

Do It Green! Minnesota

2014 Annual Report

2015 Planning Summary

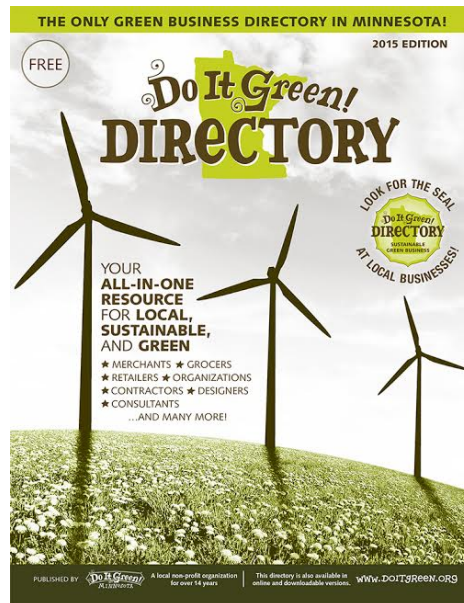


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DO IT GREEN! MINNESOTA ORGANIZATIONAL INFORMATION

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 Do It Green! Directory, Do It Green! Magazine and web site www.doitgreen.org
- Community events, workshops, swaps and skillshares
- Events and conferences to educate visitors about green living
- Offering a resource kiosk for green living education

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 10 and over 100 volunteers for events and special projects. Do It Green! Minnesota offers:

- Do It Green! Resource Kiosk inside the Midtown Global Market in Minneapolis
- Do It Green! Directory listing green businesses and organizations throughout Minnesota
- Do It Green! Magazine Annual (2007-2012 editions)
- 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, was published annually from 2007 to 2012. 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. 2014 marked our 14th anniversary as Do It Green! Minnesota.

DO IT GREEN! TEAM, INTERNS AND BOARD MEMBERS

The Do It Green! Team is made up of mostly volunteers with a few paid contractors. The Team put in over 2,000 volunteer hours this year! Many hold part time or full time jobs or are a student in addition to the work they do for Do It Green! Minnesota.

Do It Green! Team

Ami Voeltz - Executive Director/Programs Director
Sara Grochowski – Accountant
Lauri Loveridge – Graphic & Web Designer for Directory
David Kern with Because Collective – Web Master
David Riveria – Web & Social Media Manager, Office Assistant
Heidi Meyer – Green Gifts Fair Coordinator
Jeff Bender –Business Membership Coordinator for Do It Green! Directory
Deb Pierce – Do It Green! Kiosk Manager
Holly Simmons – Do It Green! Kiosk Assistant
Eva Lewandowski – Grants Writer and Program Administrator

Do It Green! Gifts Fair Team Members

Heidi Meyer – Fair Coordinator
Ami Voeltz – Fair Coordinator
Brianna Monson –Volunteer Coordinator
Ashleyn Przedwiecki – Eco Fashion Show Coordinator
Tim Carey – Media/Promo
Michelle Jordan – Demo Coordinator

Do It Green! Board Members

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

Emily Barker (since 2012) – Minnesota Pollution Control Agency, Board Chair
Libby Bottem (since 2014) - Tubman, Board Member
Heidi Meyer (since 2013) - General Mills, Board Member
Brian Peterson-Delacueva (since 2014) - Capella University, Board Member
Virginia Rutter (since 2013) - Eutectics Consulting LLC, Board Treasurer
Andy Schakel (since 2008) - Health Partners, Board Secretary
Liz Selander (since 2013) – Minneapolis Park and Recreation Board, Board Member

2014: Year in Summary

PUBLICATIONS

1. Do It Green! Directory 2014
2. Do It Green! Magazines
3. Monthly E-Newsletter
4. Social Media – Facebook/Twitter/Website

2014 Do It Green! Directory

In November of 2013, we printed 20,000 Do It Green! Directories and distributed them to over 100 retail and community locations as well as at dozens of events throughout the year including the Eco Experience at the Minnesota State Fair. We partnered with Renewing the Countryside's Green Routes directory, which was printed inside our directory and 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 2014, we donated over 700 guidebooks. 2014 Do It Green! Magazine Guidebook donations include:

- Community events including: Future First 2014 Women's Congress, CERTS Conference, RAM/SWANA Conference, Will Steger educators, Environmental Educators Conference, Earth Week Celebrations at the Midtown Global Market
- Classrooms/teachers
- 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 publish 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 6,422.

