

Neighbors West-Northwest
2021-2022 Community Small Grants Program
Application Review Committee

JANUARY 27, 10 – 12 pm

Committee Members: Colleen Shoemaker, Helen Ying, Doreen Roozee

NWNW staff: Anastasia Zurcher

Applications were read and scored prior to meeting. All scores were then compiled and compared side by side. Pros and cons of each proposal, the value to the community, as well as any concerns as to the implementation of the project were discussed. A brief summary of the proposal as well as justification for funding is provided below for each.

Evaluation was made based on the following criteria and scale, for a total possible score of 40.

KEY: 0=*incomplete* 1=*insufficient* 2=*weak* 3=*sufficient* 4=*strong* 5=*very strong*

1. Is the project well thought out and was enough attention given to details that would enable this project to be completed as outlined?
2. Which **program goals** have been identified for this project? (*enter letter(s)*)
 - a. Increase the number and diversity of people engaged in our communities
 - b. Support local organizations' efforts to expand leadership capacity and partnerships, and reach internal equity goals
 - c. Amplify overlooked voices and increase public influence on decision making
 - d. Support community preparedness and resiliency building efforts
 - e. Expand local capacity to care for the physical environment

To what degree will the proposal **further those goals for the community** if the project is successful?

3. Does the project have a significant **reach or promotional plan**, relative to its intended audience?
(*A score of 5 in this area must include a concerted effort to reach new populations.*)
4. To what degree does this project have an impact on the **NWNW coalition area**?
5. To what degree does this project include **under-represented** populations?
(*We define historically under-represented and under-served communities as those primarily composed of people of color, immigrants and refugees, low-income individuals and families, youth, people with disabilities, and lesbian, gay, bi, or transgendered people.*)
6. To what degree does this project involve **partnerships** between organizations?
(*"A partnership means organizations must work together to implement the project and to ensure the project's success, with a proof of partnership letter..." A score of 5 requires the applicant to meet this requirement (though the applicant could receive a lower score depending on the strength of the described support). Leveraged funds and donated materials build relationships similar to partnerships and could enable a score of up to 3 depending on the strength of these relationships in the grant proposal.*)
7. Is the **budget** realistic and sufficient to complete the proposed project?
8. To what degree does this organization have the **capacity** to complete the project?

SUMMARY OF EVALUATION FOR EACH APPLICATION

Total 2021-22 Community Small Grant Funds: \$30,620

Funds awarded in Round 1: \$13,618

Total funding to be awarded in Round 2: \$17,962

This over commits the total fund by \$960. The rate of underspent or rejected grants has been substantial over the last 2 years, so I am confident that by the grants expiration date we will arrive balanced or under budget.

Overall the proposals submitted were highly aligned with the funds goals and priorities. Over \$26,000 in requests were submitted. The committee felt that none of the projects were entirely unworthy of funding and instead decided that offering reduced amounts, except for the very smallest request, was preferable. No maximum amount awards were offered.

13 Applicants in total, across all 4 project categories

KEY

Project Title	Organization Name	Recommended Award
Neighborhood	Project Category	Score
<i>Project Description provided by applicant.</i>		
Evaluation		

E-Waste Recycling Event	Arlington Heights Neighborhood Association	\$1,000
Arlington Heights	Community Building Event	28
<i>AHNA is planning a spring clean-up of Electronic Waste (E-Waste) for the neighborhood. We want to use this event to build communication and community in our neighborhood while encouraging sustainability (recycling) and livability (FireWise) for us all.</i>		
The environmental component of this project paired with education and a social outreach opportunity made a strong case for this reasonable budget request. Especially given the limited range of feasible activity in a hilly residential area this project will serve the neighbors well in connecting with each other and strengthening ties.		
Lost Voices of the Lower Willamette	The Braided River Campaign	\$1,000
Linnton	Civic Engagement or Social Justice-Focused Project	24
<i>This project elevates the lost stories of The Portland Harbor, through art and community story telling.</i>		
The committee was conflicted on the evaluation of this proposal. The overall goals and the project idea seems intriguing and valuable, as it did last year. The research and portraiture could be a great way to bring visibility to an under-served and often overlooked area and the erased histories of the people that lived there. However, the logistics of the project are unclear and not well described. The results from last year were not entirely as expected. The committee wants to offer a reduced amount in hopes that this project can work on the outreach component and promotion of the work that has already been done, for example having more detail on the website to inform people about the artists and their subjects, and making it overall more accessible.		

