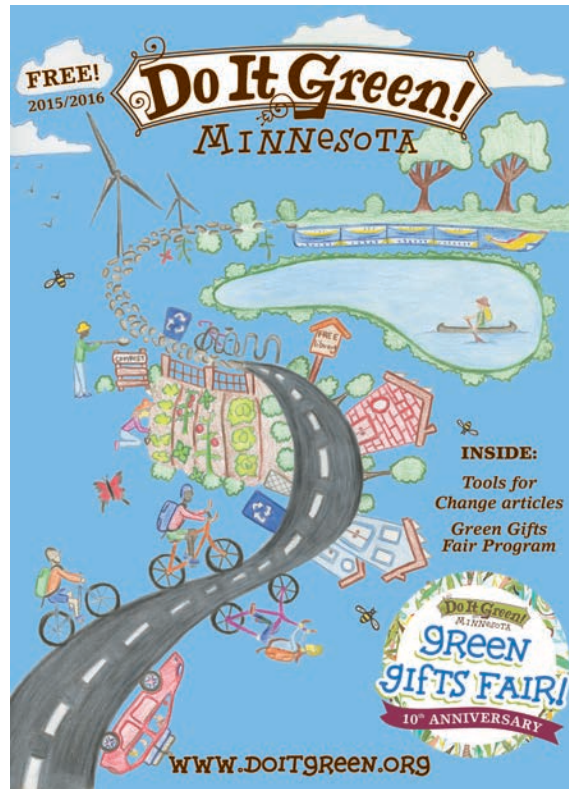


**Do It Green!**  
**2016 Annual Report**  
**2017 Planning**



**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](http://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
- 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. 2016 marked our 16th 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 Riveria – Web & Social Media Manager

### Do It Green! Gifts Fair Team Members

Heidi Meyer – Fair Advisor  
Ami Voeltz – Fair Coordinator/Promotions  
Laurie Jones – Fair Manager  
Crystal Erickson – 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

## 2016: 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 2016, we printed 20,000 Green Living Booklets and distributed them at the Green Gifts Fair event. In 2016, we distributed the remaining booklets throughout the metro community at tabling events and at our resource kiosk.

#### 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 2016, we donated or distributed for free guidebooks to the following:

- Educational Organizations: Will Steger Summer Institute for Climate Change Education
- Green Events: Lake Harriet Conscious Living Expo
- General community events seeking donations for auctions/fundraisers
- Tabling Events throughout the year

#### 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 3,560.

#### Social Networking – Facebook and Twitter

Our Facebook and Twitter accounts started in 2010 and now have 2,399 Facebook fans and 2,399 Twitter followers. We average about three posts/week 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**

## 11th Annual Green Gifts Fair



Do It Green! Minnesota offered our annual Green Gifts Fair on Saturday, November 19<sup>th</sup> from 10am-5pm at the Midtown Global Market on Chicago and Lake Street in Minneapolis. Approximately 3,500-4,000 people attended the fair. The goal of the fair is to encourage Minnesota residents to have a greener holiday by bringing in local green and fair trade vendors and artists to sell gifts in one place. In addition, the fair offers information demos on how to have a low waste, green holiday season. Our passport encouraged visitors to complete five or more demos to get a prize. 297 passports were returned for a prize (100 more than in 2015). Demos and activities included winter gardening, vermiculture, furoshiki, make and take non-toxic cleaners, low waste party planning, seed balls for monarchs, vegetable stamping and coloring for kids, and a photo booth where participants pledged to give “experiences over stuff”.

Our Board of Directors staffed the Silent Auction Fundraiser and the Do It Green! Minnesota table, providing information about the organization and selling kitchen compost pails.

Our 2016 community partners/sponsors for the event were Midtown Global Market, City Pages, Otagawa-Anschel Design and Build, Minnesota Pollution Control Agency, Natural Built Home and Peace Coffee. Additionally, several volunteers greeted visitors and encouraged them to make a donation to support Do It Green! Minnesota.

## Educational and Outreach Events



Do It Green! Minnesota participated in 6 community events throughout the seven county metro area and spoke directly to over 250 people.