Social Networking – Facebook and Twitter

We started a Facebook and Twitter account to promote the Green Gifts Fair and Workshop events in 2010. We currently have 1,990 Facebook fans and 2,118 Twitter followers. We average about three posts/day for both Facebook and Twitter, plus an additional average of two "shares" on our partner's posts. Our website had 24,329 visitors. 42% of our users are from the Mpls-St Paul Metro. (30,199 visits, 61,259 page views)

PROGRAMMING

1. **2015 Do It Green! Directory**
2. **Individual Members**
3. **9th Annual Green Gifts Fair**
4. **Educational and Outreach Events**
5. **Do It Green! Resource Kiosk**
6. **Seed Library Project**
7. **Board of Directors Activities**



2015 Do It Green! Directory

Since 2012, we have created a yearly Do It Green! Directory that was published as its own printed piece and is 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 2014, we printed a total of 8,000 2015 directories that includes 100 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. New members receive a To-Go Ware bamboo utensil set with any membership purchase and information on how their membership will contribute to our programming.

9th Annual Green Gifts Fair



Do It Green! Minnesota offered our annual Green Gifts Fair on Saturday, November 22nd, from 10am-5pm at the Midtown Global Market on Chicago and Lake Street in Minneapolis. There were an estimated 4,500 in attendance with 83 local vendors. The event was our kick-off for the 2015 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 600 fair attendees participated in the information tables and activities that included seed exchange, furoshiki, non-toxic cleaner making, salt dough ornaments, alternative gift wrap, energy conservation and the Eco Fashion Show. We also offered a free bus/lightrail pass to the event through Metro Transit.

Our Board of Directors staffed a Do It Green! Minnesota table, providing information about the organization and selling items including bamboo utensil sets with the Do It Green logo, kitchen compost pails, and canvas totes.

Our 2014 community partners/sponsor for the event were Midtown Global Market, City Pages, KFAI, Yelp!, Natural Built Home and Metro Transit. Additionally, several volunteers greeted visitors and encouraged them to make a donation to support Do It Green! Minnesota. We suggested a \$1.00 donation, and raised just over \$1,000!

Educational and Outreach Events



We participated in 12 community events during April's Earth Month throughout the seven county metro area.

We once again held our annual Winter Clothing Swap in February. The event was attended by 60 people. For the past few years, we have received requests to hold additional swap events, so in 2014 we added a Summer Clothing Swap. The Summer Swap was held in early August and was attended by

50 people. Together, the two swaps resulted in over 40 bags of leftover clothing, which we donated to charity. Both swaps were free, but we accepted and received freewill donations.

Community Outreach Tabling Events included:

Lake Harriet Spiritual Community Conscious Living Expo
Doing Good Together Family Volunteer Night
Eden Prairie Earth Day Expo
Do It Green Summit Fundraiser
Wells Fargo Earth Week Event
Neighborhood Sustainability Fair in Brooklyn Center
Earth Fest in Coon Rapids
Green Expo
WaterFest
MGM Music Festival
Eco Experience: sustainability stage and info table
Golden Valley Preschool
MN Goes Green
Wells Fargo Campus Health & Wellness Week
Monarch Education Day
Hennepin County Green Partners
Happy Days Festival
Hopkins Farmers Market
Bloomington Heritage Days
Green and Healthy Fair at Randolph Heights Elementary
2014 Women's Environmental Congress
2014 Minnesota Naturalists' Association
MCTC Sustainability Fair



We hosted the Do It Green! Resource Center inside the Midtown Global Market since April of 2009. In 2014, due to space availability and budgetary considerations, MGM was no longer able to provide the resource center space at no cost. Therefore, we moved our resources to a Kiosk displayed next to the main stage inside the Midtown Global Market. Do It Green! Minnesota is proud to collaborate with the Midtown Global Market to host

the Do It Green! Resource Kiosk and an office located in the lower level next to MGM's offices.

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

- Educate Twin Cities Metro area residents and visitors about living green, sustainably and building healthy communities through handouts seven days a week.
- Providing hands-on tools through demos and displays to help residents make high impact changes for the environment.

