



# Elks National Foundation 2012 Impact Grant Application

*Investing in Communities Where Elks Live and Work*

<b>ENF OFFICE USE ONLY</b>
State & No.:
Date Rec'd:
Signed:

## I. Contact Information

<b>Lodge Name: Brooklyn Park Elks Lodge</b>	<b>Lodge No.: 44</b>
Name: Jerry Shoults Title: ENF Grant Coordinator	Email Address ( <i>required</i> ): shoults_b@msn.com
Address:	Phone Number: (612) 805-9279
City, State, Zip: Brooklyn Park, MN, 55444	Fax Number:
<b>Project Manager</b> (If different from Primary Contact) (Must be an Elk)	
Name: same as above	Lodge No.:
Address:	Phone Number:
City, State, Zip:	Email Address:
<b>Partnership Organization(s) Contact Information.</b> Please attach an additional sheet, if necessary.	
Name: Tom Goodrich Title: Executive Director Fishing For Life	Name: Dave Lindmark Title: GEM Program Director Fishing For Life
Address: 15834 Randall Ln	Address: 3015 13 <sup>th</sup> Ave S
City, State, Zip: Minnetonka, MN 55345	City, State, Zip: Minneapolis, MN 55407
Email: tom@fishingforlife.org	Email: dmlindmark@q.com
Phone: (612) 987-5466	Phone: (952) 201-6849

<b>Tell us about your community.</b>
Is your Lodge located in an urban, suburban or rural community? Please check the appropriate box.
<input type="checkbox"/> Urban <input checked="" type="checkbox"/> Suburban <input type="checkbox"/> Rural (less than 25,000) <input type="checkbox"/> Rural (less than 5,000)

By signing this application, you agree, if asked, to provide information that will verify the accuracy of your completed form. You agree to the use of your Lodge's name, and any information contained within the application, for advertising, promotional and publicity purposes without consent or compensation.

Date: \_\_\_\_\_ Signed by \_\_\_\_\_  
 Primary Contact

Date: \_\_\_\_\_ Signed by \_\_\_\_\_  
 Exalted Ruler



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## II. Project Information

Please complete the following required information. Include separate attachments as needed.

### **Project Title: Children and Seniors Triumph (CAST)**

**Describe the project.**

The Brooklyn Park Elks Lodge proposes to partner with Renewing Hope Resources (dba Fishing For Life) to initiate the Children and Seniors Triumph program (CAST). This program will provide outreach to all members of the Brooklyn Park community with a special emphasis on establishing relationships among seniors and children through fishing and outdoor activities. The project will be executed in four phases: 1) Raise awareness of program and collect fishing equipment from community members. 2) Refurbish equipment for distribution and invite all members of the community, particularly seniors, to join in these efforts. 3) Distribute equipment to youth at the Fishin' Follies Event hosted at our lodge and open to the community at large. 4) Continue to engage youth and seniors by providing fishing opportunities on lakes in the Twin Cities Metro Area. The development of relationships among youth and seniors will foster civic stability and engagement in our community.

**Identify the problem your project is trying to address. (This is the statement of need.)**

Data from the U.S. Census indicate that over the past decades Brooklyn Park has seen shifts in its demographic profile, with our population trending significantly toward increased minority populations (47%) and 30% of the population being youth under the age of 20. In contrast, Hennepin County youth comprise 25% of an overall population with a 26% minority composition. Furthermore, almost 5% of our households are comprised of seniors living alone. These data represent a significant immigration pattern into our city. Relationships among the life-time residents of Brooklyn Park and the new populations with increased minorities and youth must develop in order to mitigate concerns for the quality of life in the community expressed in the former and to empower the latter to view themselves as critical stakeholders in Brooklyn Park.

