



# Do It Green! Minnesota

## 2017 Annual Report

### 2018 Planning Summary

---

BROUGHT TO YOU BY: 

12<sup>TH</sup> ANNUAL  
**GREEN GIFTS FAIR**

SATURDAY, NOVEMBER 18TH  
10AM - 5PM

MIDTOWN GLOBAL MARKET

**GREEN FOR ALL!**

- \* 80+ GREEN GIFTS VENDORS
- \* PASSPORT WITH PRIZES
- \* MUSIC AND WORKSHOPS
- \* COMMUNITY BUILDING IDEAS
- \* ELECTRONICS RECYCLING DROP
- \* CLOTHING REPAIR SERVICES
- \* CREATIVE EXPRESSION LAB

AND MORE!

FOR AN EVENT SCHEDULE, VENDOR LISTINGS AND MORE VISIT  
**WWW.DOITGREEN.ORG**

    ALL ARE WELCOME HERE ♥

### Table of Contents:

1. **Organizational Information**
2. **Team / Board**
3. **2017 Programs Summary**
4. **2018 Planning Summary**
5. **2017 Financial Summary**

## **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:

- [www.doitgreen.org](http://www.doitgreen.org)
- Community events educating visitors about green living
- Annual Green Gifts Fair event

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

### **Our Organization**

Do It Green! Minnesota consists of our Do It Green! Team, Board 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
- 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. 2017 marked our 17<sup>th</sup> year working on sustainability education in our community.

## **DO IT GREEN! TEAM, INTERNS AND BOARD MEMBERS**

The Do It Green! Team is made up of mostly volunteers and some 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**

Sara Grochowski – Accountant  
Kristine Kvamme – Programs Manager  
Olivia House – Graphic Designer  
David Riveria – Webmaster  
Jian Kettunen – Intern

### Gifts Fair Team

Heidi Meyer – Fair Advisor  
Ami Voeltz – Demo Coordinator & Promotions  
Kristine Kvamme – Fair Manager  
Crystal Erickson – Volunteer Coordinator  
Do Good Events/Kara Souther – Vendor Coordinator  
Bobbie Nerison – Promotions  
Ruby Tetteh – Demo Assistant  
John Lehnen – Low Waste Coordinator

### 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.

Ami Voeltz (since 2005) – Do It Green! Minnesota, Board Chair  
Andy Schakel (since 2008) - Health Partners, Board Treasurer  
Heidi Meyer (since 2013) - General Mills, Green Gifts Fair Liason  
Libby Bottem (since 2014) - Tubman, Fundraising  
Amanda Schibline (since 2016) – Energy Efficiency, Secretary  
Carla Inderrieden (since 2016) – Minnesota Pollution Control Agency, General Board Member  
Alyssa Prokott (since 2017) – General Board Member  
Amber Haukedahl (since 2017) – Impact7G, General Board Member

## **2017: Year in Summary**

### **PROGRAMMING**

1. **12th Annual Green Gifts Fair**
2. **Educational and Outreach Events & Clothing Swaps**
3. **Do It Green! Resource Kiosk**
4. **Seed Library Project**
5. **Social Media Outreach**
6. **Board of Directors Summary**

## 12th Annual Green Gifts Fair



Do It Green! Minnesota offered our annual Green Gifts Fair on Saturday, November 18<sup>th</sup> from 10am-5pm at the Midtown Global Market on Chicago and Lake Street in Minneapolis. Approximately 6,000 people attended the fair, which was up 2,000 from 2016.



Our theme this year was Green For All. We encouraged the participation of people from all diversities, backgrounds, and identities to come together to create an earth-friendly holiday season for all to enjoy. We also worked on making new connections with organizations, educators and artists from new communities. We offered scholarships to make accessible and encourage new and diverse artists/vendors to participate in the fair.

The Green Gifts Fair encourages 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 receive a prize. 320 passports were returned for a prize. Demos and activities included winter gardening, furoshiki, writing postcards to welcome refugees and recent immigrants, make and take non-toxic cleaners, low waste party planning, seed balls for monarchs, finger painting 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 2017 community partners/sponsors for the event were Midtown Global Market, City Pages, All Are Welcome Here, Minnesota Pollution Control Agency, Castle Building 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 225 people.

