

Do It Green! Minnesota

2013 Annual Report

2014 Planning Summary

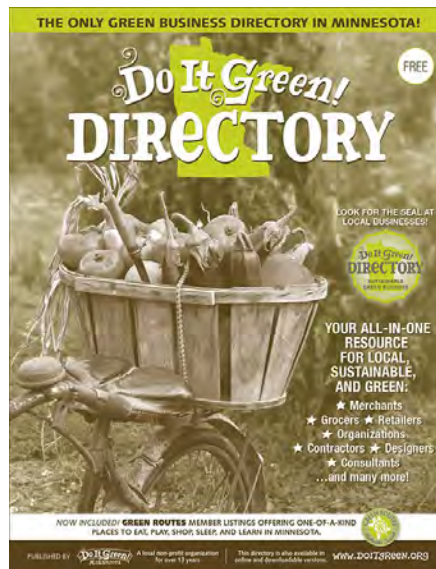


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Do It Green! Minnesota Organizational Information

Mission Statement

The purpose of Do It Green! Minnesota is to educate Minnesotans about green and sustainable living and promote building healthy, local communities through:

- The printed guidebook *Do It Green! Magazine*, the *Do It Green! Directory*, and web site www.doitgreen.org
- Community events, workshops, and skillshares
- Offering a resource center for educational workshops and research

Do It Green! Minnesota will ensure that people of all incomes will have access to our publication and activities, and we will serve as a model for other cities and states nationwide.

Our Organization

Do It Green! Minnesota consists of a core Do It Green! Team of 13 and over 100 volunteers for events and special projects. Do It Green! Minnesota offers:

- Do It Green! Resource Center inside the Midtown Global Market in Minneapolis
- Do It Green! Magazine Annual (2007-2012 editions)
- Do It Green! Directory listing green businesses and organizations throughout Minnesota
- Annual November Green Gifts Fair and Earth Day celebration events
- Online Green Living Database with 850+ articles and resources
- Other organizational activities include e-newsletter, facebook, twitter, skillshares and information tabling.

History

Do It Green! Minnesota planted the seed in 1999 as a 501c3 organization that brought Twin Cities' residents together to share ideas that improved their lives and communities in green and sustainable ways. To help foster our mission, we grew our roots by publishing a green living guidebook with articles, tips and projects to empower individuals to have a smaller ecological footprint in Minnesota. This guide, *Do It Green! Magazine*, is now published annually. In 2004, we extended our roots by offering hands on workshops to help bridge Minnesotans from learning to doing. Some topics offered include: Build Your Own Rain Barrel, Simple Living, Green Building, Rain Gardens 101, Global Warming & You, and Solar Made Simple. As our roots spread beyond the cities, we appropriately changed our name from Twin Cities Green Guide to Do It Green! Minnesota in 2008 to reflect the interest and work we are doing in the metro and Greater Minnesota area. 2013 marked our 13th year anniversary as Do It Green! Minnesota.

Do It Green! Team, Interns & Board Members

Do It Green! Team

Ami Voeltz - Executive Director/Programs Director
Sara Grochowski – Accountant
Mike Kooiman – Graphic & Web Designer for Directory
Emily Ronning –Graphic Designer
David Kern with Because Collective – Web Master
Heidi Meyer – Green Gifts Fair Coordinator
Jeff Bender –Business Membership Coordinator for Do It Green! Directory
Ka Youa Vang – Do It Green! Resource Center Manager
Janiece Watts – Office Manager
Eva Lewandowski – Grants Writer and Diversity Program Manager
Andrew Rockway – MGM Green Team Coordinator
Nate Dobbins – Social Media Coordinator
Deborah Pierce - Do It Green! Resource Center Assistant & Graphic Design

Do It Green! Resource Center Staff

Deb Pierce
Ka Youa Vang
Nicole Hunger
Nick Cox
Abdi Mohamud
Ryan Strand
Tanner Beckstrom

Do It Green! Gifts Fair Interns

Nicole Hunger – Green Gifts Fair Assistant
Michelle Jordan – Décor and Volunteer Coordinator
Sarah Mertz – Eco Fashion Show Coordinator
Brianna Monson – Media/Promo and Silent Auction Coordinator
Nicholas Seawell – Demo Coordinator

Do It Green! Board Members

The Advisory Board meets bi-monthly (6 x year) to discuss strategic planning, to review organizational financials, and to make important decisions for the organization's growth and expansion.