**Who is the intended audience for this project?**

The intended audience for this project is youth, ages 3-19, and seniors 55 or older. The youth will each receive a complimentary rod and reel and fishing tackle. They will participate in the Fishing Folly catching live fish, being educated about all aspects of fishing, playing games and meeting adults in our community who will demonstrate the importance of these youth as members of our community. Adults will be able to engage in a service that enhances their quality of life and contributes to the long-term stability of their community. A continuum of participation levels will be available for the adults, from donating fishing equipment, to volunteering at events and to mentor-like relationships with the youth. This aspect will be facilitated as the adults continue in relationship with individual youth through other fishing and outdoor opportunities provided throughout the year by our partner in this program, Fishing For Life.

**Provide a detailed description of how Lodge members will be involved. What activities will be performed by Lodge members? What will be done by non-members, if applicable? Remember, significant Elks involvement is required.**

Lodge members will develop and assist in the distribution of the marketing materials (flyers and posters) necessary to promote awareness of the CAST program. These efforts will invite members of the community to donate materials or participate on deeper levels, with the deepest level of participation being the at-large community person becoming an ELK Lodge Member. The materials will also aid in promoting the event to youth and families to optimize participation in our events. In addition to printed marketing materials Lodge Members will coordinate efforts to increase public awareness of the event through contacts with other community organizations.

Lodge members will coordinate collection and restoration of fishing rods and reels in conjunction with Fishing For Life and participate in the Fishin' Follies Event to distribute the equipment to youth. Lodge members will staff the trout pond, games and educational areas provided by Fishing For Life for the event. Members will also provide transportation to families and individuals in the community when feasible to optimize participation.

Lodge members will coordinate group activities that offer youth an opportunity to interact with other Elks and adults interested in successful outcomes for youth in our community. Activities throughout the year will include, but not be limited to, participation in lake events with fishing from boats and from shore in conjunction with Fishing For Life, attending local community festivals to help youth identify with the community-at-large and encouraging youth to participate in other ELKS programs such as Camp, Hoop Shoot, and Soccer Shoot.

Lodge members will act as mentors with youth to show them the positive consequences of socially acceptable behavior and develop relationships with the youth to guide them to make responsible decisions on issues that may affect their future.

Non-members from Fishing For Life will assist in planning and execution of the fishing events because of their experience in this arena. Fishing For Life has an excellent infrastructure to promote their events through email distributions, social networking and press releases to local media and will utilize these tools for the Fishin' Follies.

The Fishin' Follies Event will include live trout fishing, lure making, kids games, prizes, and education about fishing, habitat awareness, and sportsmanship. Fishing For Life has an 8 year history of successful execution of these programs.

Fishing For Life will provide boats, guides, bait, tackle, and administrative operations for the other lake events hosted following the Fishin' Follies.

Non-members from the community-at-large will be invited to participate as donors, rod rebuilders, and event volunteers. Because non-members will observe firsthand the fellowship of the Elks Lodge and our commitment to improving the quality of life for our community during this project, it is hopeful they will become by members



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**How did your Lodge determine the need for this project?**

Data and input from a variety of sources was gathered to determine the need for the Elks CAST project. Several groups provided research on key issues in our community over the last decade, including the Youth Opportunities Coalition, the Brooklyn Park Police Department, Champions for Youth and the Brooklyn Park Parks and Recreation Association. Elks were represented in many of the conversations and meetings hosted by these organizations. Furthermore, analysis of the data presented in the Identification of the Problem section of this proposal quantified the need to engage youth as stakeholders in this community and to broaden the individuals involved in this engagement to be open to the citizenry at large. We needed a mechanism with a successful history of reaching across cultural barriers into diverse population sub-structures. Fishing For Life has demonstrated this success parameter by hosting events with significant participation from black and Asian communities which represent 26% and 15% of the Brooklyn Park population. Furthermore, Fishing For Life and the ELKS both attract mature citizens looking to engage in service and fellowship.

**What benefit will the community receive from this project?**

The community will benefit on several levels. Seniors who may feel isolated will be rejuvenated with participation in activities that foster relationships for them. Youth will be provided with tangible goods and fun activities that promote a healthy lifestyle and enhance their quality of life. These are necessary options youth need in order to make choices that benefit themselves and the community at large as opposed to choosing to engage in negative behaviors.

