

# SAMPLE - 2024 Environmental Action application for Green Partners

## Project summary

<b>Applicant name</b>	Community Really Matters
<b>Project title</b>	Green ambassadors
<b>Number of people you will directly engage</b> in project activities (projects should directly engage at least 150 people)	150
<b>Number of people you will reach through communications</b> like newsletters and social media	500
<b>Brief description of the audience</b>	Adults, primarily Somali, Oromo, Hmong, and Latino residents
<b>Geographic location(s)</b> your project will take place	South Minneapolis in the Cedar-Riverside and Ventura Village neighborhoods
<b>Type of applicant</b> <i>(In Microsoft Word, double click the check box and select "checked", or otherwise indicate your selection)</i>	<input checked="" type="checkbox"/> Returning Green Partners grantee <input type="checkbox"/> New applicant
<b>Budget request:</b> <i>(Returning grantees qualify for a 2-year grant)</i>	Year 1: \$24,260 Year 2: \$24,910

**Topics:** What topics will you address during this project? (Double box to select "check" for each topic that applies.)

### Preventing waste and recycling

- Recycling
- Preventing waste
- Organics recycling
- Backyard composting
- Reducing household hazardous waste

### Protecting natural resources

- Caring for trees
- Protecting water
- Sustainable landscaping
- Protecting wildlife
- Exploring nature
- Environmental science

### Acting on climate change

- Conserving energy
- Improving air quality
- Using renewable energy
- Choosing sustainable transportation
- Increasing resiliency

## Section 1: Application and project team

### Applicant information

Applicant legal name, mailing address, phone number: [Community Really Matters, 701 South Fourth Avenue, Minneapolis, MN, 55415, www.communityreallymatters.org](#)

Applicant organization's mission: [Community Really Matters mission is to support and empower residents in Minneapolis to better their community through education and community action.](#)

### Returning grantees

- Did you successfully implement your most recent Green Partners grant project and submit the required reports on-time?  Yes  No  Other, please explain:  
Provide a summary of your most recent Green Partners grant project and the project outcomes. It is often helpful to share photos, articles, or video, or share a brief story from your past project(s). If you are currently working on your first Green Partners grant, tell us about your project outcomes and successes so far. [Our previous grant project was on the topic of water protection. More than 200 people participated in workshops about diverting stormwater. More than 20 rain barrels were installed on homes and 10 households signed up to meet with a rain garden consultant to take about a potential project in their yard. Visit our blog for project stories.](#)

### Project team

List and describe the staff, including partners and youth, who will implement the project. Describe their role and the experience they bring. List the project manager and the back-up project manager (required). Please have key project partners submit a letter of support stating they agree to their role in the project.

Name	Email / phone	Organization	Role in the project
Maggie Rhee	612-348-9352 <a href="mailto:maggie.rhee@community.org">maggie.rhee@community.org</a>	Community Really Matters	Overall project manager (required) <a href="#">Will oversee all aspects of the project including reporting, data collection and staff supervision</a>
Richard Grimes	612-348-9352 <a href="mailto:rick.grimes@community.org">rick.grimes@community.org</a>	Community Really Matters	Back-up project manager (required)
Michonne Hawthorne	612-348-9352 <a href="mailto:Michonne.hawthorne@community.org">Michonne.hawthorne@community.org</a>	Community Really Matters	Authorized to sign the contract / grant agreement
Rosita Espinosa	612-348-9352 <a href="mailto:Rosita.Espinosa@community.org">Rosita.Espinosa@community.org</a>	Community Really Matters	<a href="#">Communications manager, project assistance and communications</a>
Carol Peletier	612-348-9352 <a href="mailto:Carol.Peletier@community.org">Carol.Peletier@community.org</a>	Community Really Matters	<a href="#">Project assistant, project assistance and education supplies</a>
Daryl Dixon	612-348-9352 <a href="mailto:Daryl.Dixon@community.org">Daryl.Dixon@community.org</a>	Community Really Matters	<a href="#">Administrative assistant, financial reporting</a>
Sasha Williams	612-311-2323 <a href="mailto:Swilliams@minneapolis.gov">Swilliams@minneapolis.gov</a>	City of Minneapolis	<a href="#">Subject matter expert</a>

