



Minnesota Legacy Arts and Culture Heritage Fund Grant Project:

Documenting North Minneapolis Culture through Food Storytelling
Report to the Legislature Fiscal Year 2023
Grant #PO 208129/300-11473

Project Description

During the FY2023 Legacy Grant period, Appetite For Change carried through our flagship program, Community Cooks, with additional elements of visual media through community connection and food storytelling. The intention behind Community Cooks workshops is to bring together diverse groups of individuals and provide a backdrop of food skills development for a chance to build social networks within the community. Over the last 12 years, Appetite For Change has created connection, shared stories, and honored the cultural traditions of the North Minneapolis community, though we have never had the opportunity to document the experience of a workshop for broader viewing and inclusiveness. Through these funds, Appetite for Change recorded a series of facilitated community conversations centered around food traditions and storytelling, drawing out personal histories and the legacy of the many diverse cultures that make up North Minneapolis.

Fiscal Year 2023 sessions recorded:

October 4, 2023

November 6, 2023

November 13, 2023

December 18, 2023

December 20, 2023

Project Activities

Grantee: Appetite For Change

Phone: 612-588-7611

Email: giving@afcmn.org

Project Web Address:

www.appetiteforchangemn.org

[YouTube: Table Talk Series Episode 1](#)

[YouTube: Table Talk in the Kitchen](#)

[YouTube: Northside Stories Catalog](#)

Appetite For Change 2023 Board Members:

Darlynn Benjamin
Board Co-Chair

Lee Friedman
Board Co-Chair

Mike Percic
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Gwen McFadden
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Services, LLC

Henriët Hendriks
Senior Director of Evaluation
and Learning, Minneapolis
Foundation

Malik Rucker
Director, Community
Engagement and Partnerships
V3 Sports

Robert Skoro
Principal, The Social Process

Fiscal Year 2023 Funding Amount: \$72,500

Additional Project Funding: N/A

Project Start Date: September, 2023

Project End Date: December 31, 2023

Number FTE Funded: 1.6 FTE

Project Expenditures:

The project expenditures for FY23 total \$72,500. Project costs included staffing, studio rental, family participation incentives, workshop supplies and materials, and a video editing contractor. Project staffing includes Nicole Powell, Community Cooks Program Manager, LaTajah Powell, Program Facilitator #1, and Kortni Ringwall, Program Facilitator #2. We have spent \$14,770 on staff time to plan, coordinate, and facilitate (\$6,120 for Program Manager salary, \$4,639.08 for Program Facilitator #1 salary, \$4,011 for Program Facilitator #2 salary), \$18,900 was for the video editing contractor, \$603.86 was spent on workshop supplies (food, cookware, participant takeaways), \$6,300 was spent on family participation incentives (\$700/participant for a total of 9 participants), and \$2,300 on the studio rentals for recordings (located at Heal Mpls [4171 N Lyndale Ave], New Rules [2015 Lowry Ave N], St. Jane House [1403 Emerson Ave N], The Get Down Coffee Company [1500 N 44th Ave], and Breaking Bread Cafe [1210 W Broadway Ave]. The remainder of our grant allocation will be used on 1) staffing, 2) advertising & marketing on social media, and 3) video editing contract fees.

Proposed Measurable Outcomes:

This project will be a catalyst for the culture and history of North Minneapolis, and its many diverse residents, to thrive through storytelling centered around food and food traditions. Through this project, more Minnesotans will be exposed to culture and history of North Minneapolis and Black American cuisine measured through the number of views for each video on YouTube, as well as the number of shares, likes and comments on each video. This project will also increase social connectedness between those participating in the recorded workshop discussions, measured through the number of workshops completed, the number of individuals attending each workshop and the diversity of attendees by race, age and gender.

Proposed Plan for Measuring and Evaluating:

The goal of our project is to ensure that culture, history, and food storytelling are interwoven into every facet of community life. Therefore, our intention was to measure social connectedness of attendees by tracking attendance and the number of families/individuals participating. Individuals will complete a brief demographic form with 2 questions about social connectedness including, (because of this workshop I, ...am more connected or close with my family & ...am more connected or close with my community - with a Likert scale of agreement from strongly disagree to strongly agree).

We will measure more Minnesotans being exposed to culture and history of North Minneapolis and Black American cuisine by tracking YouTube analytics (# of views, # of shares, # of likes, # of comments). This helps increase community knowledge and awareness of the way that cultural history affects people's lives today and help make informed decisions for the future.