With increased civic participation from our citizens, awareness of each person's value as a stakeholder in the community will be elevated. In particular, youth and seniors will recognize that they are important members of our city and as such, their needs, goals, and successes individually will elevate our community in the collective.

Significant scientific research has been conducted that demonstrate improved health outcomes for individuals with strong social ties, especially in the fields of cardiovascular disease and psychiatric disorders. By assisting the members of our community in developing these networks we project long-term benefits on the quality of life for with respect to health outcomes, over and above the other benefits.

**Describe the aspects of your project that you feel are most important to the participants.**

The youth, adults, Elks Lodge, and the community will all benefit from the ELKS CAST Program in a variety of ways. The positive impact derived from increased social network participation is the catalyst behind the design and implementation of the program.

Youth will benefit by participating in fun activities that improve their quality of life. Receiving equipment that they can continue to use after the formal events can perpetuate their choices. Youth will also benefit by being in relationship with adults who are working to serve their community, thus being exposed to the process of, civic service as an honorable life course in their future. According to the Federal Mentoring Council, youth who are in relationship with adults in a mentoring capacity show increased high school graduation rates, higher college enrollment rates and higher educational aspirations, enhanced self esteem, and improved behavior.

The adults from our general population will benefit from their participation in this process at any level. Donating equipment, working at the events, and fostering relationships with youth, ELKS and other adults are key elements of the project to improve their quality of life. They will have an outlet for their time and talents that will benefit the youth, their families, the Lodge, and their community. As they work to be part of the solution in their community it will enhance their daily lives and open avenues for other opportunities to work with youth, i.e. hiring them to do

yard work or just being in relationship with given individuals.

The ELKS CAST program will enhance the Brooklyn Park Elks Lodge's image in the community, while attracting members who are passionate about community improvement. Potential members will view our lodge positively because of its community commitment. Our lodge will deepen relationships with the community, especially with our youth and potential members motivated to serve this population. These relationships will foster the understanding of Lodge Members who can then make more effective decisions for programs to address local needs.

**Who will form the Project Committee? (Must include at least three Elks.) How many members do you expect will be involved in this project? How many non-members?**

Elks Members	Non-Members
Tom Hedlund, ER	Dave Lindmark
Jerry Shoults, PER	Chris Armstrong
Scott Erickson, PER	
Tom Goodrich	
Vince Frazier	
Laura Berglund	
Terry Parks	



# Elks National Foundation 2012 Impact Grant Application

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## III. Proposed Goals & Objectives

Use this section to identify and define the goals you plan to accomplish with this project and the steps you will take to achieve these goals. Goals should describe the big picture or general idea of what the project will accomplish. Objectives are precise, measurable, time-phased results that support the attainment of each goal. Each goal should have one or more objectives. This section should describe what you plan to do, what the time frame is, what the intended outcomes are, and how they will be measured. Be specific and detailed: this is your opportunity to tell us how you plan to implement your project. Attach a separate sheet if necessary. (To view a sample application, please visit [www.elks.org/enf/community/ImpactGrants.cfm](http://www.elks.org/enf/community/ImpactGrants.cfm).)

