



Elks National Foundation 2016-17 Impact Grant Application

Your Application

1. Contact Information

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|-------------------------|-----------------------------------|-------------------------|--|
| Lodge Name: | Hopkins, MN | Lodge Number: | 2221 |
| Primary Contact: | | Project Manager: | |
| Name: | Dedria Noll Kelm | Name: | Gretchen Peterson |
| Address: | 804 Oriole Ln Chaska, MN 55318 | Address: | 6649 Harlan Dr Eden Prairie, MN 55346 |
| Phone Number: | (952) 250-7864 | Phone Number: | (952) 405-9745 |
| Email: | dedrianoll@yahoo.com | Email: | info@hopkinselks.org |
| Member #: | 004253 | Member #: | 4208 |

Did your Lodge discuss this project with ENF staff before applying?

No

Please list the date of the meeting when this grant was discussed.

Meeting Date: 7/26/2016

Tell us about your community.

Is your Lodge located in an urban, suburban or rural community? Please check the appropriate box.

Urban Suburban Rural (less than 25,000) Rural (less than 5,000)

2. Project Information

| | | | |
|-----------------------|----------------------|----------------------------|---------------------|
| Project Title: | Teaming Up For Teens | Application Status: | Renewal application |
|-----------------------|----------------------|----------------------------|---------------------|

Identify the community need your project will address. (This is the case for why your Lodge needs Impact Grant funds. Provide data and evidence that your Lodge is working to address an important community issue. Focus on the local aspects of the project.)

Hopkins Elks Lodge #2221 is seated in the middle of the West Suburban Hennepin County Community. We have a growing group of youth who are homeless, at risk, and precariously housed who continue to attend school, have

employment, couch hop, and in many other ways struggle to remain in our community. An estimated 65-150 youth are homeless in any given year within the seven school districts of the West Metro, with more than 250 estimated to be at risk of homelessness. Many of these teens hide their situation. There are many reasons they are no longer able to live at home. Drug use in the home, divorce and introduction of a stepparent, abuse, neglect, or even sexual orientation, mental issues, or learning problems. These kids are eating, showering, and sleeping at school, at friends homes, other family members homes, or even at strangers' homes. They also spend some nights outside. They cling to their studies in hopes for a future while their security and home life crumbles. We want to reach out to these kids before they are drawn into higher risk areas or situations.

How did your Lodge determine the need for this project? What kind of research did the Lodge conduct? Did the Lodge discuss this project with other groups, organizations and individuals in the community? Does the Lodge have any partners in this project?

The Lodge has relied on local service agencies and personal experience in determining the need for helping homeless teens. We have validated our information through sources such as Wilder Research and State of Minnesota statistics. Wilder reports that there are 14,000 homeless individuals throughout Minnesota on any given night of which 46% are 21 or younger. The State of Minnesota has increased its state spending on the problem of homelessness from \$238,000 in 2013 to over \$4 Million in 2014-2015 indicating more must be done to stem the tide of homelessness in our community. Hennepin County (representing much of our seven target suburbs) reports that the number of "homeless" or "highly mobile" students has more than doubled since 2008-2009. While we cannot address the larger problem of family homelessness, we can make a significant impact on the children of homeless families and those teens that have truly been pushed out of the home. Based on feedback from the recipients of our personal support packs as well as counselors within the local service agencies, our packs can make the difference between a teen staying on the couch of a friend or family member or having to move on because they are seen as not being able to support themselves on a minor level (e.g. do their own laundry).

In terms of partners in the project, we continue to partner with other charitable organizations (4) and local schools (11) to both serve the teens/students as well as gain insight to the teens needs and how to improve the program. These entities serve as the distribution points for our personal support packs as well. However, our Lodge is the primary driver behind the fundraising, shopping, preparation and delivery of the support packs.

How will the Elks specifically address this community need? If the Lodge has a partner in this project, we want to know exactly what the Elks will do, and not what the partner organization will do. (This is your project description.) Be specific, and demonstrate that your Lodge has a plan.

Our primary focus is on providing personal support packs that contain a variety of personal hygiene and related products. This includes shampoo, body wash, deodorant, laundry detergent, toothbrushes, toothpaste, socks, feminine products, razors etc. In the fall we also provide school supplies such as notebooks, pens, pencils, folders, paper and scissors among other things. In the winter we also provide hats, gloves, mittens, scarves, thick socks etc. We have added a couple of additional distribution locations in the past several months and are now delivering over 130 packs/month. We also wish to expand our program to include more items such as snacks, clothing and other items to be determined to help the kids and families in need. We purchase a vast majority of the products using grant money, private donations from Elks members and members of the public as well as fundraisers throughout the year. We have received a number of product donations from a couple of local companies as well as the local food shelf which receives product donations they forward on to us if appropriate. Elks members and their family/friends are shopping, prepping, packing and delivering these support packs as well as manning information booths and holding fundraisers.

Has the Lodge had any experience addressing this problem in the past?

The Lodge has been fortunate enough to have had an Impact Grant the last couple of years and we have used the grant money and our own Lodge/member donations to expand the program. We have grown from one school district/suburb to 6 school districts/ suburbs currently and hope to reach our goal of the 7 suburbs originally envisioned.

Impact Grants offer the chance to make a significant and meaningful difference in the community. What lasting effects do you think the project will have?

The greatest lasting effect is the relationships forged between Elks members and teens through the Pay It Forward projects and having a consistent and constant source of support through the support packs. We have demonstrated our commitment to this by providing packs for over 3 years now so the kids know that they can rely on us for help. The at risk kids also really enjoy the Pay It Forward projects as it builds their self esteem by doing something good for others and having a positive adult experience. Building trust and self esteem is critical to kids during this time of life and we can play a part in that.

