0000001445

Community Outreach and Support Services During and After the Trials of the Former Officers Involved in the Killing of George Floyd

Name of Applicant Organization:

SOCIAL IMPACT STRATEGIES GROUP LLC

Organization Address: 1908 University Avenue W., Saint Paul, Minnesota 55104

Organization Telephone Number: 651-242-9264

Contact Person Name and Title: Pang Xiong, Special Project Lead

Contact Person Telephone Number: 651-230-3701

Contact Person Email address: pang@socialimpactnow.com

Geographic Area for services (South, North, or citywide): Citywide

Total Amount Requested: \$61,345.00

Proposal Checklist:

- ☐ Completed cover sheet
- ☐ Project narrative (maximum 10 pages)
- ☐ Attachment D – Budget & Narrative

March 17, 2021

To whom it may concern:

Social Impact Strategies Group (SISG) is pleased to present this proposal to provide digital outreach and support services to help keep Minneapolis community members safe, informed, and connected to resources during and after, the trials of the former police officers standing trial for the killing of George Floyd and during other potential periods of heightened tension in 2021.

It is our understanding that the City of Minneapolis is looking for a consultant to provide outreach and support services to deliver and address the emergent needs of BIPOC communities in Minneapolis; and provides a continuum of community-oriented violence prevention, intervention, and response.

We believe that our team is uniquely qualified to expand the City of Minneapolis reach and provide objective, appropriate and culturally-grounded outreach to BIPOC community members and small business owners, based on our previous work experiences and trusted relationship with the community. Our proposal and work serves Black/Brown, Indigenous, People of Color; LGBTQ+ local Minneapolis community members, small businesses and ecosystem builders.

We are in alignment with the city department whose commitment to seeing BIPOC communities and small businesses thrive. We are confident that we are the ideal partners to walk through this journey with the City of Minneapolis.

If you have any questions about this proposal in advance of a meeting, feel free to reach out to Pang Xiong at pang@socialimpactnow.com. We look forward to hearing from you.

Best regards,



Y. Elaine Rasmussen, CEO
Social Impact Strategies Group

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ABOUT US

Social Impact Strategies Group (SISG) will offer culturally-grounded, positive, proactive and responsive outreach and community engagement in trusted multi-media messaging strategies (including social media) supporting communications between community and the City about activities and opportunities for BIPOC local communities to navigate coordinated, community-centered, citywide events and activities. Activities include peacemaking, violence interruption; and community engagement and support in informal de-escalation, mediation, and conflict resolution; and sharing information about existing City and community resources, as well as supporting community members in accessing those resources.

ORGANIZATIONAL CAPACITY

Our organization has clearly defined roles and responsibilities for contract and finance management. All departments are informed and aware of responsibilities monitoring and developing/establishing appropriate internal controls to ensure they are functioning effectively. All responsible staff are included in appropriate communication and sharing of information relevant to project and scope of role & responsibility.

Our organization utilizes: team collaboration tools (Google Suite) and project management software (Asana); budget and finance management tools (Quickbooks), customer relationship management tool (HubSpot), as well as other digital management tools.

All staff, contractors and volunteers go through an application process that involves interviewing, orientation, on-boarding and training. Staff hired and working on specific projects are trained in SISG's project management tools, process and procedures to support their work and to provide guidance to the planning, delivery and documentation of work.

Similar to work we have done with the City of Minneapolis and Hennepin County in 2020, SISG's proposal is specific to serving as a trusted media messenger and outreach support to connect community and city to appropriate resources, activities and community response messages. We currently work with social media & communication strategist consultant contractors and employ part-time staff to support in trusted media messaging outreach. We do not currently have staff providing direct in-person services to the community, such as an Outreach Worker. However, we have the necessary capacity to execute, manage and conduct necessary strategies, documentations and reporting for all work completed for this project.

RELEVANT ORGANIZATIONAL EXPERIENCE

Founded in 2016, Social Impact Strategies Group (SISG) is a Black/Native-led, B-lab certified social enterprise. SISG just launched its sister organization, a 501(c)3 named ConnectUP! Institute, a social finance & enterprise development innovation center, based in the Midway area in Saint Paul, Minnesota. Our work serves both Minneapolis and Saint Paul communities, rural and Native communities.