#### **Community Outreach Tabling Events included:**

- Environmental Fair at Minneapolis Community & Technical College
- Cigna Behavior Health Earth Day Event
- Edina Progressive Fair
- Shingle Creek Seed and Plant Swap
- Saint Louis Park Parktacular
- Presentation at the State Fair Eco Building's Sustainability Stage

## Clothing Swaps



Do It Green! Minnesota co-hosted a clothing swap with the City of Saint Louis Park on October 15th. Approximately 80 people of all ages attended and brought a total of 920 pounds of clothing. 555 pounds were swapped while 365 pounds were donated or recycled. Attendees were mostly from Saint Louis Park and Minneapolis. Those who filled out the survey said they participated because they were cleaning out their closets, were in

need of warm clothing after a recent move to Minneapolis, or were looking for baby clothes for a new arrival. 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.

### Do It Green! Resource Kiosk

We hosted the Do It Green! Resource Kiosk inside the Midtown Global Market through October, 2017. The Midtown Global Market was no longer able to offer the kiosk space due to renovations in that area.

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 to help residents make high impact changes for the environment.

### **Do It Green! Resource Kiosk Usage for 2017**

#### **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: 300+

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

\*In order based on frequency of restocking or reordering

### 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. The Do It Green! Seed Library is located in the area near the stage in Midtown Global Market. In 2017, our seed packets were distributed at two community events along with information on choosing and saving seeds.

### Social Media Outreach

#### **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 3,497.

#### **Social Networking – Facebook and Twitter**

**Facebook Page Likes:** 2,533

Facebook 2017 GGF Event reached 4,214

**Twitter Followers:** 2,428

Tweet impressions in November: 14,100

**Instagram followers:** 192

**Website: Dec 1, 2016 to Nov 30, 2017**

46,727 visitors

78,813 pageviews

*Mpls/StP Metro:* 33,626 visits, 53,613 pageviews

*GGF section pageviews:* 6,564 (470 on Nov 17)

*GGF Vendor Page:* 2,366 pageviews

**Website Update**

The Green Gifts Fair Vendor Application was overhauled into a reusable GGF Account and Vendor Profile that vendors completed at their own pace, and to make the process easier for returning vendors every year. This replaced the old vendor application where the form had to be completed and submitted in one sitting. Green Gifts Fair staff could work collaboratively in a database of active applications. This database provided an automatically built vendor list on the GGF event website.

**Promotional Video**

Video footage from the board, team members, and fair partners will be used to create a promotional video for Do It Green! Minnesota and the Green Gifts Fair. We will continue to gather video and footage from valuable individuals to spread our mission and message.

**Board of Directors Summary**

The Board of Directors transitioned into taking on additional responsibility as a working board. They worked alongside our team members on our programming, focusing specifically on the Green Gifts Fair planning and implementation. The Board's main roles with the fair include sponsorship, auction, and contract management. The Board also recruited and brought on three new board members in 2017.

**WHAT THE FUTURE BRINGS IN 2018**

**Do It Green! Minnesota**

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. We will be updating our resources and articles on [www.doitgreen.org](http://www.doitgreen.org).

**Green For All Diversity Program**

Our focus for 2018 will be taking our Green For All theme for the 2017 Green Gifts Fair and expanding our outreach, partners, connections and education to new and diverse communities. We hope to increase participation of people from all diversities, backgrounds, and identities in our education and board and team member roles.

**13th Annual Green Gifts Fair**

The annual growth, interest and success of the Green Gifts Fair indicate that the event should continue in November of 2018. A Green Gifts Fair Team will need to be formed,



and planning will begin in March. The Board and Team will discuss ways to celebrate the 13<sup>th</sup> annual event and continue to build partnerships with new and diverse communities.

### **Social Media**

We plan to sort old and outdated information in our article database at doitgreen.org. We will work to increase our social media reach. We will also be creating videos about our organization and Green Gifts Fair to be posted online mid year.