Do It Green! Resource Kiosk fiscal sponsor for 2014: Hennepin County Environmental Services

Do It Green! Resource Kiosk Usage for 2014 **Description/Key Components**

- 72 literature slots (unit is approx. 5' tall x 8' wide)
- Some tabling has been done next to the Kiosk, such as: Spring Planting/Earth Day Kids, MGM Music Festival, Wee Wednesday Monarch Info, and Green Gifts Fair with Seed Library and Energy Conservation tables.
- 14-16 Non-English literature handouts are stocked. Most of these are Spanish, but there are also some in Hmong and Somali.

Total number of handouts distributed: 425+

Total exposure year-round: Midtown Global Market visitors

Mondays-Thursdays are typically 3,000-3,500

Fridays and Saturdays are typically 3,500-4,000 (more if there are events on Fri night or Saturday day)

Sundays are typically 2,000-3,000

10 Most Popular Handouts*

1. Hennepin County Recycling Coloring Books (English/Spanish)
2. Do It Green! Directories
3. Bike and City Maps/ Bus Schedules
4. Composting (various handouts)
5. Home Audit Checklist (English/Spanish)
6. Recycling (various handouts) and Non-toxic Cleaner Recipe
7. Minnesota Grown Directory
8. Food Print Wallet Card (English/Spanish)

9. Seafood Watch (English/Spanish)
10. Home Water Audit Checklist (English/Spanish)

*In order based on frequency of restocking or reordering

Seed Library Program

In June, we received a \$2,500 grant from the Gannett Foundation, as recommended by Kare11, to start a Twin Cities-wide Seed Library. The purpose of the Seed Library Project is to provide free organic, heirloom or local vegetable and flower seeds to community members, provide opportunities for seed swapping, and educate about seed saving. Directory member Outback Woodworks donated a traveling Seed House to use as a display at Seed Library events, and volunteer Deb Pierce decorated it beautifully. About a dozen people participated in our pilot event in August, and 190 participated in the Seed Library booth at the Green Gifts Fair.

Board of Directors Activities

This past year the Board of Directors continued our efforts to improve board processes. We read the MN Council of Nonprofits "Principles & Practices for Nonprofit Excellence" and gleaned several useful items for incorporation into our activities. We made several changes to our Board Member Commitment document to reflect the current expectations and responsibilities of our board members. We also undertook a revision of our organizational bylaws, which had not been updated in several years, making several changes to reflect the current realities of our board operations. Additionally, there were pieces of our bylaws that had not been actively addressed, including the way in which board members are added to the board. This resulted in holding the first election for board members by Do It Green! Minnesota Directory and Individual Members in December. The results of the election will be announced at our first ever annual meeting on January 14, 2015. Per our Bylaws, the Do It Green! Minnesota board of directors may consist of no more than 10 members and no less than 3 members, each serving two year terms. For much of 2014 we had seven members, and are entering 2015 with six board members. We will work to recruit additional members in 2015.

FUNDRAISING

1. **Board of Directors Fundraiser**
2. **Give to the Max**
3. **2014 Grants Summary**

Board of Directors Fundraiser

The Do It Green! Minnesota Board of Directors held its inaugural fundraiser in April to celebrate our 14th year of sustainability education in Minnesota. Held at Summit Brewery, approximately 70 members and supporters enjoyed beer on tap, fresh brewed Peace Coffee, and appetizers from Holy Land, Common Roots Cafe, Gigi's Cafe, and The Produce Exchange. Our theme for the evening was "A Celebration of Sustainable Green Businesses," and we heard the inspiring stories of two Minnesota businesses that have made a difference in our community – Ryan and Tina North, owners of Moss Envy, and dik Bolger, CEO of Bolger Vision Beyond Print. A silent

auction featured several items donated from our Business Directory members. The event raised \$3,000, and we thank everyone who attended, donated, and celebrated with us!

Give to the Max Day

Give to the Max Day, held November 13, is the single largest day of charitable giving in Minnesota. We actively advertised our participation in this event on our website, with social media, and via email, and we accepted donations through the official Give to the Max website and our own website. We received over \$1,500 in donations during this event.