### Experience and support

- Have the staff involved in this project implemented environmental projects in the past?  Yes  No
- Do you have policies and practices in place to prevent volunteers from working with youth unsupervised, or do you conduct background checks for staff/volunteers working directly with youth, unsupervised?  Yes  No  Not applicable  
Some projects benefit from county staff support in project planning or implementation, while others simply need funding or troubleshooting support. How can Hennepin County best support your project? [Community Really](#)

Matters staff will seek advice from Hennepin County staff regarding the appropriate flyers, brochures, magnets, and other resources that can be used during the project. County staff may be asked to attend one of the ambassador workshops to answer questions and provide additional waste prevention information.

### Cultural competency

- How has the Applicant and project team demonstrated efforts to increase their cultural competency? Youth Forward staff receive annual training on race and equity. Many of our staff represent the communities we engage in programming.

## Section 2: Participant information

**Describe your participants and experience working with this audience.** Who are they and what is their relationship to Hennepin County, do they live, work, or recreate in the County? Provide context about why this project is important to do now with your audience. Why are you the right organization to engage this audience? The audience for this project includes immigrants and residents who live in south Minneapolis in the Phillips and Ventura Village neighborhoods. Participants are likely to be low-income and people of color, facing many disparities. A large portion of people served are adults with limited English proficiency.

Community Really Matters is a well-known and respected organization in the community and well-connected to influential community leaders (faith leaders, business owners, and organizational leaders). Community Really Matters staff are bilingual/bicultural, well connected to the community, and able to work across generations.

Community Really Matters staff members have worked extensively during the past 10 years with this community and as a result are very aware of their interests and learning styles. Residents often show more interest and are most responsive to information shared by other residents that they know and trust. Ambassadors will be recruited through existing social networks, word of mouth, announcements at meetings, and posters in the community.

Do your participants face [disparities](#) in relation to education, employment, income, housing, transportation, justice, or health? Yes, participants face disparities in all of these areas.

What percentage of your audience falls into these categories?

- Regular volunteers and participants 50%
- Occasional participants (e.g. show up at events or for programs) 20%
- Infrequent participants (e.g. follows communication channels) 10%
- New participant (e.g. has not engaged with us before) 20%

For this project, we are planning to engage the following audiences. [Select all that apply]

- Innovators (2.5% of the population): seek novelty and need to be different
- Early adopters (13.5% of the population): drawn to "products" intrinsic value
- Early majority (34% of the population): perceive spread of a product and decide to go along with it out of need to match and imitate
- Late majority (34% of the population): jump on bandwagon once they see most people are doing it
- Laggards (16% of the population): finally follow suit once product gains broad acceptance

**Barriers and benefits discussion:** It is required that you host a discussion with a subset of your participants to learn about their perceptions of the benefits and barriers to taking action on the topic. Review the [Benefits and barriers discussion guide](#). Who will you invite to the discussion? If you have had this discussion before, what did you learn and how did you apply what you learned? Experience ranges from fairly unaware of waste prevention to some experience with waste prevention. We have learned that environmental justice is a motivation for some of our participants and many participants care about leaving a healthy planet for their children. We will host this conversation with participants at our first community workshop.

## Section 3: Project goals and activities

**Environmental action goals:** What one or two specific environmental behaviors/actions will you focus on for this project? (Examples: Participants will reduce their food waste. Participants will clean out storm drains to protect water.)

Our goal is to influence the behavior of more than 150 community members and motivate the broader community to prevent waste. We will identify and train 15 community members to become Community Really Matters waste ambassadors, who will reach out to the community and educate at least an additional 10 community members (youth, young adults, and adults) each. Additionally, ambassadors will host waste reduction workshops for the community and serve as waste educators for at least two community events, celebrations, or gatherings. During our last community survey, waste was identified as an issue that community members want to learn more about. While recycling has been practiced by community members, waste prevention is new for many. Community Really Matters staff are motivated to engage community members on this issue.