Chapman Elementary Community Garden Renovation	Chapman Elementary School	\$700
Northwest District	Neighborhood Care, Cleanup or Resiliency Project or Event	27
<i>Renovation of the Chapman Elementary School garden, which serves about 500 children, will replace the existing 15 year old fence surrounding the garden. The renovation will be done with volunteer labor at a garden & grounds clean up and work party open to the school and local community.</i>		
This project is a community building opportunity for a limited number of volunteers to participate in, but with a great long term educational and environmental stewardship opportunity for many students. By supporting this project committee members hope to encourage gardening and healthy eating among students of all backgrounds at Chapman.		
CoHo NIGHTLIFE Expansion	CoHo Productions	\$1,800
Northwest District	Community Building Event	29
<i>CoHo Nightlife is a cabaret-style virtual program that promotes local artists within the metro area. The Nightlife program prioritizes underrepresented and multicultural artists, providing new ways to share their work in the current world.</i>		
CoHo has undergone immense changes and challenges over the last 2 years but has really demonstrated the epitome of turning challenges into opportunities. Their new programming supports underrepresented voices and brings a whole new level of collaboration to the theater world. The committee is enthusiastic to support their efforts in building a stronger and more resilient artists community.		
Forest Park Neighborhood SOLVE Litter Clean-up	Forest Park Neighborhood Association (FPNA)	\$742
Forest Park	Neighborhood Care, Cleanup or Resiliency Project or Event	32
<i>Forest Park Neighborhood SOLVE IT Roadside Clean-up: communications and implementation. Our popular volunteer project to pick up roadside litter in Forest Park and on nearby roads. This is our regular April Earth Day clean-up. Event has been modified for Covid-19 to keep participants safe.</i>		
This has consistently been a strong and well managed project which always comes in at budget. The service provided to the neighborhood is great with a very significant volunteer force and leveraged services. The committee was enthusiastic to fully fund this request.		
LGBT+ Pride Block Party	Friendly House, Inc.	\$1,800
Northwest District	Community Building Event	30
<i>In celebration of LGBT+ Pride Month, Friendly House will throw an intergenerational block party and educational outreach event outside its main building in NW Portland.</i>		
This is an in-person proposal, but outdoors with ample opportunity for social distancing. Friendly House has had to adapt their programming enormously over the course of the pandemic and continues to do whatever they can to give their members a sense of community and connection. The hope is that this Pride Party will be the first chance for people to get together off-screen and in a celebratory atmosphere. The target outreach focuses on many different underserved groups and the event itself has a multi-purpose approach which should help it to be successful and bring in a broad range of people.		