Mark Snyder (since 2005) - Minnesota Pollution Control Agency, Board Member
Andy Schakel (since 2008) - Health Partners, Board Co-Chair
Corrine Bruning (since Jan 2011) – E-Democracy.org and Jack Dog Farms, Board Member
Emily Barker (since Jan 2012) – Minnesota Pollution Control Agency, Board Chair
Heidi Meyer (since 2013) - General Mills, Board Member
Virginia Rutter (since 2013) - Eutectics Consulting LLC, Board Member
Liz Selander (since 2013) – Minneapolis Park and Recreation Board, Board Member
Katie Weddle-Langer (since 2013) – Securian Financial Group, Inc., Board Member

2013: Year in Summary

Publication Updates:

1. Do It Green! Directory 2013
2. Do It Green! Magazines
3. Monthly E-Newsletter
4. Social Marketing – Facebook/Twitter



2013 Do It Green! Directory:

In 2012, we printed and distributed all 10,000 Do It Green! Directories to over 100 retail and community locations as well as at dozens of events throughout the year. In 2013, we partnered with Renewing the Countryside's Green Routes directory which was printed inside our directory and printed a total of 15,000 directories that includes 145 directory members in print and online.

Do It Green! Magazines:

A new magazine has not been printed since 2012, however we continue to donate guidebooks to schools, libraries, community organizations and events. In 2013, we donated over 250 guidebooks. 2013 Do It Green! Magazine Guidebook Donations include:

- Community events including; CERTS Conference, RAM/SWANA Conference, Will Steger Summer Teacher Training, Environmental Educators Conference, Earth Day Celebration at the Midtown Global Market
- Classrooms/teachers who participate in tours at the Resource Center
- Neighborhood organizations for auctions/fundraiser events
- Community Earth Day/Green events throughout the year
- General community events seeking donations for auctions/fundraisers

Monthly E-Newsletter

We published a monthly green living e-newsletter offering local news, resources, tips, new eco products, events and job/internship opportunities. The newsletter was sent each month for a total of 12 times to a database list of 6,000 up to 600 people from 2012.

Social Networking – Facebook & Twitter

We started a Facebook and Twitter account to promote the Green Gifts Fair and Workshop events in 2010. We currently have 1,750 Facebook fans and 1,800 Twitter followers with a growth of about 400 fans and followers on each. We average about three posts/day for both Facebook and Twitter, plus an additional average of two “shares” on our partner’s posts.

Programming Updates:

1. Do It Green! Directory 2013
2. Individual Members
3. 8th Annual Green Gifts Fair
4. Do It Green! Resource Center
5. Rain Drop Project
6. MGM Green Team/Global Goes Green

2014 Do It Green! Directory

Since 2012, we created a Do It Green! Directory that was published as its own printed piece that is being distributed at no charge to over 100 retail and public service locations throughout Greater Minnesota. The Do It Green! Directory is also available online and as a downloadable version.

In 2012, we printed and distributed all 10,000 Do It Green! Directories. In 2013, we partnered with Renewing the Countryside's Green Routes directory which was printed inside our directory and printed a total of 15,000 directories that includes 145 directory members in print and online.

Individual Members



We launched our Individual Membership program in 2010. In 2013, the Advisory Board overhauled the membership options and brochure which was launched at the 8th Annual Green Gifts Fair event. This year, new members receive a To-Go Ware bamboo utensil set with any membership purchase with a tag listing how their membership will contribute to our programming.