### **Swaps**

We plan to look for partnerships with neighborhood associations, churches and other community groups in order to increase the number of swaps in 2018. We hope to continue to educate and encourage Minnesotans to keep textiles out of the waste stream.

### **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 and funding our Green For All programming.

### **Team Roles Filled for 2018**

- Programs Manager – TBD
- Green Gifts Fair Coordinator – Alyssa Prokott
- Web Manager – David Riveria
- Accountant – Joe Riemann
- Graphic Designer – Olivia House
- Fundraising – Board Members

### **Team Roles Needed for 2018**

- 13th Annual Green Gifts Fair Team Members – *Will recruit in March/April for 2018 event*

## **2018: Work Plan Timeline**

### **January**

- ❑ 2018 budget and annual reports approved
- ❑ Team and Board contracts approved and signed, bio updates

### **February**

- ❑ Video work – DIG & GGF videos
- ❑ Board, Team & Intern recruiting
- ❑ Begin Green For All program planning and grantwriting

### **March**

- ❑ Video work – DIG & GGF videos
- ❑ Website work
- ❑ Board recruiting
- ❑ Build community partners/sponsorships for 2018 programming/fair

### **April**

- ❑ Videos launched for Earth Day

- ❑ Earth Day Celebration Events / attend community Earth Month events
- ❑ 13<sup>th</sup> Annual Green Gifts Fair planning begins
- ❑ GGF website forms/pages updated and launched

#### **May**

- ❑ 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**

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

#### **December**

- ❑ Board/Team end of year potluck and summary meeting
- ❑ Close out end of year finances
- ❑ Draft annual report
- ❑ Draft 2019 team contracts

## 2017 INCOME STATEMENT

### Do It Green! Minnesota Profit and Loss January - December 2017

	Total		
	Jan - Dec 2017	Jan - Dec 2016 (PY)	Change
<b>Income</b>			
40550 Sales - Sponsorship	2,250.00	4,230.00	-1,980.00
40600 Sales - Gifts Fair Booths	12,706.75	12,419.72	287.03
40660 Sales - Gift Fair Auction	2,206.43	2,440.37	-233.94
40680 Merchandise Sales	281.00	476.81	-195.81
40750 Donations	1,916.99	4,350.86	-2,433.87
42800 Interest Income	18.59	13.60	4.99
<b>Total Income</b>	<b>\$19,379.76</b>	<b>\$23,931.36</b>	<b>-\$4,551.60</b>
<b>Gross Profit</b>	<b>\$19,379.76</b>	<b>\$23,931.36</b>	<b>-\$4,551.60</b>
<b>Expenses</b>			
62600 Banking Fees	7.24	60.90	-53.66
62700 PayPal Banking Fees	455.93	247.65	208.28
63100 Technology Asst Fees	468.67	526.50	-57.83
64000 Organizational Fees	75.00	75.00	0.00
64100 Insurance Expense	201.03	1,155.76	-954.73
66000 Supplies Expense	37.30	587.05	-549.75
66150 Gifts Fair Supplies & Expense	8,573.33	7,697.24	876.09
66500 Telephone & Internet Expense		-27.28	27.28
66660 Volunteer Gifts	94.18	658.58	-564.40
67000 Postage and Shipping Expense	119.40	73.63	45.77
67780 Grant Expenses		681.86	-681.86
67900 Rent Expense	1,680.00	2,385.00	-705.00
69600 Advertising Expense	220.70		220.70
71000 Meetings Expense	103.81	51.48	52.33
77000 Contractor Expenses	6,540.00	13,862.00	-7,322.00
78000 Sales Tax Expense	37.00	56.00	-19.00
<b>Total Expenses</b>	<b>\$18,613.59</b>	<b>\$28,091.37</b>	<b>-\$9,477.78</b>
<b>Net Operating Income</b>	<b>\$766.17</b>	<b>-\$4,160.01</b>	<b>\$4,926.18</b>
<b>Net Income</b>	<b>\$766.17</b>	<b>-\$4,160.01</b>	<b>\$4,926.18</b>