**Community Outreach Tabling Events included:**

- 4/24/16 – White Bear Unitarian Church Earth Day Event, White Bear Lake
- 3/19/16 – Spring Into Green at Midtown Global Market, Minneapolis
- 7/8/16 – Como Park Zoo Event, St. Paul
- 7/24/16 – Minnehaha Creek Clean Up, Minneapolis
- 8/18/16 – Como Park Zoo Event, St. Paul
- 9/1/16 – Presentation at the State Fair Eco Building's Sustainability Stage

**Clothing Swaps**

For the 8<sup>th</sup> year in a row, Do It Green! Minnesota hosted a winter clothing swap, and for the third 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 111 people and our summer swap was attended by 100 people. At the two swaps, a total of 2,091 pounds of clothing was kept out of the waste stream by being exchanged or donated to charity. Both swaps 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. In 2016, the guide was mailed to all Neighborhood Associations within the City of Minneapolis along with a letter encouraging those organizations to hold 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 Usage for 2016**

#### **Description/Key Components**

- 72 literature slots (unit is approx. 5' tall x 8' wide)
- 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. Do It Green! Green Living Booklet and Directories
2. Various Coloring pages (Recycling, Solar Energy, etc.)
3. Minnesota Grown Directory
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**



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. The Do It Green! Seed Library is now located next to our Resource Kiosk in the Midtown Global Market. Throughout 2016, our seed packets were distributed at five community events, as well as information on choosing and saving seeds. Seed swaps were held at our Winter and Summer Clothing Swaps with over 30 participants.

### 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 2<sup>nd</sup> 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 2017**

### **Do It Green! Minnesota Transforming**

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 11<sup>th</sup> 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.

### Swaps

We plan to look for partnerships with neighborhood associations, churches and other community groups in order to increase the number of swaps in 2017. We hope to continue to educate and encourage Minnesotans to keep textiles out of the waste stream.

### Food Waste

We plan to focus on Food Waste in 2017 as a theme for our newsletters, blogs and social media posts. We also hope to create a Food Waste presentation that can be given to school and community groups.

### 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 2017

- Programs Manager – Kristine Kvamme
- Green Gifts Fair Consultant – Heidi Meyer
- Web Manager – David Riveria
- Accountant – Sara Grochowski
- Green Gifts Fair Manager – Kristine Kvamme
- Volunteer Coordinator – Crystal Erickson
- Fundraising – Board Members

### Team Roles Needed for 2017

- 12th Annual Green Gifts Fair Team Members – *Will recruit in March/April for 2017 event*

## 2017: Work Plan Timeline

### January

- 2017 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 2017 programming
- Office move

### March

- Website work
- Board recruiting
- Build community partners/sponsorships for 2017 programming/fair

### April

- Updated website launch
- Earth Day Celebration Events / attend community Earth Month events
- 12<sup>th</sup> 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

- 12<sup>th</sup> Annual Green Gifts Fair event
- Green Gifts Fair surveys out

### December

- Board/Team end of year potluck and summary meeting

## 2016 INCOME STATEMENT

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### Do It Green! Minnesota Profit and Loss January - December 2016

	<u>Total</u>
<b>Income</b>	
40550 Sales - Sponsorship	4,230.00
40600 Sales - Gifts Fair Booths	12,419.72
40660 Sales - Gift Fair Auction	2,440.37
40680 Merchandise Sales	476.81
40750 Donations	4,350.86
42800 Interest Income	13.60
<b>Total Income</b>	<b><u>\$23,931.36</u></b>
<b>Gross Profit</b>	<b><u>\$23,931.36</u></b>
<b>Expenses</b>	
62600 Banking Fees	60.90
62700 PayPal Banking Fees	247.65
63100 Technology Asst Fees	526.50
64000 Organizational Fees	75.00
64100 Insurance Expense	1,155.76
66000 Supplies Expense	587.05
66150 Gifts Fair Supplies & Expense	7,697.24
66500 Telephone & Internet Expense	-27.28
66660 Volunteer Gifts	658.58
67000 Postage and Shipping Expense	73.63
67780 Grant Expenses	681.86
67900 Rent Expense	2,385.00
71000 Meetings Expense	51.48
77000 Contractor Expenses	13,862.00
78000 Sales Tax Expense	56.00
<b>Total Expenses</b>	<b><u>\$28,091.37</u></b>
<b>Net Operating Income</b>	<b><u>-\$4,160.01</u></b>
<b>Net Income</b>	<b><u>-\$4,160.01</u></b>