8th Annual Green Gifts Fair





Do It Green! Minnesota offered our annual Green Gifts Fair on Saturday, November 23rd from 10am-5pm at the Midtown Global Market on Chicago and Lake St. in Minneapolis. There were an estimated 8,000 in attendance with 83 local vendors (added 12 spaces from last year). The event was our kick off event for the 2014 Do It Green! Directory publication. The event is also meant to introduce Twin Cities' residents to green gift options over the holidays by bringing in local green and fair trade vendors and artists to sell gifts in one place.

In addition, the Green Gifts Fair offered 15 eco holiday tables and information displays on how to have a low waste, green holiday season. Over 650 fair attendees participated in the information tables and activities that included alternative holiday tree and decorating ideas, non-toxic cleaning information and activity to make your own cleaner, food tasting, food print game, alternative ways to wrap gifts display table, and the Eco Fashion Show. We also offered a free bus/lightrail pass to the event through Metro Transit.

Our 2013 community partners/sponsor for the event were: Midtown Global Market, City Pages, KFAI, Yelp!, Home Depot & Metro Transit.

Do It Green! Educational/Outreach Pieces



We co-sponsored the Earth Day Celebration event at the Midtown Global Market Earth Day weekend. We hosted 15 community educational tables as well as hands-on activities inside our Do It Green! Resource Center.

We also held our annual clothing swap in February, in the Midtown Global Market's board room. The event was a huge success, with over 65 people in attendance to trade clothes, shoes, and accessories.

After the event, we were able to donate eight bags of leftover clothes to charity.

Some Community Outreach Tabling Events included:

- RAM Conference, CERTS Conference, VegFest, and Seward Childcare festival.

Do It Green! Resource Center



We have hosted the Do It Green! Resource Center inside the Midtown Global Market since April of 2009. Do It Green! Minnesota is proud to collaborate with the Midtown Global Market to host the Do It Green! Resource Center and an office located in the lower level next to MGM's offices.

The Do It Green! Resource Center's mission is to:

- Educate Twin Cities Metro area residents about living green, sustainably and building healthy communities through books, handouts and live staff five days a week.
- Providing hands-on tools and workshops to help residents make high impact changes for the environment.
- Provide a check-out system for books, videos and educational kits to community members and organizations.

The Resource Center is located conveniently inside the Midtown Global Market and is chock full of resource materials, flyers, books, and media to help visitors take the next step toward living more sustainably and becoming a deeper shade of green. The Do It Green! Resource Center offers displays, action ideas and workshop or expert events on a different topic each month.

Ongoing monthly displays in our Do It Green! Resource Center including topics such as: choose before you buy (MPCA display), alternative ways to wrap gifts, why compost, repurposing sweaters, and recycle more.

Do It Green! Resource Center fiscal sponsors for 2013 included: Hennepin County Environmental Services and Natural Built Home.

Do It Green! Resource Center Usage for 2013

Total staffed hours: 560

Total unique visitors that received one on one contact: 932

Total number of handouts distributed: 1,000+

Total exposure year-round: Midtown Global Market visitors

Mondays-Thursdays are typically 3000-3500

Fridays and Saturdays are typically 3500-4000 (and more if there are events on Fri night or Saturday day)

Sundays are typically 2000-3000

2013 Usage requests by Interest (Top 15 shown in numerical order, largest to smallest, followed by themes)

1. Children/parents playing and coloring (including Earth Grown Crayon interest), people hanging out and reading resources
2. Composting, gardening, rain barrels, rain gardens