Proposed Outcomes Achieved & Evaluations Measured:

Achieved most of the proposed outcomes (Achieved greater than 50% of proposed outcomes)

Actual Plan for Measuring and Evaluating:

Project Outputs:

During our FY23 Legacy Grant period, Appetite For Change engaged 15 community members in person for Community Cooks workshops, and recorded five Table Talk video sessions each focused on food storytelling, cultural traditions, and historical events. We are still gathering viewing data of the Table Talk series on our website, YouTube, and social media platforms. Regardless, we aligned our measuring and evaluating plan with the Arts and Cultural Heritage Fund achievable outcomes as outlined below:

1. *Support: Minnesotans express broad public support for arts, history, and cultural heritage programs.*

For over 10 years, Appetite For Change has been providing opportunity for community members to engage in and witness food storytelling in person. Through funds provided by the Legacy Grant, we were able to expand the number of people who engaged in this important cultural preservation media outlet, providing people increased access to North Minneapolis' rich history.

2. *Engagement: The number and diversity of children and adults actively engaged in lifelong learning in arts, history, and cultural heritage programs has grown significantly.*

Using a multigenerational approach across our myriad programs, we engaged with community members ranging from 2 years old to 92 years old. Through our youth programs, we are setting the groundwork for approximately 30 young adults to invest in their cultural history, food traditions, and connect with their community.

3. *Access: Participation in arts, history, and cultural heritage programs by Minnesotans in currently underserved areas and/or groups has increased significantly.*

As mentioned previously, providing an accessible way to view the Table Talk recordings was a goal of Appetite For Change. We currently have over 300 views collectively on our Northside Series video recordings, with 53 views on our first video posted for our Table Talk series. We intend to continue advertising the videos on our social media platforms, sharing with local partners to distribute, and sending in e-communications. There is a rich cultural history in North Minneapolis, and our goal is to continue both teaching to and learning from the community.

4. *Transparency: Minnesotans believe that the ACHF funding process has been public and transparent and that the results are being measured and communicated.*

Through regular reporting and sharing project results online at the completion of the project, AFC will join other Legacy grantees in contributing to the transparency of the grant program.

5. *Sustainability: The financial vitality of the arts, history and cultural heritage sector has improved.*

Without support from the Legacy Grant, Appetite For Change likely would not have been able to carry out these activities – increasing accessibility to food storytelling and community engagement. Continuing to support and engage with the arts, history, and cultural heritage is necessary for future generations.

6. *Collaboration: There are more, stronger and effective collaborations in the arts, history and cultural heritage sector.*

As a true community-led organization, Appetite For Change believes effective collaborations are the key to success. Given the detestable de-prioritization of the arts over other academic priorities within the last few years, it is important that we work with other organizations to keep accessibility to the arts as a focus for current and future generations. We worked with Heal Mpls, Salem Lutheran, and other leaders in the community to bring attention to our cultural heritage and help spread the video series.

7. *Funding Continuity: The Legislature supports long-term plans that will have impacts beyond the biennium.*

While support from the Arts & Cultural Heritage Fund has been incredibly beneficial and necessary to get our project in the public's viewing eye, we know that this work is important even after the life of the grant. We hope to continue utilizing different media forms to bring activities surrounding cultural traditions, historic events, and the arts through a food lens to the community with support from ACHF and other viable funders.

8. *Destination: Minnesota is seen more favorably than other states as a place to live, learn, run a business and raise a family.*

Appetite For Change was developed to level the playing field for North Minneapolis residents by providing basic needs (food), cultural celebration (recipes & workshops), and community connection (individual & group dynamics). This project set out with a focus to raise the visibility of Black food culture in the Northside community, and connect with others in conversation around food.

Project Location Information

North Minneapolis is 83% people of color, and is home to more stark disparities and inequities than the rest of Hennepin County. Historically, North Minneapolis has been one of the city's most economically distressed locations, with 46.5% of people in our community living below the poverty line and a median household income of \$38,226 in 2021 (compared to the state average of \$117,800) (FFIEC, 2021). Because of the reality's residents in North Minneapolis face, Appetite For Change uses an interwoven approach to ensure the community is connected through social networks, knowledgeable about cultural food traditions, and provided opportunity for future success.