Goose Hollow Neighborhood Postcard	Goose Hollow Foothills League	\$1,800
Goose Hollow	Communication Project	30
<p><i>A postcard that engages community members in the uniqueness of Goose Hollow and encourages interest in the neighborhood association. The card will include details to connect with the GHFL, where residents can learn more about the local happenings in Goose Hollow and find ways to be involved.</i></p>		
<p>Committee members support the idea of reaching out to all area addresses and diversifying from a strictly electronic communication stream. The messaging of the postcard needs to be evaluated however. The committee requests that a direct ask or offer be included in the language, for example focus the card on promoting the next Goose Hollow Days or similar neighborhood event. Essentially, find a way to increase the likelihood of people reading and acting upon the card by providing them something worthwhile.</p>		
"It's Raining Love, Hallelujah!": An LGBTQ+ Mural	Maybelle Center for Community	\$1,800
Downtown	Civic Engagement or Social Justice-Focused Project	28
<p><i>Maybelle Center is proud to celebrate resilience, champion diversity, and promote healing in downtown Portland by coordinating a dynamic, member-driven PRIDE public art initiative called "It's Raining Love, Hallelujah!", a collaborative LGBTQ+ Mural Project in downtown Portland.</i></p>		
<p>While the grandiose scale of this project left some uncertain, the opportunity for broad participation and lasting impact made this project favorable. The number of people proposed to be involved in the creation of the mural as well as accompanying audio-visual content will be an immense community building effort in and of itself, but the ongoing impact of interactive art in this area of town will be a great asset to the community as well.</p>		
Old Town-Chinatown Good News Media Project	Old Town Community Association	\$1,000
Old Town	Communication Project	27
<p><i>OTCA plans a media release to tell the positive news of Old Town's reactivation and renewal, highlighting the hospitality, entertainment, and arts sectors, to balance the current negative media messaging and influence public perceptions about the neighborhood.</i></p>		
<p>This proposal was a little difficult for some committee members to get behind as it has a very abstract, long-range, and immeasurable community impact. However, the potential value to an under-served and struggling community won out and the hope that this will at least bring some pride of recognition and solidarity to the artists and businesses in the area.</p>		
Outreach and Access Needs	Pearl District Neighborhood Association	\$820
Pearl District	Communication Project	24
<p><i>Funds to continue with outreach and education, meeting access and operations, and work to divert electronics from landfills.</i></p>		
<p>Surprisingly, this proposal did not make a very strong case for itself and lacked a significant amount of detail. Committee members felt funding 2 of the more directly relevant asks (mailing list costs and e-recycling fee), for a low range award seemed reasonable, but did not feel comfortable funding the webinar costs without some explanation of how it supports community building, since it appears to diminish community building.</p>		

Portland Chinatown Museum Artist Talk Series	Portland Chinatown Museum	\$2,500
Old Town	Community Building Event	33
<i>Portland Chinatown Museum will present a series of artist talks featuring important contemporary artists of Asian descent to discuss their work and current events impacting the Portland/Pacific NW/Asian American community.</i>		
This was the only proposal recommended at a near maximum award amount. It directly serves under-represented communities, it has 2 full partnerships, and an extensive outreach plan. NWNW looks forward to continuing to support this educational and arts programming.		
DNA Good Neighbor Project PHASE 2	Portland Downtown Neighborhood Association	\$2,000
Downtown	Civic Engagement or Social Justice-Focused Project	30
<i>Phase 2 of the Good Neighbor Project will: 1. further the one-on-one relationships between the DNA Volunteers and the unsheltered living within the DNA boundaries and 2. Assist at a higher level to get people into safe, sanitary living conditions.</i>		
Committee members were very supportive of funding outreach work to homeless individuals in Downtown, and were even comfortable in simply offering them a meal or gift card. The details provided regarding the proposed survey however were limited and there was concern that such an endeavor could come across as trivial or insincere if not given the adequate time and thought. Committee members recommend connecting with PSU, Central City Concern, or maybe Street Roots as partners in crafting a survey that yields the desired results. A description of clarified survey goals and outcomes is requested prior to implementation.		
2022 Style & Sustainability for Social Good	William Temple House	\$1,000
Northwest District	Community Building Event	23
<i>We seek support of the 4th annual Style & Sustainability for Social Good event to bring the community together, inspire reuse, and raise support for our Counseling Program and Food Pantry. This year's event is tentatively scheduled for April 19th and will be our first in-person event in two years.</i>		
The committee had a lot of hesitancy in awarding an in-person indoors dining event, however the value that WTH provides to our vulnerable community members is of the utmost importance and so showing them some support was important to committee members. Online or in-person this fundraiser is a good opportunity for donors and clients alike to learn more about reuse and have a fun experience together which builds community bonds, and so supporting their efforts at a minimum level seemed appropriate.		

Total to Award: \$17,962