3. Displays/"Do You Know" poster (supplements display theme) Most interest expressed in: Mulch and Composting, Energy, Gardening, Gift Wrap, Hydroponics, Reduce and Reuse.
 4. Do It Green! Interest, workshops, internships
 5. Magazine Sales, coupon redemption, Silent Auction Pick-up, DIG Directory Info.
 6. DIG Library, browsing resources
 7. Recycling/Reuse (including Reuse Coupon Book), Energy/Water conservation (includes Solar Panels)
 8. Green Building Materials/Natural Built Home
 9. Earth Day, Green Gifts Fair
 10. Alternative Transportation, bus, train, bike (including maps)
 11. Local or Organic Food, Food Print, Farming, MN Grown Directory
 12. Asking directions Area/MGM
 13. Outreach, Latino, other
 14. Toxic materials, Non-toxic cleaners, Green Products
 15. Home Audit & Home Water Audit Checklists
- Others:** Sustainable Living in MN, Recycling cell phones and Ink, Green Events in the Twin Cities, Permeable Driveways, Hazardous Material Disposal, E-newsletter, Parks

Unstaffed Hours People browse and utilize the Resource Center, even when not staffed by our volunteers during MGM open hours.

- Sit, read, take hand-outs
- Drop-off cell phones, ink, holiday lights etc. for recycling
- Browse Display/"Do You Know" poster
- Sign-up for e-newsletter
- Post items on the bulletin board

10 Most Popular Handouts in order (based on frequency of restocking or reordering)

1. Bike Maps
2. Do It Green! Brochures
3. Minnesota Grown Directory
4. Composting (various handouts)
5. Home Water Audit Checklist
6. Home Audit Checklist
7. State Parks Map/ Events Guide
8. Food Print Wallet Card
9. Seafood Watch
10. CFL Lighting Guide

Approximately 1,000 handouts were given to visitors over the course of the year.

DO IT GREEN! MN RESOURCE CENTER STORIES

By Deb Pierce, Do It Green! Resource Center Manager

I've been volunteering in the Resource Center since July of 2009. I was an old "greenie", but I've learned a lot and had many encouraging experiences. In those first months, I'd come in every week carrying my old camp folding table, set it up, cover it with a green cloth and work on ways to interest passers-by. Over the years, it's been rare for me to work in the RC without someone saying "thank you, for being here" or "thanks for helping me". As I said many times to "educator" trainees, our visitors could be from across the street or across the world.

TYPICAL VISITOR

Some of the visitors that are representative of those we helped often with information

would be (Note: most of them have their own little story they want to tell you, too):

- the senior woman from Greater MN, who stopped by with all her old hearing aid batteries. She didn't know where she could take them, but she saved them and came to us to find out locations.
- Kids in the market, visiting with groups, would stop by to talk "green". Many were well-informed and loved sharing their stories and ideas. I loved hearing them!
- a young woman, a new resident, with a baby and a toddler, looking for non-toxic cleaning recipes and general non-toxic info. She was excited to know we were there.
- woman who wanted to know if "recycling styrofoam" was really as good as alternatives for large event gatherings.
- Plus many questions about composting and where to recycle.

REST & RESPITE

Along with educational materials and displays, we've always had a place to sit comfortably in our space. For many it was a place to rest and read, a nice respite from the high energy of the market. Several people stopped to say so when I was packing up to close.

FEEDING TIME & PRAYERS

I worked on "Wee Wednesdays" and became aware there was no quiet place in the market set aside for breast feeding, in fact, it looked like we might become the place of choice. One day I had 2 young teen visitors from a Christian group stop by and after talking about caring for the earth, they wanted to pray for the earth. I noticed as they reached out to hold hands that one of the mothers had arrived and was breast feeding behind me, NOT using a blanket for privacy. Not wanting to interrupt either of them, I just stepped in front of the Mom and prayed away with them.