In fall and winter, we will host a series of four workshops to train 15 ambassadors to become experts in waste prevention so they can conduct education on recycling and household waste reduction strategies and access educational resources to share with community members.

Ambassadors will receive free supplies to implement waste prevention at home and meals for participating in workshops, and waste will be reduced by participants taking action which reduces environmental impacts on communities experiencing disproportionate impacts.

**Project summary and activities:** Tell us what you plan to do. Describe below your project activities and timeline by month, quarter, or season.

Will activities build knowledge over time with the same participants, or will you continually engage new participants in the same activities? (Reference the [Journey map and planning worksheet](#)). We will build knowledge over time with the same participants in year 1 and engage new participants in the same activities in year 2.

Describe or submit the curriculum you plan to use. What educational resources do you plan to use, [Hennepin County's environmental education resources](#) or other educational resources?

- Hennepin County's [top 10 list of disposal items to replace with reusables](#), [the Plastic Free Challenge](#), and the [reducing waste activity guide](#).
- [Choose to Reuse website](#).
- Hennepin County [recycling guide](#), [recycling presentation](#), [Recycling Exists](#), and [recycling activity guide](#).
- Hennepin County [recycling website](#), [drop-off facility guide](#), and [green disposal guide](#).

### Year 1 timeline of activities

Quarter	Activities
Fall: September – December 2024	<ul style="list-style-type: none"><li>• Recruit year 2 participants</li><li>• Monthly social media campaign will share project activities and stories of Ambassadors experiences in the program.</li><li>• In fall and winter, we will host a series of five workshops to train 15 ambassadors to become experts in waste prevention so they can conduct education on recycling and household waste reduction strategies and access educational resources to share with community members.</li></ul> <p>October workshop topics: why it matters, cultural values and practices related to waste, benefits and barriers conversation</p> <ul style="list-style-type: none"><li>• Ambassadors will conduct waste sorts at the conclusion of each of the four workshops to assess how much waste was produced and review what is recyclable vs trash.</li></ul>

	<p>November workshop topics: waste prevention and reusable items you can use instead</p> <ul style="list-style-type: none"> <li>• Ambassadors will use the packaging waste trunk from Hennepin County to learn about waste prevention during the first workshop.</li> <li>• Ambassadors will conduct waste sorts at the conclusion of the workshop</li> </ul> <p>December workshop topics: Tips and tricks for recycling at home and common questions.</p> <ul style="list-style-type: none"> <li>• Ambassadors will conduct waste sorts at the conclusion of the workshop</li> </ul> <p>Barriers and benefits report due, December 1, 2024</p>
Winter: January – March 2025	<p>January workshop topics: waste prevention on-the-go</p> <ul style="list-style-type: none"> <li>• Ambassadors will conduct waste sorts at the conclusion of the workshop</li> </ul> <p>February workshop topics: participant choice of topics</p> <ul style="list-style-type: none"> <li>• Ambassadors will conduct waste sorts at the conclusion of the workshop</li> <li>• Host field trip for ambassadors to tour a waste or recycling facility that accepts Hennepin County waste. Hands-on learning activities and the “ability to see for themselves” will be essential to enable participants to implement what they learn.</li> </ul>
Spring: April - June 2025	<ul style="list-style-type: none"> <li>• At events ambassadors attend, the public will be given recycling guides, green disposal guide magnets, and reusable bags or other supplies ambassadors decide to give away.</li> <li>• Ambassadors will be provided with reusable water bottles, reusable bags, remember the bag signs, and motivational posters.</li> <li>• At events ambassadors attend, the public will be given recycling guides, green disposal guide magnets, and reusable bags or other supplies ambassadors decide to give away.</li> <li>• In summer, Ambassadors will work together to design and conduct at least two waste prevention workshops with at least 30 community members present at each. Workshops will include recycling education, waste prevention tools, and hands-on learning activities from the Hennepin County reducing waste activity guide and <a href="#">The Story of Stuff</a>.</li> </ul>
Summer: July - August 2025	<ul style="list-style-type: none"> <li>• In summer, Ambassadors will work together to design and conduct at least two waste prevention workshops with at least 30 community members present at each. Workshops will include recycling education, waste prevention tools, and hands-on learning activities from the Hennepin County reducing waste activity guide and <a href="#">The Story of Stuff</a>.</li> <li>• Ambassadors will seek opportunities to table or distribute recycling guides and green disposal guide magnets at two community events to educate event attendees about what is recyclable and hazardous waste disposal options. Each ambassador will have a conversation with at least 5 people at events.</li> <li>• Community Really Matters waste ambassadors will each follow up with participants of their waste prevention workshop to find out if they are using their water bottles and bags and answer questions.</li> <li>• Ambassadors will seek opportunities to table or distribute recycling guides and green disposal guide magnets at two community events to educate event attendees about what is recyclable and hazardous waste disposal options. Each ambassador will have a conversation with at least 5 people at events.</li> <li>• Community Really Matters waste ambassadors will each follow up with participants of their waste prevention workshop to find out if they are using their water bottles and bags and answer questions.</li> <li>• Annual budget report due August 31, 2025</li> <li>• Annual report due September 30, 2025</li> </ul>

**Year 2 timeline of activities (Optional and only available to returning Green Partners grantees)**

<b>Quarter</b>	<b>Activities</b>
Fall: September – December 2025	<ul style="list-style-type: none"> <li>• Recruit year 2 participants</li> </ul>

	<ul style="list-style-type: none"> <li>• Monthly social media campaign will share project activities and stories of Ambassadors experiences in the program.</li> <li>• Repeat programming from first year and modify based on what was learned in year 1.</li> <li>• In fall and winter, we will host a series of five workshops to train 15 ambassadors to become experts in waste prevention so they can conduct education on recycling and household waste reduction strategies and access educational resources to share with community members.</li> </ul> <p>October workshop topics: why it matters, cultural values and practices related to waste, benefits and barriers conversation</p> <ul style="list-style-type: none"> <li>• Ambassadors will conduct waste sorts at the conclusion of each of the four workshops to assess how much waste was produced and review what is recyclable vs trash.</li> </ul> <p>November workshop topics: waste prevention and reusable items you can use instead</p> <ul style="list-style-type: none"> <li>• Ambassadors will use the packaging waste trunk from Hennepin County to learn about waste prevention during the first workshop.</li> <li>• Ambassadors will conduct waste sorts at the conclusion of the workshop</li> </ul> <p>December workshop topics: Tips and tricks for recycling at home and common questions</p> <ul style="list-style-type: none"> <li>• Ambassadors will conduct waste sorts at the conclusion of the workshop</li> </ul>
<p>Winter: January – March 2026</p>	<p>January workshop topics: waste prevention on-the-go</p> <ul style="list-style-type: none"> <li>• Ambassadors will conduct waste sorts at the conclusion of the workshop</li> </ul> <p>February workshop topics: participant choice of topics</p> <ul style="list-style-type: none"> <li>• Ambassadors will conduct waste sorts at the conclusion of the workshop</li> <li>• Host field trip for ambassadors to tour a waste or recycling facility that accepts Hennepin County waste. Hands-on learning activities and the “ability to see for themselves” will be essential to enable participants to implement what they learn.</li> </ul>
<p>Spring: April – June 2026</p>	<ul style="list-style-type: none"> <li>• At events ambassadors attend, the public will be given recycling guides, green disposal guide magnets, and reusable bags or other supplies ambassadors decide to give away.</li> <li>• Ambassadors will be provided with reusable water bottles, reusable bags, remember the bag signs, and motivational posters.</li> <li>• At events ambassadors attend, the public will be given recycling guides, green disposal guide magnets, and reusable bags or other supplies ambassadors decide to give away.</li> <li>• In summer, Ambassadors will work together to design and conduct at least two waste prevention workshops with at least 30 community members present at each. Workshops will include recycling education, waste prevention tools, and hands-on learning activities from the Hennepin County reducing waste activity guide and <a href="#">The Story of Stuff</a>.</li> </ul>
<p>Summer: July – August 2026</p>	<ul style="list-style-type: none"> <li>• In summer, Ambassadors will work together to design and conduct at least two waste prevention workshops with at least 30 community members present at each. Workshops will include recycling education, waste prevention tools, and hands-on learning activities from the Hennepin County reducing waste activity guide and <a href="#">The Story of Stuff</a>.</li> <li>• Ambassadors will seek opportunities to table or distribute recycling guides and green disposal guide magnets at two community events to educate event attendees about what is recyclable and hazardous waste disposal options. Each ambassador will have a conversation with at least 5 people at events.</li> <li>• Community Really Matters waste ambassadors will each follow up with participants of their waste prevention workshop to find out if they are using their water bottles and bags and answer questions.</li> <li>• Ambassadors will seek opportunities to table or distribute recycling guides and green disposal guide magnets at two community events to educate event attendees about what is recyclable and hazardous waste disposal options. Each ambassador will have a conversation with at least 5 people at events.</li> </ul>

	<ul style="list-style-type: none"> <li>• Community Really Matters waste ambassadors will each follow up with participants of their waste prevention workshop to find out if they are using their water bottles and bags and answer questions.</li> <li>• Annual budget report due August 31, 2026</li> <li>• Annual report due September 30, 2026</li> </ul>
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**Outcomes**

Hennepin County requires grantees to track [outcomes that demonstrate changes in participants’ behaviors \(DOCX\)](#).

- What behavior outcomes are you planning to track during this project? [We plan to track the number of reusable water bottles and reusable bags given to workshop participants, the number of reusable water containers that participants report using and the number of times they used their reusable bags in the last month of the project. We will also track the number of cups saved from the trash and weigh our waste from each workshop.](#)
- How will you collect data or track participants’ actions, or behavior change outcomes for this project? If you are relying on participants to self-report, how will you get participants to report their actions and changes in behavior? [We will collect outcomes data at meetings and provide a stipend for Ambassadors who report outcomes from the contacts made after the public workshops and their own household.](#)

**Safety training:** If applicable to the project, what type of safety training and safety practices do you provide to participants? [We will provide applicable safety training prior to field trips, door-knocking, and waste sorts.](#)

## Section 4: Budget

**Budget spreadsheet:** Find the Green Partners Budget Form on the Hennepin County Supplier Portal and submit it with your application.

Be sure all expenses are explained in the application and that they are eligible expenses. Grant reviewers appreciate a detailed budget so they understand how funds will be used. Provide details regarding number and cost per item for all supplies and purchases, including educational supplies, incentives, and food. For personnel, list estimated hours and hourly rates, stipend amount, or other relevant pay details. If you are seeking funds for staff time, we recommend including at least 10 hours for meetings with county staff and project reporting. Only include items that would be covered by this grant. We do not require a match.

If you are requesting a two-year grant (returning grantees only), submit a separate spreadsheet for each year’s budget – a sheet for year one activities and a separate spreadsheet for year two project activities.

**Budget narrative:** Is there anything we should know about your budget request that may not be apparent in the application or spreadsheet(s)? [Funds will be used for staff time to implement the project, stipends for ambassadors, reusable items that Ambassadors will receive and give away, a bus for a field trip, food and event supplies, and communications to promote our events.](#)

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**Optional:** How did you hear about the Green Partners grant program?

- Coworker/colleague
- Hennepin County commissioner
- Hennepin County e-newsletter
- Hennepin County staff
- Social media
- Newspaper
- Community group email or newsletter
- Student or youth leader
- Other (please list):