

Do It Green!
2015 Annual Report
2016 Planning



Minnesota
Summary

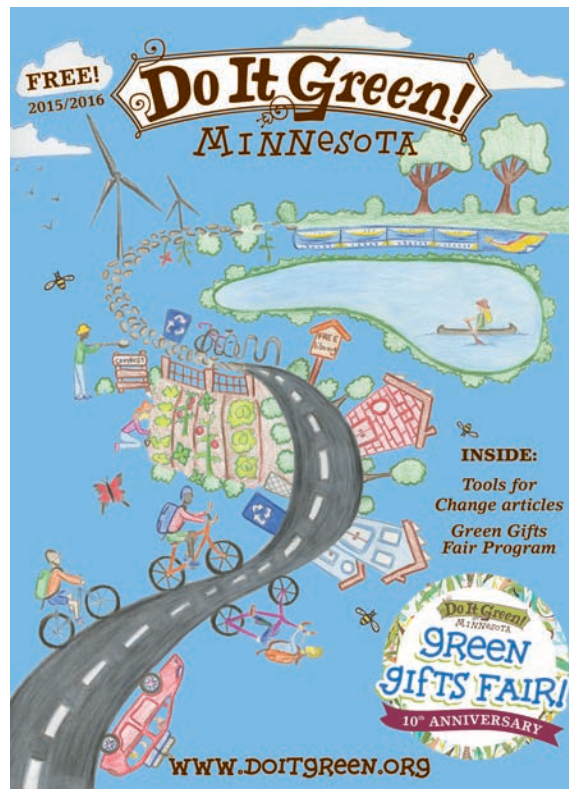


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DO IT GREEN! MINNESOTA ORGANIZATIONAL INFORMATION

Mission Statement

The purpose of Do It Green! Minnesota is to educate Minnesotans about green and sustainable living and to 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 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 11 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! 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 501(c)3 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

Kristine Kvamme – Office & Outreach Manager

Emily Ronning – Graphic Designer

David Kern with Because Collective – Web Master

David Rivera – Web & Social Media Manager

Deb Pierce – Do It Green! Kiosk Manager

Eva Lewandowski – Grants Writer & Seed Library Program Manager

Do It Green! Gifts Fair Team Members

Heidi Meyer – Fair Advisor

Ami Voeltz – Fair Coordinator/Promotions

Laurie Jones – Fair Manager

Chelsea Nutting – Volunteer Coordinator

Cyndi Hovey – 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 Secretary

Libby Bottem (since 2014) - Tubman, Board Member

Heidi Meyer (since 2013) - General Mills, Board Treasurer

Brian Peterson-Delacueva (since 2014) - Capella University, Board Member

Virginia Rutter (since 2013) - Eutectics Consulting LLC, Board Member

Andy Schakel (since 2008) - Health Partners, Board Chair

2015: Year in Summary

PUBLICATIONS

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

Green Living Booklet

In November of 2015, we printed 20,000 Green Living Booklets and distributed them at our November 21st Green Gifts Fair event. We plan to distribute the remaining booklets throughout the metro community.

Do It Green! Magazines

A new magazine has not been printed since 2012; however, we continued to donate guidebooks to schools, libraries, community organizations and events. In 2015, we donated or distributed for free over 1,785 guidebooks to the following:

- Community Events: Metro CERTS Conference, MRES Annual Meeting, Minnehaha Creek Clean Up Day, Maplewood Natural Living Expo and Open Streets Minneapolis
- Twin Cities Neighborhood Associations: Hawthorne, Falcon Heights, Powderhorn, Bancroft, Armatage, and Lynnhurst neighborhoods.
- Educational Organizations: Ney Nature Center, Great Lakes Aquarium, Minneapolis Institute of Art and the Will Steeger Summer Institute for Climate Change Education
- Green Events: St. Cloud Area Sustainability Expo and Silverwood Sustainability Fair
- General community events seeking donations for auctions/fundraisers

Monthly E-Newsletter

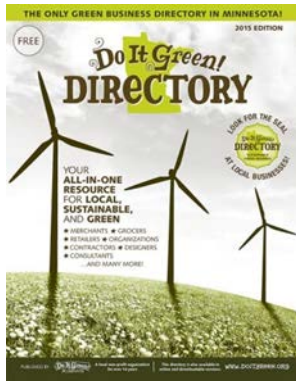
We publish a monthly green living e-newsletter offering local news, resources, tips, events and job/internship opportunities. The newsletter was sent each month with a total of 12 issues to a database list of 3,500.