Our team brings a combined 50 years of experience in a range of industries including manufacturing, retail, higher education, philanthropy, fashion, and entertainment. Our team also brings a diverse set of skills such as finance, research, data analysis, marketing, communications, grassroots organizing, policy making, enterprise development and more. SISG offers consulting and facilitation regarding racial equity and social impact audits, entrepreneur and investor education, and produces an annual Summit that connects underestimated entrepreneurs, local investors, and the entrepreneur ecosystem. Over the past five years, SISG has provided over 2,000 hours of small business technical assistance.

Most recently, SISG executed multiple contracts, recently with Hennepin County, City of Minneapolis, Ramsey County and City of Saint Paul to provide language (Hmong) and culturally appropriate messaging connecting local communities regarding COVID relief efforts, mutual aid events and activities, as a trusted media messenger. As well as, partnering as a Technical Assistance Provider providing community outreach support and consulting services to community, local nonprofits and small businesses. Our success in executing as a trusted vendor grounded in our values and cultural identities. SISG also offers language accessible messaging and resources in Hmong and English.

Ms. Y. Elaine Rasmussen is CEO and founder of (SISG), a Black/Native-led certified B-corp social enterprise. SISG provides facilitation & consultation on social impact and racial equity; education workshops for investors & underestimated entrepreneurs, and produces the annual ConnectUP! MN Summit which promotes and grows inclusive and equitable entrepreneur ecosystems that drive positive, sustainable social impact grounded in economic justice. Rasmussen was named 2020 Finance and Commerce's Top Women in Finance, and AARP/Pollen's 50 over 50. Rasmussen has a masters degree in conflict analysis and resolution and served as a curriculum designer and researcher on the Crisis Management Team at the Foreign Service Institute in the US Department of State. Rasmussen serves on the board of Nexus Community Partners, Swift Foundation and Minnesota Diversified Industries (MDI).

Pang Xiong, is a first-born generation Hmong American Woman Entrepreneur and Founder of Community & Co Lifestyle LLC. She is a Creative Community Organizer & Strategist, Artist/Cultural Consultant, and Youth Advocate born and raised in the Frogtown/Rondo community in St. Paul. She has spent the last six years organizing and co-creating equity-centered, culturally responsive community conversations, events and activities around healing, community-empowerment and advocating for inclusivity practices in healthcare, economics and education. She also spent 11

years in healthcare, in south Minneapolis at the University of Minnesota Community University Health Care Center & Academic Healthcare Center, creating equitable access to health services and managing customer and patient satisfaction. Her work has influenced connections across communities through the power of shared-values and creating narrative change to elevate underestimated communities and sharing their lived-experiences and brilliance. Through her work she has co-created culturally appropriate pathways to fill language and access gaps to underserved communities. Pang brings in a wealth of wisdom and experience in co-creating and developing inclusive community engagement and cultural strategies through human-centered and authentic approaches.

The scope of this proposal is responding to a gap we have identified in the Bid. SISG is focused on digital outreach that will complement and work in tandem with the direct-in person outreach service providers. Digital outreach is critical as most young adults (<25 years of age) get their information digitally. Providing a way to digitally inform, engage and get real-time information on public safety and other key community messages resulting from the George Floyd trials (and subsequent events) is not only vital, but must be part of any community outreach. However, our virtual capacity and resources support offers the community another option and approach to accessing community resources, events and activities in a digital format.

We recognize that the work we do to positively impact a community is more powerful and impactful when all corners of the community are actively participating and engaged. SISG's values form the fabric of our organization's culture. Our values serve as our foundation and guide every component of our work and clearly outline who we strive to be every day.

We have strong relationships with values-aligned partners for this project which includes:

Black Business Support Collective (BBSC) - a collaborative of 5 Black-led entrepreneur support organizations which includes: Black Women's Wealth Alliance (BWWA), African American Leadership Forum (AALF), Northside Economic Opportunity (NEON), West Broadway Business and Area Coalition (WBC), Community Reinvestment Fund, Minnesota Black Chamber of Commerce and Just Law, LLC servicing all North and South Minneapolis communities.

Entrepreneur Ecosystem Organizations (ESO) - a collaborative of 12 organizations which includes: The Coven, Lunar Startups, Launch MN, Finnovation Labs, Forge North, Startup Space, BetaMN, MNCUP, and more.