ELDER WOMAN LOST

After awhile, we became part of the market and people would stop to ask directions, good places to eat, etc. One day a visitor brought an elderly woman to me and told me she found her wandering and scared and decided to bring her to us. After trying to communicate briefly, I guessed that she was Somali and didn't speak or understand English. I don't speak Somali, but I could tell she was terrified of the uniformed guards at the guard station. I reasoned that this was MGM and I'd certainly find someone to help. She was quite old and fragile and I wanted to take her arm, but she didn't seem to want to walk next to me so we walked all around the market, her directly behind me, while I was constantly smiling/gesturing to her to keep following me. Eventually I found a friendly man to help. She was visiting, left an upstairs apartment ending up lost in the market and was most grateful.

LITTLE GIRL + LOTS OF COINS

We started selling retail items last year. One day I had a mother and her daughter come in. The little girl started pulling out a bunch of plastic bags filled with coins. She had been saving up for a long time, for a set of our bamboo travel utensils. After opening all the bags and counting, she was right on. Great kid, proud mom, a hopeful thing...

The next 2 stories are from years past, but they stay with me.

RECIPES WITH SPICE

Every Spring we put out a gardening-related display. This was the first year we also put out lots of donated seed packets and it was very popular, especially with the Latino population in the market. 2 ladies were visiting often and taking a lot of seeds so I talked to them about taking just a few so others could have some. We started talking about growing vegetables and our recipes and we all laughed about how bland mine were in comparison. They gave me tips on growing and preparing the veggies and I walked away with their best recipes.

HEALTHY HOME

One day a young father with 2 daughters came into the RC looking harried. After I talked with him a bit, he told me he'd just learned his youngest daughter was quite ill with asthma and the Doctor told him it was so serious that he would have to move out of their apartment if he wanted her to improve. He was terribly worried, because he didn't know how they could afford to move or find a better place. We came up with 5 things* he could do immediately that likely would help her and wouldn't cost much. This would give him a little time to think about how best to move forward. I sent him a few more resources/ideas via email that night. He thanked us.

*5 things

- Using our non-toxic recipes, clean all surfaces and clothing, bedding with non-toxic cleaners.
- Using our non-toxic recipes, shampoo and wash hair/ body every night before bed.
- Get cotton rugs &/or blankets from thrift shop, wash and cover up the carpeting in her bedroom.
- Buy an organic cotton pillowcase.
- Buy a small air cleaner and put it next to her bed.

ABDI'S NOTE:

Here is a nice note about working in our Resource Center, from one of our Resource Center Educators, Abdi, who worked as an educator this past year. He's multilingual and speaks Somali and English (and Arabic, too I believe).

"What I learnt from RC during my time working there: Now, I ride the bus during the weekend with my kids. (before I join DIG, I always drive). Conserve energy and water at home and work. Educated more people about sustainability and many more especially the library books."

Diversity Project (Funded by the Carolyn Foundation)

Carolyn Foundation Grant for Energy Education

In 2013, we received a \$10,000 grant from the Carolyn Foundation to expand the multicultural diversity of our renewable energy and energy conservation education programming. We added Spanish, Hmong, and Somali-speaking educators to the Do It Green! Resource Center, purchased Spanish-language children and adult books about renewable energy and energy efficiency, and produced two English/Spanish/Hmong energy displays and an English/Spanish energy trivia game. The displays and the game were used for the first time at the Green Gifts Fair. Grant funds were used to translate and print five Do It Green! Minnesota Spanish Energy handouts and two English/Spanish/Hmong energy handouts; these materials are now available on our website. Additionally, we printed copies of two children's energy handouts from other organizations. In total, we printed over 10,000 energy-related handouts. We proudly

partnered with numerous organizations to advertise and distribute our new multilingual materials.