Through the monthly interaction delivering the support packs it has been heartwarming to hear and see how much these support packs mean to not only the kids we are serving but the teachers and counselors as well. They are excited when we call each month to schedule a delivery and it is apparent how much each of us are invested in helping these kids. Many of those involved in the program whether it be students, teachers, counselors, Elks members or members of the public now know who the Elks are and that we are local charitable organization serving our community. We've introduced local companies (e.g. Thrivent, United Health Group) as well as families and local youth groups to the Elks through the volunteer opportunity to package our support packs each month. We hope that the support packs also provide a much needed lift to these kids and families as they deal with homelessness.

Given your Lodge's description of the project, please break down the project in terms of volunteer activities/duties/committees. How many Elks will be needed to complete each activity? Keep in mind that Elk involvement is integral to an Impact Grant project.

The various activities are listed below along with the number of Elks members participating in parentheses. Personal Support Packing Sessions (8-12/year, 8-10 Elks per): Lodge member volunteers will donate, collect, sort, and assemble the personal support packs containing hygiene products. We have been holding them monthly for the past 4 years growing from approximately 50 / month to 120-130/month.

Pay It Forward Projects (8-10 Elks per): As part of our program we find opportunities in the community where we can share a volunteer experience with at risk kids. We introduced this a year ago and it has been a huge success. The kids enjoy doing something positive for someone else and the Elks members enjoy interacting with the kids and volunteering as well. This past year we raked lawns and did yard work for seniors as well as packed emergency food backpacks for elementary school children. We plan to continue to find new shared volunteer opportunities so all of us can Pay It Forward.

Fundraising Events (15-20): Lodge member volunteers will continue to donate and hold fundraisers and drives for special events such as winter outerwear, school supplies, etc. In the past year we have held a pancake breakfast, book sale, candle party, home packing parties and "sponsor a bag" fundraising events to help fund our activities.

Information Booths (2-3): At our public events we have hosted an information booth describing the program and the Elks in general. This has been staffed by Elks members and our goal is to host additional booths outside of the Hopkins area but in our distribution area (e.g. St Louis Park, Minnetonka, Eden Prairie). By hosting these booths outside of Hopkins we hope to also spread the word about the Elks and obtain new members.

3. Proposed Goals & Objectives

Expand our offering to include move in kits

Define needs and quantities with local partners such as MoveFwdMN

Promote the move in kit to the membership and general public in order to seek donations

Shop, package and deliver kits to our local partners

Find new ways to motivate and engage volunteers

Incorporate an introduction to the program at new member indoctrination/initiation ceremonies

Promote via Facebook and Lodge communications some of the unique ways people have contributed/ participated in the project (eg. host product drive, bat mitvah service project)

Evaluate putting together a quick tour and/or video interviews of some of our distribution sites for volunteers to get first hand stories of the impact of our project

Raise money

Launch a program through GiveMN and their Give to the Max day (Nov 17, 2016) to drive online donations
 Find new ways/events in which to raise money beyond pancake breakfasts etc.
 Identify and market directly to a few local companies for product and/or monetary donations

4. Plan for Success

At the end of the year, how will you know the project has helped the problem identified in section 2?

It is difficult to obtain statistics specific to our problem as these kids don't want anyone to know they are homeless. However, we plan on working with the guidance counselors who distribute our packs to obtain some statistics each month as to how many students are using the packs throughout the year.

What data will you collect to show the project's success? (For example, we will monitor the graduation rate at the high school we are working at. Or, we will improve the reading scores of the children in our education program.)

Most of the data we gather to determine success is anecdotal from the counselors and kids. The project's success can also be measured in terms of community engagement. We will track the following which can be used to measure community engagement: 1) Amount and type of donations including private vs. corporate vs. other. 2) Volunteer hours committed including Elks members vs. non Elks (community).

This is an opportunity to raise your Lodge's profile and inspire new members to join a Lodge that's making a difference in the community. How do you plan to promote this in the community as an Elks-led project?

We have an active Facebook page dedicated to Teaming up For Teens as well as one for the lodge on which we promote all the activities pertaining to the project. We also use the Facebook page to post news about homelessness and success stories of homeless teens.

We solicit volunteers and educate our members on the project through our Lodge newsletter.

We will be contacting local newspapers to get more stories about the program in the local news. When we are shopping we get inquiries from other patrons about what we are doing (due to the quantity of items we are purchasing) and we educate the public on the Elks and what we are doing at that time.

We have brochures and hand out cards that we give to members of the public.

5. Budget Information

| | | Matching Share | | | |
|---------------|------------|-----------------------|------------|--|--------------|
| Budget | ENF | Cash | In- | | Total |

| Category | Funds | | Kind | Project Cost |
|--------------------------|----------------|---------------|----------------|----------------|
| Staff Salaries & Support | N/A | \$0 | \$30000 | \$30000 |
| Equipment: | \$0 | \$0 | \$0 | \$0 |
| Materials & Supplies: | \$10000 | \$3000 | \$4000 | \$17000 |
| Travel | \$0 | \$0 | \$0 | \$0 |
| Other | \$0 | \$0 | \$0 | \$0 |
| TOTAL | \$10000 | \$3000 | \$34000 | \$47000 |

Budget Narrative

All of our grant monies will be used for the supplies, drawstring backpacks and marketing materials that comprise our personal support packs.

We spend approximately \$350/year on printed materials included in the support packs or for marketing purposes at our information booth. This is included in the materials & supplies budget number.

While we don't have staff per se, we allocated the following items as in kind volunteer hours under the staff salaries & Support line item:

1) Shopping, prepping, packing, delivering support packs 2) Pay It Forward projects 3) Fundraising events 4) Administration

Application submitted by Gretchen Peterson on Sep 1, 2016 7:43 PM.
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