We also have partnerships with organizations such as the Minnesota Black Chamber of Commerce (MBCC), Minnesota Association of Black Lawyers (MABL), National Association of Black Accountants - Twin Cities (NABA), and the African Development Center (ADC), local Neighborhood Associations such as the Central Area Neighborhood Development Organization (CANDO) and others to ensure that our offerings are promoted across a wide, cross-pollinated network.

In the last five years, we have produced three conferences, hosted over 50+ workshops, as well as connected BIPOC communities and entrepreneurs with investors and intermediaries. We published the first State of the Work Report outlining the gaps for BIPOC communities and founders of color in the Minnesota ecosystem. We have a proven track record in developing trusted relationships with local BIPOC communities.

Since the pandemic and George Floyd's death, our work in closing the wealth gap and advancing economic justice has been more important than ever. In 2020, we worked with local trusted community partners to provide multi-language outreach communications to promote ease in navigating community resources and provided 300+ one-on-one consulting and personalized solutions that included legal services, strategic recovery planning to BIPOC communities and small business owners.

Our Values

We practice: **INTENTIONAL TRANSPARENCY** in the work we do, the communities we serve and the relationships we build; **RESPECTING** who people are, where they are and the identities they hold; **360 DEGREE COMPASSIONATE ACCOUNTABILITY** to foster equitable and economically vibrant communities; being **GUIDED BY ANCESTRAL KNOWLEDGE** that communities hold wisdom that works; being **UNAPOLOGETIC** about who we are, where we're from, and who we serve with courage and passion.

ACTIVITIES

We want to serve as your trusted digital outreach vendor that will reach and serve South and North Minneapolis communities and beyond. Our virtual outreach activities will reach across all of the named communities and beyond.

Our Special Project Lead and Social Media/Marketing Strategist will coordinate and develop communications strategies, provide messaging and outreach to the community in English and Hmong in coordination with the City of Minneapolis and selected Outreach vendors. All staff involved with the project have experience in developing strategic communications and marketing strategies as well as managing teams of consultants.

- Pang Xiong, Special Project Lead: Coordination and project management.
- Elaine Rasmussen, CEO & Ixchel Mckinnie, Operations and Finance Officer: Oversee organization operations and financial processes and procedures.
- Ariana Wilson, Social Media/Communication Strategist: Oversee Communications and Marketing for project events and activities.

All of SISG's staff are from BIPOC/Native communities and bring valuable lived-experiences and trusted relationships with the community to the work. A communication and project management tool will be adapted to facilitate the work and develop outreach and communication strategies across selected vendors and the City. The Special Project Lead will oversee the completion of

outreach and communication activities; And work with the Operation and Finance officer to coordinate other operations and financial processes and procedures. Below is a list of specific activities:

- Identify a list of key stakeholder to tag in communications
- Identify key hashtags
- Create an internal communications platform where all service providers can communicate with each other internally.
- Create and design digital messages
- Post approved messages 1-3/week
- Mine and report on digital communications engagement analytics
- Internal project management
- Create video messages (as needed)

Special Project Lead and Operation and Finance Officer will develop tracking tools to monitor progress and completion of activities. SISG will provide a 360-degree feedback loop on the appropriateness, community-response and timeliness of messages.

Some challenges we may or may not expect of this work is timeliness of messages for communication and outreach efforts; however, we've learned to stay in constant communication with community members about their needs and appropriateness of resources and communicate with city staff about updates and support navigating community resources.

BUDGET*

Task Description	Monthly rate	May 2021-December 31	Subtotal
Overhead/admin/Misc ~15%			\$10,000.00
Coordination with selected Outreach vendors	1,500.00	7	\$10,500.00
Slick Text (text messaging)	\$60.00	7	\$420.00
Mailchimp (mass communication platform)	\$60.00	7	\$420.00
Hubspot (relationship management)	\$550.00	7	\$3850.00
Social media staff lead (monthly)	\$2,500.00	7	\$17,500.00
Project Management (monthly)	\$2,500.00	7	\$17,500.00
Canva (graphic design platform)	\$25.00	7	\$175.00
Asana (project management platform)	\$40.00	7	\$280.00
Biteable (Video creation tool)	\$100.00	7	\$700.00
TOTAL			\$61,345.00

*Budget narrative is embedded in the proposal.