Partners and dissemination locations included:

Do It Green! Resource Center
8th Annual Green Gifts Fair
Community Action of Minneapolis
Cooperative Energy Futures
Clean Energy Resource Teams
Clean Technica
Global Solar Portal
Minnesota Renewable Energy Society
Sustainable Resources Center
Latino Economic Development Council
International Spanish Language Academy
East Lake Public Library
Franklin Public Library
Roseville Public Library

MGM Green Team / Global Goes Green

In June of 2010, Do It Green! Minnesota Team members and interns worked with Midtown Global Market (MGM) staff to create an MGM Green Team to work on internal and public waste issues including:

1. MGM Office Practices
2. MGM Vendor Practices
3. MGM Events/Public Spaces

In 2013, team members were no longer attending events including MGM staff, MGM vendors and community team members. Alternatively, Do It Green! Minnesota concentrated on a few projects through team members only:

* Two low waste events including recycling and compost bins with volunteer monitors – Earth Day and Green Gifts Fair

* Researched MGM waste provider information and permanent recycling options at the market that included the creation of visual educational signs for each recycling bin (yet to be posted on bins by market staff)

* Continue to collect signatures on the ban Styrofoam petition in our Resource Center

What the Future Brings in 2014:

Do It Green! Resource Center & Kiosk

Unfortunately, due to financial struggles with the Midtown Global Market and no budget to pay more for our resource center space we will be closing the center after four good years in January. We will be creating a Do It Green! Kiosk in the market that will be regularly stocked with rotating seasonal displays in place of our center.

We will continue to focus our energy on activity in the resource center including promoting and hosting classrooms/tours, partnering on on-going events in the Midtown Global Market (e.g. Apple & Cheese Fest, Baby Fest, etc.). In addition, we will implement our multilingual work from our Carolyn Foundation grant. We will also work towards the goal of staffing the resource center five to seven days a week. In addition, we will be partnering with Communities of Light (a volunteer non-profit focusing on solar energy use for self-sufficiency) and Cooperative Energy (a non-profit focusing on energy efficiency in the communities surrounding the Midtown Global Market) by sharing space and joint staffing in the center.

Community Outreach

In 2014, we will create an Outreach Team to try to fill the requests from community groups and members for information tabling, presentations and workshops to broaden our reach and exposure for Do It Green! Minnesota throughout the Twin Cities and state.

Diversity Project

This grant funded project was officially completed in December of 2013. However, we will continue to distribute our multi-lingual materials, offer our displays to community groups and will host information booths or presentations to diverse communities in 2014. We will continue to discuss the environmental needs and interests in different ethnic communities in the Twin Cities.

9th Annual Green Gifts Fair

The annual growth, interest and success of the Green Gifts Fair indicates that the event should continue and is scheduled for November of 2014. The Fair Coordinators, Heidi Meyer and Nicole Hunger, have agreed to the position for the 2014 event. A Green Gifts Fair Team will need to be formed. Planning will begin in June.

Do It Green! Magazine

All past issues will be distributed through donation to schools, libraries, educators and community groups in 2014.

Spring Into Green Event

Do It Green! Minnesota staff has been a part of the Living Green Expo through many different roles since its inception in 2001. Ami Voeltz has been serving on the Stewardship Council including mostly a group of original founders working with the Minnesota Environmental Partnership. There are no future events planned, however there has been some discussion on collaborating on a spring event at the Midtown Global Market in 2015.

Web Page

We currently work with Blue Host to host our site, and are working with Because Collective who redesigned our site and moved us to Drupal 7 (most current version available). We launched this new site in the spring of 2013 and will work in 2014 on cleaning up old content and broken areas of the site as well as adding new content and resources for uploading and adding more frequent blog entries.

Office Space

Do It Green! Minnesota's office is housed inside the Midtown Global Market on the lower level. The office space is set up with one working computer space. We will continue to host Cooperative Energy Futures in our office/storage areas into 2014.

Fundraising & Grantwriting

On-going grantwriting and other fundraising opportunities will be sought throughout the year with a goal of raising \$20,000 for paying the E.D. and another part time staff person. Our grant seeking priorities are focusing on general operating funds. All Board members will focus their work on fundraising to meet this goal. Team Members Ami Voeltz and Eva Lewandowski will continue working on grant research and writing in 2014. The Board will also organize and host a fundraiser event at Summit Brewery in 2014.