<b>GOALS:</b> What do you plan to accomplish?		<b>OBJECTIVES:</b> What steps will you take to achieve that goal?
<p>1. Increase public awareness of our program to optimize participation. Participation is the key element to measure program success. January-June 2013</p>		<p>A. Design and Distribute flyers to homes in our community asking youth, families and seniors to participate by donating equipment, helping to rebuild equipment, or attending our events.</p> <p>B. Work with other organizations in the city such as churches, the V.F.W, the Lions, the Parks and Recreation Department, the Chamber of Commerce, the Office of the Mayor and other outlets to promote the event</p> <p>C. Establish grass-roots social media program and press releases to promote any level of participation described above.</p>
<p>2. Coordinate and plan community activities at the lodge and on our lakes. January-June 2013</p>		<p>A. Collect and store donated materials prior to the events. Included in this will be the need to purchase materials necessary to refurbish rods and reels.</p> <p>B. Coordinate transportation with seniors or youth in order to insure their participation both at the lodge and on the lakes without participants incurring the burdens of transportation (funds, accessibility, time)</p> <p>C. ELKS CAST will develop activities that provide incentives to youth and seniors to interact with one another to assist in “breaking the ice” among participants.</p>
<p>3. Execute events at the lodge and on the lakes. June – September 2013</p>		<p>A. Distribute collected and refurbished materials to youth at the events. Our goal is to have 200 youth participating with each youth receiving equipment.</p> <p>B. Provide transportation for individuals identified in coordination phase above, as well as being prepared for “late arrivals”.</p>



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### IV. Plan for Success

In this section, please indicate how you will know whether your project is successful. Attach separate sheet as needed.

**How will you know the project has been a success?**

Since this is the inaugural year for the CAST program success will be contingent upon:

Demonstrated ability to develop capacity to execute all phases of the program.

Increased public awareness of ELKS dedication to improving our community

Positive experiences for lodge members, partner organizations and program participants from the community at large.

Desire by all parties above to see CAST program perpetuate and improve.

**Describe how you will measure the success of the project. Include measurable results and how data will be collected. (Good example: We will hand out surveys to the project's recipients to get feedback. Bad example: Smiles on people's faces.)**

Quantitative and qualitative metrics will be used to determine the success of the program.

Public Awareness will increase as a function of marketing the program in the community. The number of flyers distributed, press releases generated, outside organizations contacted to encourage participation and any media coverage will all be tracked to demonstrate success.

Youth and senior participation is a key parameter. Participants at each level of participation from being a donor to becoming a member will be counted. Contact information from all participants will be requested.

In addition to numbers of participants ELKS members will informally survey participants to obtain information about participants' opinions of the program.

Identify and adult-youth relationships that go beyond our formal events, such as youth being hired for odd jobs by the adults.

After the events all participants who have provided contact information will be invited to the lodge for a formal evaluation of the events by answering a survey about strengths, weaknesses and opportunities for the program.

**How do you plan to promote the project in your community?**

Upon receipt of notification of funding, the local media will be contacted to announce the ELKS program, the benefits of the partnership, and the expected impact (local cable stations, radio and in the local newspaper).

10,000 flyers will be distributed to residents of Brooklyn Park that will raise awareness of the program.

ELKS Members will contact affiliate organizations such as the V.F.W., the Youth Opportunities Coalition, Lions and Rotary Clubs, Churches, Schools and Businesses in order to cultivate sponsors and broaden participation.

Social Media such as Twitter and Facebook will be deployed through various sites and email distribution lists will be

implemented to maximize awareness among the electronic community.



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### V. Budget Information

The project budget is the estimated financial plan for your project. The budget should include all expenses you anticipate incurring throughout the grant year, which is January 1 through December 31, 2012. The budget also serves to show how much you are requesting through the ENF Impact Grant. See the Application Checklist for important tips for completing this section.

**Refer to guidelines on page one for budget exclusions.**

**Staff Salaries & Support:** Even though ENF funds cannot go to support the salaries of project staff, a matching share of in-kind or cash personnel costs is allowable, e.g. volunteer time.

**Equipment:** Equipment is defined as non-expendable items with a value exceeding \$500.00. This may include new or updated equipment, rental equipment or leased equipment essential to the project. Examples of allowable equipment include tools, computers and computer software. A detailed justification is required. Equipment is subject to ENF approval.

**Materials & Supplies:** Supplies may include consumable items that are essential to the project. This includes sports equipment, informational materials, tools, provisions, t-shirts or books. This list is not exhaustive.

**Travel:** Travel costs of individuals identified in the budget that are deemed reasonable and necessary to conduct project activities. Examples of travel include transporting project participants and volunteer mileage relating to project operation.