Social Networking – Facebook and Twitter

Our Facebook and Twitter accounts started in 2010 and now have 2,184 Facebook fans and 2,304 Twitter followers. We average about one post/day for Facebook or Twitter, plus an additional average of two “shares” on our partner’s posts. Our website had 36,907 visitors and 72,337 page views. 33% of our users are from the Minneapolis-St Paul Metro. (30,199 visits, 61,259 page views)

PROGRAMMING

1. **Do It Green! Directory**
2. **10th Annual Green Gifts Fair**
3. **Educational and Outreach Events & Clothing Swaps**
4. **Do It Green! Resource Kiosk**
5. **Seed Library Project**
6. **Board of Directors Summary**



Do It Green! Directory

Since 2012, we have created a yearly Do It Green! Directory that was published as its own printed piece and 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 2015, we decided the directory was not fulfilling part of our core mission so we did not print a directory this year. However, we will continue to leave our directory members online and hope that it will serve as inspiration for other cities to consider creating a green business directory in their region.

10th Annual Green Gifts Fair



Do It Green! Minnesota offered our annual Green Gifts Fair on Saturday, November 21st from 10am-5pm at the Midtown Global Market on Chicago and Lake Street in

Minneapolis. There were an estimated 6,500 in attendance with 83 local vendors. The event was our kick-off for the Green Living Booklet publication. The event is also meant to introduce Minnesota 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 holiday tables and information displays on how to have a low waste, green holiday season. We had a passport that encouraged visitors to complete five or more stations to get a prize. Over 600 fair attendees participated in the passport or participated in an activity at the information tables and demo stations that included seed exchange, furoshiki, non-toxic cleaner making, leaf sun catchers, alternative gift wrap, energy conservation, change a flat and free bike tune-ups.

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 2015 community partners/sponsor for the event were Midtown Global Market, City Pages, KFAI, Otogawa-Anschel 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 \$1,500!

Educational and Outreach Events



We participated in 14 community events throughout the seven county metro area and spoke directly to over 568 people.

Community Outreach Tabling Events included:

- Green Expo in Coon Rapids
- Wake Up 612 Earth Day Event
- Seward Neighborhood Sustainability Fair
- MCTC Sustainability Fair
- Anoka Ramsey Community College Earth Friendly Fair
- MGM Earth Day Celebration
- MGM Many Cultures, Many Colors
- Minnehaha Creek Clean-Up
- Eco Experience Sustainability Stage
- Tiny Diner Farmer's Market
- Excelsior Farmer's Market
- Open Streets Nicollet
- Wells Fargo Non-Profit Fair
- City of Minneapolis Clean Sweeps Resource Fair

Clothing Swaps

For the 7th year in a row, Do It Green! Minnesota hosted a winter clothing swap, and for the second year in a row we held a summer swap as well. Swaps offer community members an opportunity to keep unwanted clothing out of the waste stream by exchanging them with other people, and participants get to take home new-to-them clothes as well! Our winter swap was attended by 140 people, and our summer swap was attended by 50 people. At the two swaps, a total of 462 lbs of clothing were exchanged, and 444 lbs of leftover items were donated to charity. The summer swap offered seed swapping as well.

In the fall of 2015, Do It Green! received a \$1,200 Green Partners grant from Hennepin County to fund our 2015-2016 swap programs. In addition to continuing to hold swaps, we have produced a handout entitled "Swapping Made Easy," which provides tips and suggestions for individuals who wish to host their own swaps.

Do It Green! Resource Kiosk



We hosted the Do It Green! Resource Kiosk inside the Midtown Global Market.

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

- Educate Twin Cities Metro area residents about green living, sustainably and building healthy communities through handouts available 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 2015: Hennepin County Environmental Services

Do It Green! Resource Kiosk Usage for 2015

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: 450+

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. Bus Schedules/Bike Commuter Info-Metro Transit
2. Various Coloring pages (Recycling, Solar Energy, etc.)
3. Do It Green! Directories
4. Compost Cards-Hennepin County
5. Various MPCA Composting handouts (Diagnosing Common Problems, How to Compost, etc.)
6. Food Print Cards and Seafood Watch Cards
7. Home Audit Checklist-Do It Green!
8. Various Recycling Lit-Hennepin County, MPCA
9. Home Water Audit Checklist-Do It Green!
10. Non-Toxic Cleaner Recipe

*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 is to improve access to healthy, locally grown foods and to promote the use of native plants as a sustainable landscaping and gardening practice throughout Minnesota by 1) providing free native or organic vegetable and flower seeds, 2) offering Seed Swaps, events at which community members can exchange seeds with one another, and 3) distributing educational information on 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.

Throughout 2015, our Seed Library was active at 12 different community events, and we distributed 1,400 packets of seeds, as well as information on choosing and saving seeds. We also began distributing "Seed Library Starter Kits," which provide the materials and resources needed for individuals and organizations to start their own seed library. 10 kits have been distributed so far.

Seed Library Events (number of participants in parentheses)

- 2/7- Clothing & Seed Swap (140)
- 3/14- Spring Into Green (120)
- 4/11- Seward Sustainability Fair (65)
- 7/16 - Tiny Diner Farmers Market (9)
- 7/21 – Excelsior Farmer's Market (32)

- 7/26 – Minnehaha Creek Clean Up Day (93)
- 8/6 – Tiny Diner Farmer's Market (15)
- 8/8- Clothing & Seed Swap (50)
- 9/3 – Wells Fargo Non-Profit Fair (26)
- 9/20 – Open Streets Nicollet (100)
- 10/10 – Phillips Clean Sweeps (22)
- 11/21- Green Gifts Fair (225)

In 2015, we worked with a coalition of other community organizations, concerned citizens, and state lawmakers to change the Minnesota Seed Law, which had previously made the sharing of any seeds that had not been commercially produced and tested illegal. In May, *the Minnesota Legislature passed, and Governor Dayton signed, a bill making seed sharing legal in Minnesota.*

Board of Directors Summary

This past year the Board of Directors organized a fundraiser at East Lake Brewery. We also worked with the Executive Director and team members to assess all of our programs and future direction. The board also reviewed past surveys, website usage, and other data to determine what programs are financially sustainable and are effective at accomplishing our mission. The board determined that our Do It Green! Directory was not as focused on our mission as it was on sales and ultimately decided to cut the directory program. In addition, some board and team changes will be moving the board from an advisory board towards a working and advisory board in 2016. The Team and Board members will be working more closely on programming in 2016 and moving the organization forward into a new format with fresh team and board member energy.

Board of Directors Fundraiser

The Do It Green! Minnesota Board of Directors held its 2nd Annual fundraiser in March to celebrate our 15th year of sustainability education in Minnesota. Held at East Lake Brewery (eastlakemgm.com), approximately 30 members and supporters enjoyed locally brewed beer on tap and appetizers from Holy Land, Common Roots Cafe, and Gigi's Cafe. Our theme for the evening was "Greening Your Brew," and we heard from staff at Midwest Supplies about ideas and tips on home brewing locally and green. The event raised \$550, and we thank everyone who attended, donated, and celebrated with us!



WHAT THE FUTURE BRINGS IN 2016

Do It Green! Minnesota Transforming

Do It Green! Minnesota will be going through some transition in 2016, including the close of our offices and Resource Kiosk and the leave of our Executive Director and Founder Ami Voeltz.

Do It Green! Minnesota will continue to work on our mission of educating and motivating Minnesotans to live greener through community outreach and our Annual Green Gifts Fair event in November.

Our Board will be transitioning into a working board and will work alongside our team members on our programming.

We will also be focusing on our website in 2016, including updating our resources and articles and adding new interactive elements to the site to enable the Minnesota Community engage with each other about green living and resource sharing.

11th 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 11th annual event and bring new, fresh ideas to the event including a Farm to Table sales area and a “Tools for Change” area.

Web Page

We plan to overhaul our site in the first half of 2016 including updates, more interactive elements and the possibility of moving our site from Drupal to WordPress. David Riveria our Web Manager will be working with the board and team to guide us through these updates and transitions smoothly.

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 our four contracted team members. Our grant seeking priorities are focusing on general operating funds. All Board members will focus their work on fundraising to meet this goal.

Team Roles Filled for 2016

- Executive Director (through April 1) – Ami Voeltz
- Programs Manager – Kristine Kvamme
- Green Gifts Fair Consultant – Heidi Meyer
- Web Manager – David Riveria
- Accountant – Sara Grochowski
- Green Gifts Fair Manager – Laurie Jones
- Fundraising – Board Members

Team Roles Needed for 2016

- 11th Annual Green Gifts Fair Team Members – *Will recruit in March/April for 2016 event*

2016: Work Plan Timeline

January

- 2015 budget and annual reports approved
- Team and Board contracts approved and signed
- Website updates/move research and planning
- Office move

February

- Website work
- Board recruiting
- Finalize needs for 2016 programming
- Office move

March

- Website work
- Board recruiting
- Build community partners/sponsorships for 2016 programming/fair

April

- Updated website launch
- Earth Day Celebration Events / attend community Earth Month events
- 11th Annual Green Gifts Fair planning begins
- GGF website forms/pages updated and launched

May

- E.D. leave; management transition
- Green Gifts Fair planning team meetings begin
- Green Gifts Fair application opens

June

- Green Gifts Fair planning
- Build partners/partnerships

July

- Green Gifts Fair planning

August

- Green Gifts Fair planning

September

- Green Gifts Fair promo begins

October

- Green Gifts Fair planning

November

- 11th Annual Green Gifts Fair event
- Green Gifts Fair surveys out

December

- Board/Team end of year potluck and summary meeting

2015 INCOME STATEMENT

Do It Green! Minnesota
Profit and Loss
January - December 2015

	Total
Income	
40100 Sales - Magazine	547.65
40400 Sales - Fundraising	550.00
40500 Sales - Membership	230.00
40550 Sales - Sponsorship	6,300.00
40560 Sales - Membership Individual	190.00
40600 Sales - Gifts Fair Booths	12,421.50
40660 Sales - Gift Fair Auction	1,659.00
40680 Merchandise Sales	715.11
40750 Donations	4,249.30
40760 Mpls Grant Income	720.00
40870 Spring Into Green Booths	1,550.00
42800 Interest Income	28.40
43000 Other Income	600.00
Total Income	\$29,760.96
Gross Profit	\$29,760.96
Expenses	
62600 Banking Fees	10.95
62700 PayPal Banking Fees	310.20
63100 Technology Asst Fees	470.04
64000 Organizational Fees	157.00
64100 Insurance Expense	1,155.74
66000 Supplies Expense	591.31
66110 Magazine Supplies & Expenses	2,987.89
66150 Gifts Fair Supplies & Expense	7,545.41
66500 Telephone & Internet Expense	864.12
66660 Volunteer Gifts	122.86
66700 Design Fees	2,375.00
67000 Postage and Shipping Expense	80.09
67780 Grant Expenses	172.53
67900 Rent Expense	4,500.00
69000 Printing Expense	524.63
69100 Spring Into Green Expenses	1,612.50
71000 Meetings Expense	13.71
71100 Meetings Expense - Food	103.23
77000 Contractor Expenses	22,070.00
78000 Sales Tax Expense	65.00
Total Expenses	\$45,732.21
Net Operating Income	\$ -15,971.25
Net Income	\$ -15,971.25