

Do It Green! Minnesota
2018 Annual Report
2019 Planning Summary



PRESENTS THE 13TH ANNUAL

GREEN GIFTS FAIR



SATURDAY,
NOVEMBER 17TH, 2018
10AM-5PM

MIDTOWN GLOBAL MARKET
MINNEAPOLIS AT LAKE ST. & 10TH

\$1 DONATION/PERSON AT THE DOOR

- 85+ GREEN VENDORS
- PASSPORT WITH PRIZES
- MUSIC AND ART
- SHARE ABOUT YOUR GREEN JOURNEY
- GARDEN LEARNING LAB
- AND MORE!

MY GREEN JOURNEY

For event schedule, vendor listings and more, visit: WWW.DOITGREEN.ORG



CITY PAGES



mi MINNESOTA POLLUTION CONTROL AGENCY



THANK YOU TO OUR SPONSORS!

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1. 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*
- 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:

- Annual Green Gifts Fair
- Online Green Living Database with 850+ articles and resources
- Other organizational activities include e-newsletter, Facebook, Twitter, Instagram, skillshares and information tabling.
- Green Coffee Talks
- Seed Library located at Midtown Global Market

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 Twin 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.

DO IT GREEN! TEAM, INTERNS AND BOARD MEMBERS

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

Joe Reimann – Accountant
Kristine Kvamme – Office Manager
Olivia House – Graphic Designer
David Riviera – Webmaster

Gifts Fair Team

Heidi Meyer – Vendor Manager
Ami Voeltz – Demo Coordinator & Sponsor Manager
Alyssa Prokott – Green Gift Fair Coordinator
Crystal Erickson – Volunteer Coordinator
Do Good Events/Kara Souther – Vendor Coordinator
Annika Bergen – Promotions and Outreach Coordinator
Nicole Gostomski - Family Area Coordinator
Susan McNichols - Event Planning Intern

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 – Board Chair
Heidi Meyer - Green Gifts Fair Liaison
Andy Schakel - General Board Member
Carla Inderrieden – General Board Member
Alyssa Prokott – General Board Member

2018: Year in Summary

PROGRAMMING

1. 13th Annual Green Gifts Fair
2. Educational and Outreach Events
3. Green Coffee Talks
4. Seed Library Project
5. Social Media Outreach
6. Board of Directors Summary

13th Annual Green Gifts Fair



Do It Green! Minnesota hosted our annual 13th Green Gifts Fair on Saturday, November 17th from 10am-5pm at the Midtown Global Market in Minneapolis. We saw 6,921 visitors on the day of the Green Gifts Fair.



The goal of the Green Gifts Fair is to encourage Minnesota residents to consider their impact on the environment during the holiday season. We invite guests to consider how they can change their habits in areas such as food waste, shopping locally, gift wrapping, pollinator awareness, cleaning, and in the daily products that they use. Booths at the Green Gifts Fair is categorized as either a demonstration/education booth or a vendor. Each vendor that attends the Green Gifts Fair has been carefully vetted by our vetting team to ensure that we are highlighting local artists and companies that align with the mission of Do It Green! MN. Demonstrations are hosted either by Do It Green! MN or one of our many partners in order to educate our visitors on any of the previously mentioned topics..

This year the theme for the Green Gifts Fair was "My Green Journey." The goal for this theme was to highlight that each of our vendors and visitors is on their own unique journey to improve their impact on the environment. We aimed to encourage vendors and visitors to engage in dialogue around their personal journeys. This theme was created to bring awareness to each of our individual contributions to our green community. In order for Do It Green! MN and it's community to continue this conversation year round we began hosting Green Coffee Talks.



To capture the conversations around our Green Journeys, Do It Green! MN hired local graphic recorder Lisa of Drawn Well LLC to create a live mural. Visitors were asked what changes have been a part of their “green journey” and these were reflected in the mural.



To encourage our visitors to participate in our demonstration/education booths we offer a passport that can be completed for prizes. Visitors are required to attend at least 5 of the education booths in order to redeem a prize. We received 311 passports that were redeemed for prizes. Education demonstrations included the following: , .

- A recycling game that taught visitors how to identify which items can be thrown away, recycled and composted
- A booth highlighting gifts that can be made or bought to promote pollinator health
- A food waste fridge that taught visitors about food waste statistics as well as ways to reduce their own
- Furoshiki: A Japanese art that uses fabric and other upcycled material to wrap gifts
- Non-Toxic Cleaner: A booth that taught visitors to make their own all-purpose household cleaner. Supplies were donated from the Minnesota Pollution Control Agency and the booth was staffed by City Pages staff.
- Boomerang Bags: Upcycle MN is a non-profit that has adopted the Boomerang Bags movement that gathers unused fabric and makes bags out of the fabric to reduce waste from plastic and paper bags
- An artist installation highlighting the injustices of our clothing industry
- Capsule Wardrobes
- A booth hosted by Patagonia highlighting how they consider the life cycle of the clothing they produce
- A basil planting using mugs donated by Goodwill Easter Seals as pots, soil donated from Mother Earth Gardens, and basil seedlings grown and donated by Project Sweetie Pie, and wine corks donated from Art Start in St Paul.
- Hennepin County Master Gardeners hosted a booth that engaged our visitors to discuss the importance of herbs as well as taught kids how to make an air freshener out of an orange and cloves
- The Loppet Foundation promoted their new Trailhead building and hosted a fat bike challenge encouraging people to get outside and be active - even in the upcoming winter months

Our education booths and passport were all made possible by our volunteers and partners.