Memberships – Individual and Directory

The Do It Green! Directory will be published again in 2015. We will seek partners such as Green Routes, Co-ops, CSA's, Farmer's Market's and other collaborations to co-publish the directory together. A new Directory Manager will need to be brought on to the team in early 2014.

Individual Memberships were reorganized into new price tiers and benefits and a new brochure has been printed. New members receive a To-Go Ware utensil set with their membership purchase. Membership information will be added to our website in early 2014 and a plan to promote and increase individual members will be created and implemented.

Administrative Tasks

A number of administrative pieces will need to be maintained this year including:

- Web site updates for all program content, team member content and our community calendar
- Management of blog and posts
- Copyright/Trademark for all Do It Green! Minnesota content
- Database building of contacts and partners on CiviCRM

Team Roles Filled for 2014:

- Executive Director – Ami Voeltz
- Green Gifts Fair Coordinators – Heidi Meyer & Nicole Hunger
- Graphic Designer (Directory) – Mike Kooiman
- Graphic Designer (General) – Emily Ronning and/or Deb Pierce
- Web Management – David Kern with Because Collective
- Accountant – Sara Grochowski
- Grant Research/Writing & Partnerships – Eva Lewandowski & Ami Voeltz
- Fundraising – Board Members
- Outreach Team Members – Deb Pierce, Eva Lewandowski, Michelle Jordan, Brianna Monson, Nicole Hunger, Abdi Mohamud

Team Roles Needed for 2014:

- Do It Green! Directory Manager – *Position will post Jan 2014 (commission)*
- Office Manager/Program Asst – *Position will post Jan 2014 (paid)*
- Social Media/Web Site Coordinator – *Position will post Jan 2014*
- 9th Annual Green Gifts Fair Team Members – *Will recruit in May for June – Dec 2014*

2014: Work Plan Timeline

January

- Eva serves as Office Admin for Jan & Feb
- Post and bring on new team members and a board member
- Year end details including 2014 budget and annual reports
- Plan Team and Board Meetings for 2014
- Distribute 2014 Directories
- Take down Resource Center and set up Kiosk

February

- Distribute and promote Do It Green! Directory
- Grantwriting/Fundraising

March

- All new team positions filled
- 2012 magazine articles online
- Web revisions/updates work begins
- Build community partners/partnerships
- Meet with Living Green Expo and other sustainability community members to plan new spring event

April

- Promote Do It Green! Directory begins for renewals through September
- Earth Day Celebration Event
- Attend community Earth Month events

May

- Grant research and writing
- Attend community Earth Month events

June

- Green Gifts Fair planning begins now through November
- Built neighborhood organization partners/partnerships