2014 Grants Summary

Organization/Grant Name	Details	Funding Amount
Nash Foundation	General operating funds	\$2,000.00
Lakewinds Patch Program	General operating funds, register donations	\$1,759.40
Gannett Foundation	Seed library	\$2,500.00
Total		\$6,259.40

WHAT THE FUTURE BRINGS IN 2015

Do It Green! Resource Kiosk

Do It Green! Minnesota will continue to host our educational Kiosk located inside the Midtown Global Market which will include stocking and updating handouts in the Kiosk and hosting a live education table next to the Kiosk during Midtown Global Market and Do It Green! Minnesota events.

Community Outreach

In 2015, we will expand our Outreach Team with intern positions to work toward fulfilling more requests from community groups and members for informational tabling, presentations and workshops. This will allow us to broaden the reach and exposure for Do It Green! Minnesota throughout the Twin Cities and state.

Seed Program

This program is funded by the Gannett Foundation, as recommended by Kare 11. In 2015 we will educate Minnesotans about gardening, seed planting and seed saving through various educational pieces we have created at community events.

10th Annual Green Gifts Fair

The annual growth, interest and success of the Green Gifts Fair indicate that the event should continue, and it is once again scheduled for November of 2015. A Green Gifts Fair Team will need to be formed, and planning will begin in June. The Board and Team will discuss ways to celebrate the 10th annual event and bring new, fresh ideas to the event including a Farm to Table sales area and a "Tools for Change" area.

Do It Green! Magazine

All past issues will be continue to be distributed through donations to schools, libraries, educators and community groups.

Spring Into Green Event

Do It Green! Minnesota will be partnering with the Midtown Global Market and the Alliance for Sustainability to host our Spring Into Green event at the Midtown Global Market on Saturday, March 14, from 10am-5pm. We hope to have more than 50 eco-craft vendors selling green items and local environmental organizations helping to educate visitors about how to bring green living ideas into their communities through demos, information tables, conversations cafes and meet ups.

Web Page

Because Collective designed our Drupal 7 website and Blue Host hosts our site. David Riveria joined our team as Web & Social Media Manager in 2014 and will remain in this role through 2015. We will be working on new program pages on our site as well as continuing to clean up content and build up more downloadable tools on our resource pages.

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 2015.

Fundraising and Grantwriting

Ongoing grant writing and other fundraising opportunities will be sought throughout the year with a goal of raising \$20,000 for paying Do It Green's Executive Director 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 2015. The Board will also organize and host a fundraiser event in the Spring of 2015.

Memberships – Individual and Directory

Do It Green! Minnesota will work to build our individual membership base and design a better management and communication system with our members.

The Board and Team are currently working on discussing ways to improve the Do It Green! Directory for 2015.

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 2015

- Executive Director – Ami Voeltz
- Green Gifts Fair Constlant – Heidi Meyer
- Web Management – David Kern with Because Collective
- Web Coordinator – David Riveria
- Accountant – Sara Grochowski
- Grant Research/Writing and Partnerships – Eva Lewandowski and Ami Voeltz
- Programs Manager – Eva Lewandowski
- Fundraising – Board Members
- Kiosk Manager – Deb Pierce

Team Roles Needed for 2015

- Graphic Designer (General and Directory) – *Position will post Jan 2015*
- Do It Green! Directory Manager – *Position will post Jan 2015 pending directory plan approved by board (commission)*
- Office Manager – *Position will post Jan 2015 (paid)*
- Green Gifts Fair Manager – *Position will post Jan 2015*
- Outreach Coordinator(s) – *Position will post Jan 2015 (intern)*
- 10th Annual Green Gifts Fair Team Members – *Will recruit in May for June – Dec 2015*

2015: Work Plan Timeline

January

- Bring in new Office Manager, Green Gifts Fair Manager and Outreach Interns
- 2015 budget and annual reports approved
- Annual Meeting January 14
- Distribute 2015 Directories
- Spring Into Green Event Planning

February

- Grantwriting/Fundraising
- Spring Into Green Event Planning
- New Team Member Trainings
- Upload all magazine articles and images
- Work on CiviCRM database

March

- Spring Into Green Event
- Board Fundraiser
- Build community partners/sponsorships