Our Event Planning Intern hosted our most successful Silent Auction yet with over 100 items from vendors at the fair as well as other local businesses.



Do It Green! Minnesota hosted a table providing information about the organization and selling stainless steel reusable straws.



Our 2018 community partners/sponsors for the event were Midtown Global Market, City Pages, University of Wisconsin River Falls, Minnesota Pollution Control Agency, All Energy Solar, Goodwill Easter Seals, Minnesota Grown, Xcel Energy 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 community events throughout the seven county metro area and spoke directly

Community Outreach Tabling Events included:

2/7/18 - Moundsview School District Career and Life Transition Program Presentation

Topic: Green Living

Attendees: 25

4/19/18 - Lafayette Park Earth Week Community Fair

Attendees: 20

8/29/18 Minnesota State Fair Sustainability Stage

Attendees: 20

Green Coffee Talks



On September 25th, 2018 Do It Green! MN began hosting Green Coffee Talks. As mentioned previously, a focus for the organization this year was to increase conversations in the community about what individuals are doing in their own lives to improve their impact on the environment. We value the authentic conversations that can happen when people in the community are gathered to discuss topics that are of value to them. We have seen diverse groups at our events such as local green business owners, local residents beginning to consider green living, green builders, as many more! Topics that have been discussed at the monthly gatherings include eating green, winter and fall green habits, green gift giving and wrapping as well as goal making. In 2019 some of the topics will include wardrobes, recycling, product life, reusing and reducing, laws, summer activities, and traveling. Green Coffee Talks rotate the locations in order to tap into a variety of neighborhoods and organizations.

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.

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

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, Twitter, Instagram

Our Facebook and Twitter accounts started in 2010 and now have 3,021 Facebook followers and 2,380 Twitter followers. We began to increase our presence on Instagram as it is platform with gaining traction. We now have 361 followers

Our website had 47,334 visitors and 66,545 page views. 26% of our users are from Minnesota. (13,423 visits, 24,205 page views).

The GGF Vendor List at digmn.org had 1,871 visits and 2,144 page views. Peak was 155 visits (180 page views) on Friday, 11/16/2018.

Board of Directors Summary

The Board of Directors is a working board and works alongside our team members on our programming, focusing specifically on the Green Gifts Fair. The Board's main roles with the fair include sponsorship, vendor management, silent auction and contract management. The board is also looking to grow this year and hopes to invite up to three new members. The board will also be working to develop guiding principles for the organization for both internal and external purposes.

WHAT THE FUTURE BRINGS IN 2019

Do It Green! Minnesota Evolving

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. We also hope to explore using the Green Coffee Talks to build greater relationships with our partners and sponsors throughout the year

14th 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 2019. 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 14th annual event and continue to build partnerships with new and diverse communities.

Web Page

We aim to integrate our websites resources and blog posts into our social media posts in order to increase traffic to our website. We will continue to update our articles as well as giving our webpage a rebrand and update to stay current with web trends and mobile usability standards.

Fundraising and Grant Writing

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 2019

- Green Gifts Fair Coordinator and Programs Manager– Alyssa Prokott
- Webmaster – David Riviera
- Accountant (through March 2019) – Joe Riemann
- Fundraising – Board Members
- Office Manager - Kristine Kvamme
- Promotions and Outreach Coordinator (Green Gifts Fair) - Annika Bergen
- Outreach Coordinator - Nicole Gostomski

Team Roles Needed for 2019

- 14th Annual Green Gifts Fair Team Members – *Will recruit in March/April for 2019 event*
- Accountant (starting March 2019)
- Demonstration Coordinator

2019: Work Plan Timeline

January

- ❑ 2019 budget 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 2019 programming/fair

April

- ❑ Videos launched for Earth Day
- ❑ 14th 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

- ❑ 14th Annual Green Gifts Fair event
- ❑ Green Gifts Fair surveys out

December

- Board/Team end of year dinner and summary meeting
- Close out end of year finances
- Draft annual report
- Draft 2020 team contracts

2018 INCOME STATEMENT

Do It Green! Minnesota

PROFIT AND LOSS

January - December 2018

	TOTAL
Income	
40550 Sales - Sponsorship	6,300.00
40600 Sales - Gifts Fair Booths	11,511.92
40660 Sales - Gift Fair Auction	4,597.67
40680 Merchandise Sales	45.00
40750 Donations	1,201.06
42800 Interest Income	17.39
Total Income	\$23,673.04
GROSS PROFIT	\$23,673.04
Expenses	
62700 PayPal Banking Fees	311.71
63100 Technology Asst Fees	528.00
64100 Insurance Expense	1,333.18
66150 Gifts Fair Supplies & Expense	3,295.18
67000 Postage and Shipping Expense	29.40
67900 Rent Expense	1,680.00
68000 Equipment Rental Expense	1,098.14
69000 Printing Expense	224.98
69600 Advertising Expense	325.00
70500 Conferences Expense	100.00
77000 Contractor Expenses	10,815.25
78000 Sales Tax Expense	20.00
Total Expenses	\$19,760.84
NET OPERATING INCOME	\$3,912.20
NET INCOME	\$3,912.20

Note: Our programs manager contractor expenses are not reflected in this report as the check was not deposited before year end.