July

- Directory print publication

August

- Renewals, design and content for 2015 Do It Green! Directory edition

September

- Green Gifts Fair promo begins

October

- 2015 Do It Green! Directory to print

November

- Do It Green! Directory Kick-off & Promo
- Distribute Do It Green! Directory

December

OFF

Do It Green! Minnesota 2012 Income Statement and 2013 Budget

Do It Green! Minnesota							
2012 Detailed Income Statement							
Actuals For the Twelve Months Ending December 31, 2012							
	2012						
	ACTUAL						
Revenues		Administrative expenses		Promotional expenses			
Sales - Magazine	\$ 2,564	Professional dues	\$ -	Tabling expenses	\$ 30		
Sales - Membership	\$ 12,455	Paypal fees	\$ 417	Design fees	\$ -		
Sales - Sponsorship	\$ 11,200	Banking fees	\$ 31		\$ 30		
Sales - Sponsorship (rent)	\$ 4,034	Technology asst fees	\$ 4,998				
Sales - Membership Individual	\$ 455	Computer purchase	\$ -				
Sales - Gifts Fair Booths	\$ 7,760	Organizational fees	\$ 75				
Sales - Gift Fair Auction	\$ 2,057	Insurance expenses	\$ 1,561	Team Member Expenses			
Sales - Advertising	\$ 210	Supplies	\$ 331				
Donations	\$ 1,104	Resource center	\$ 50	Contractor fees	\$ 12,000		
Other Grant Income	\$ 1,000	Office furniture	\$ -	Team member gifts	\$ 191		
Other Income	\$ 600	Copying	\$ 133	Meeting expenses	\$ 725		
Interest Income	\$ 40	Telephone & Internet	\$ 1,079		\$ 12,916		
Total Revenues	\$ 43,479	Postage	\$ 23				
		Rent expense	\$ 4,800	Green Gifts Fair			
Expenses		Workshop supplies	\$ -				
Administrative Expenses	\$ 13,498		\$ 13,498				
Magazine Supplies & Expenses	\$ 10,422	Magazine expenses					
Gifts Fair Supplies & Expense	\$ 4,507						
Promotional Expenses	\$ 30	Membership/distribution	\$ 3,868				
Team Member Expenses	\$ 12,916	Design	\$ 420				
Grant - Mini Raindrop	\$ 1,441	Printing	\$ 5,897				
Grant - Other	\$ 950	Postage - Magazine	\$ 207				
Total Expenses	\$ 43,764	Copying, Misc	\$ 30				
Net Income	\$ (285)		\$ 10,422				
For Management Purposes Only							

Do It Green! Minnesota								
2013 Detailed Budgeted Income Statement								
	2013	BY PROGRAM						
	BUDGET	30%	15%	20%	15%	10%	10%	
Revenues		DIRECTORY	GREEN GIFTS FAIR	GENERAL ADMIN	WEB, NEWS & SOCIAL MEDIA	MGM GREEN TEAM	RESOURCE CENTER	
Sales - Magazine	\$ 500			\$ 500				
Sales - Membership	\$ 14,000	\$ 14,000						
Sales - Sponsorship	\$ 11,000	\$ 3,300	\$ 1,650	\$ 2,200	\$ 1,650	\$ 1,100	\$ 1,100	
Sales - Sponsorship (rent)	\$ 4,800						\$ 4,800	
Sales - Membership Individual	\$ 500	\$ 150	\$ 75	\$ 100	\$ 75	\$ 50	\$ 50	
Sales - Gifts Fair Booths	\$ 8,000		\$ 8,000					
Sales - Gift Fair Auction	\$ 1,600		\$ 1,600					
Sales - Advertising	\$ 500				\$ 500			
Donations	\$ 600	\$ 180	\$ 90	\$ 120	\$ 90	\$ 60	\$ 60	
Other Income	\$ 1,200						\$ 1,200	
Interest Income	\$ 25	\$ 8	\$ 4	\$ 5	\$ 4	\$ 3	\$ 3	
Total Revenues	\$ 42,725	\$ 17,638	\$ 11,419	\$ 2,925	\$ 2,319	\$ 1,213	\$ 7,213	
Expenses								
Administrative Expenses	\$ 11,350	\$ 885	\$ 443	\$ 590	\$ 4,703	\$ 295	\$ 5,095	
Directory Supplies & Expenses	\$ 12,500	\$ 12,500						
Gifts Fair Supplies & Expense	\$ 4,000		\$ 4,000					
Promotional Expenses	\$ 25			\$ 25				
Team Member Expenses	\$ 13,000	\$ 3,000	\$ 1,500	\$ 5,000	\$ 1,500	\$ 1,000	\$ 1,000	
Total Expenses	\$ 40,875	\$ 16,385	\$ 5,943	\$ 5,615	\$ 6,203	\$ 1,295	\$ 6,095	
Net Income	\$ 1,850	\$ 1,253	\$ 5,476	\$ (2,690)	\$ (3,884)	\$ (83)	\$ 1,118	