April

- Earth Day Celebration Events
- Attend community Earth Month events

May

- Grant research and writing
- Attend community events

June

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

Do It Green! Minnesota January 2015 Summary				
	2015	2014	2014	2013
Revenues	BUDGET	ACTUAL	BUDGET	ACTUAL
Sales - Magazine	\$ 100	\$ 137	\$ 250	\$ 272
Sales - Fundraising	\$ 3,000	\$ 2,893	\$ 3,000	\$ -
Sales - Membership Directory	\$ 9,000	\$ 8,610	\$ 9,500	\$ 9,404
Sales - Sponsorship	\$ 9,000	\$ 9,000	\$ 15,000	\$ 17,000
Sales - Sponsorship (rent)	\$ -	\$ -	\$ 1,500	\$ 3,450
Sales - Membership Individual	\$ 250	\$ 25	\$ 500	\$ 305
Sales - Gifts Fair Booths	\$ 10,000	\$ 9,844	\$ 10,500	\$ 10,274
Sales - Gifts Fair Auction	\$ 2,000	\$ 2,182	\$ 1,200	\$ 2,160
Merchandise Sales	\$ 1,000	\$ 841	\$ 500	\$ 763
Donations	\$ 2,500	\$ 4,282	\$ 600	\$ 2,797
Grant Income	\$ 1,000	\$ 4,500	\$ 2,000	\$ 10,000
Other Income	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200
Interest Income	\$ 25	\$ 10	\$ 10	\$ 10
Total Revenues	\$ 39,075	\$ 43,524	\$ 45,760	\$ 57,635
Expenses				
Administrative Expenses	\$ 8,500	\$ 8,324	\$ 10,550	\$ 18,085
Directory Supplies & Expense	\$ 7,500	\$ 6,553	\$ 12,500	\$ 12,016
Gifts Fair Supplies & Expense	\$ 5,000	\$ 5,003	\$ 5,000	\$ 4,225
Promotional Expenses	\$ -	\$ -	\$ 25	\$ 500
Team Member Expenses	\$ 27,000	\$ 22,973	\$ 28,500	\$ 15,992
Grant expenses	\$ -	\$ 654	\$ -	\$ 1,798
Sales Tax Expense	\$ 50	\$ -	\$ -	\$ 52
Total Expenses	\$ 48,050	\$ 43,507	\$ 56,575	\$ 52,668
Net Income	\$ (8,975)	\$ 17	\$ (10,815)	\$ 4,967

For Management Purposes Only

Do It Green! Minnesota 2015 Budgeted Income Statement					
2015	BUDGET	BY PROGRAM			
		30% DIRECTORY	20% GREEN GIFTS FAIR	25% GENERAL ADMIN	20% WEB, NEWS & SOCIAL MEDIA
Revenues					
Sales - Magazine	\$ 100			\$ 100	
Sales - Fundraising	\$ 3,000			\$ 3,000	
Sales - Membership	\$ 9,000	\$ 9,000			
Sales - Sponsorship	\$ 9,000	\$ 9,000			
Sales - Membership Individual	\$ 250	\$ 250			
Sales - Gifts Fair Booths	\$ 10,000		\$ 10,000		
Sales - Gift Fair Auction	\$ 2,000		\$ 2,000		
Donations	\$ 2,500	\$ 750	\$ 500	\$ 625	\$ 500
Other Income	\$ 1,200				\$ 1,200
Interest Income	\$ 25	\$ 8	\$ 5	\$ 6	\$ 5
Total Revenues	\$ 37,075	\$ 19,008	\$ 12,505	\$ 3,731	\$ 505
Expenses					
Administrative Expenses	\$ 8,500	\$ 2,550	\$ 1,700	\$ 2,125	\$ 1,700
Directory Supplies & Expenses	\$ 7,500	\$ 7,500			
Gifts Fair Supplies & Expense	\$ 5,000		\$ 5,000		
Promotional Expenses	\$ -			\$ 25	
Team Member Expenses	\$ 27,000	\$ 8,100	\$ 5,400	\$ 6,750	\$ 5,400
Total Expenses	\$ 48,000	\$ 18,150	\$ 12,100	\$ 8,900	\$ 7,100
Net Income	\$ (10,925)	\$ 858	\$ 405	\$ (5,169)	\$ (449)