**Other Services:** Other Services may include stipends, reproduction/printing, telephone or any other service that does not fit into another category.

**BUDGET:** Please fill in dollar amounts in the budget categories below. TOTAL PROJECT COST should equal the sum of the ENF FUNDS REQUIRED plus the MATCHING SHARE (cash and/or in-kind).

BUDGET CATEGORY	ENF FUNDS	MATCHING SHARE		TOTAL PROJECT COST
		CASH	IN-KIND	
Staff Salaries & Support:	N/A		\$8,000	\$8,000
Equipment:	\$1500	0	\$6,000	\$7,500
Materials & Supplies:	\$7000	0	\$1,000	\$8,000
Travel:	\$1000	0	\$1,000	\$2,000
Other: Training, background checks, etc.	\$500	0	\$1,000	\$1,500
<b>TOTAL:</b>	<b>\$10,000</b>	<b>\$0</b>	<b>\$17,000</b>	<b>\$27,000</b>



*\*Note: The amount entered in the total "ENF Funds Required" is the total grant amount that you are requesting to support your project, which is not to exceed \$10,000. The total amount in "Total Project Cost" is the total amount that this project will cost, including the ENF grant, other funds and in-kind donations. The "Matching Share" should include all funds and donations that will be used in addition to any ENF grant received.*

**BUDGET NARRATIVE:** Please explain why each expense item is necessary for the project and how you propose to allocate funds for each line item over the funding period between Jan. 1 and Dec. 31, 2013. Be as detailed and specific as possible. Be sure to describe the relationship of the expense to the desired goal of the project. Attach a second sheet if necessary.

**Staff Salary and Support-** Listed as "In-kind" due to Fishing For Life Executive Director and FFL Fishing Program Director's involvement with the planning, implementation, and coordination of the ELKS CAST program. (See Goals 1C and 3)

**Equipment-** Successful execution of the Fishin' Follies is contingent upon presence of a trout pond with live trout fishing at our lodge. This enables us to make the lodge a centerpiece of community impact. Also, the fishing at the pond allows for all members of the community, especially those with disabilities, to participate in live fishing experiences. Typical costs for a one-day rental of a trout pond are \$3000. Fishing For Life has agreed to supply this equipment at a discounted rate. Donated in-kind equipment is documented based on what it would cost to have 20 boats provided to host a lake event where youth and seniors will fish from the shore and in boats. (Goal 3d) Also included is the \$1500 discount provided by our partner, Fishing For Life, for the trout pond, games, and educational activities for Fishin' Follies.(3c)

**Materials and Supplies-** ENF funds will be used for printing costs for flyers and other marketing materials (posters, etc). Funds will also be used to purchase extra reels, line and tackle to insure each youth is provided with quality equipment to enhance their experience and to demonstrate the integrity of our program. Fishing For Life has collected over 10,000 rods since its inception and experience dictates that more rods are collected that can be redistributed than reels, thus justifying the extra expense for reels. During the activities funds will purchase food and other materials, especially live trout and prizes. In-kind costs are listed because some food, as well as preparation, will be donated. (All Goals)

**Travel-** Travel expenditure is based on costs for collection of equipment when donors cannot drop the materials off at the lodge. Also, we will reimburse costs for transportation coordinators who provide rides so participants can attend the Fishin' Follies, the Lake Events, or the follow-up survey and discussions in the fall. Mileage is re-imbursed at the state rate of \$0.55 per mile. (Goals 2,3,4)

**Other- Training, Background Checks, etc.-** Background checks will be conducted on all adult participants who wish to be matched with youth for events held away from the lodge. Fishing For Life provides this service for their boat guides. Because part of this program is to foster relationships among adults and youth we will offer this service to adults seeking endorsement as senior partners for the youth. (Goal 3E)

It is understood that any ENF funds received to support this project proposal will be used in the manner prescribed in the budget.

\_\_\_\_\_  
PROJECT MANAGER

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

\_\_\_\_\_  
EXALTED RULER

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE