

Advisory Neighborhood Commission 3F

Grant Application

Return complete application to:

Attention: Grant Application
Advisory Neighborhood Commission 3F
4401-A Connecticut Avenue, N.W., Box 244
Washington, D.C. 20008-2322

or

E-mail: commissioners@anc3f.us

(Please type or print)

Date: 12/12/2011

Amount Requested: \$ 1950

Applicant: Forest Hills Neighborhood News

Address: 4526 30th Steet, NW , Washington, DC 20008

Contact Name: Marlene Berlin Title: Chair

Telephone #: 202-362-8866 Fax #: _____

E-Mail: berlin.mg@gmail.com Web Site: _____

Community Benefit (check all that apply):

- | | | | |
|-------------------------------------|---|-------------------------------------|-----------------------------|
| <input checked="" type="checkbox"/> | Arts/Cultural Education | <input checked="" type="checkbox"/> | Neighborhood Beautification |
| <input checked="" type="checkbox"/> | Educational Activities | <input checked="" type="checkbox"/> | Parks and Recreation |
| <input checked="" type="checkbox"/> | Historic Preservation | <input checked="" type="checkbox"/> | Public Safety |
| <input checked="" type="checkbox"/> | Senior Citizen Programs | | |
| <input checked="" type="checkbox"/> | Other: (Identify) <u>Neighborhood Communication</u> | | |

1. Is the applicant a 501 (c)(3) non-profit organization? ☐ Yes ☒ No
If yes, please attach a copy of the exemption.

If no, please describe the legal structure of the organization. The Forest Hills Neighborhood Alliance, a 501(c)(3), is the sponsor organization for this start up project.

2. Has the applicant ever received a grant from ANC 3F? ☐ Yes ☒ No
If yes, in what amount? _____ In what year? _____
3. Does the applicant receive funding from the D.C. government? ☐ Yes ☒ No
4. Does the applicant receive funding from the D.C. Council? ☐ Yes ☒ No
5. Does the applicant have other sources of funding for the activity/project/program for which the applicant seeks a grant from ANC 3F? ☒ Yes ☐ No
If no, does the applicant plan to secure additional funding? ☐ Yes ☐ No

6. Please provide the following: (a separate sheet of paper may be used)

- Describe the purpose of the grant and how the grant funds will be used.

See attachment

A timeline for the project.

December:

- Collect Email addresses
- ANC Proposal
- Commitment of funds from Forest Hills Neighborhood Alliance

January:

- Survey questionnaire developed and sent out to email list
- Deadline for return—January 20

February

- Results of survey sent out by 15
- Name and logo finalized after input from survey
- Developing list of contributors
- Website developed and volunteer trained
- Contract for services of an editor
- Develop advertising kit

March

- Recruit contributors
- Collect/write articles for first addition
- Postcard distribution to businesses and residents
- Recruit businesses to advertise

April

- Recruit contributors
- Collect/write articles for first addition
- Recruit businesses to advertise
- First edition out

May-December

- Recruit contributors
- Collect/write articles
- Recruit businesses to advertise

- Monthly edition out
- Project cost(s) breakdown.

We are requesting that the ANC fund the development of the website and also the design services for the logo and postcard for marketing. We have raised a total \$800 from the Forest Hills Neighborhood Alliance and Mary Cheh's Constituent Fund which will go toward our editing costs. We will support the remainder of our costs through selling advertising. We have already been approached by the Methodist Home and Jake's Bar and Grill about advertising, and would like to provide this opportunity to the ANC, as well.

Expenditure	\$
Website development by consultant	1765
Editing services by consultant	1200
Logo and postcard design by consultant	150
Printing postcards through on-line company	135

The undersigned, either as the applicant or representing the applicant, affirms that the information provided in this Grant Application is accurate and true to the best of his/her knowledge.

Signature

Marlene Berlin

Print Name

12-12-12 revised 2-9-12

Date

ANC 3F INTERNAL USE

Applicant Presentation Date: _____

Application Voted on Date: _____ ☐ Approved ☐ Not Approved

Amount Awarded: _____

Date Check Issued: _____ Check Number: _____

Statement of Use of Funds Received: _____ Receipts: _____

Preliminary Report: _____ Final Report: _____

Purpose and Use of ANC Funding for “The Forest Hills Connection”

The Forest Hills Citizen Association and the Forest Hills Neighborhood Alliance have worked for many years to establish a mode of communication and connecting point for the neighborhood. With the Northwest Neighbors Village moving into Forest Hills, the inability to bring this news to the neighborhood, as well as the work of CAPA and Forest Hills Sustainability Group, has put the need for a way to communicate within our community front and center. A group (See list of members at the end of this document) has coalesced around this need and has been brainstorming and planning to develop a neighborhood website, *The Forest Hills Connection*, initially with a monthly e-magazine about the goings on in our neighborhood. We want to bring the activities, interests, and talents within our community to light for the community. We also hope that this could spur involvement on the Forest Hills listserv, assist in reviving our citizen association, and bring a deeper sense of community to our neighborhood.

We want this website to be an enterprise with contributors of all ages and focused on all aspects of community life—news on neighbors moving in and out of Forest Hills, what interesting things our neighbors are into, from Yiddish to documentaries, from water runoff to bees, from jazz to classical music, from writers to videographers. and from the human perspective to our four legged friends views on the world. We want to know what our public school are up to, what’s new with our local businesses, and what is on the ANC’s plate. We will be recruiting volunteer contributors to report on news of Forest Hills utilizing all the mediums available on the internet—writing, video, photographs and audio. We want this to be fun and a different kind of neighborhood forum, a virtual town square.

Funding from the ANC will be used to pay for the consulting services of a web designer, www.van-studios.com to design the web site. Tracy Johnke is a member of our working group will manage the website. This company has developed websites for the community including Murch ES, CAPA, and Mary Cheh reelection campaign. This is a one-time expense that will allow us to get this neighborhood website up, collect and post contributions from our neighbors, and send out our monthly magazine. We also will pay for the consulting services of a graphic designer to develop our logo and postcard, which we will use to continue to market our e-magazine and recruit advertisers.

The working group will recruit contributors and develop and implement an advertising plan. By the end of the first year we want advertising to support the cost of editing and by the end of the second year, in addition to the editing, to support the work of the manager.

Work Accomplished to Date:

We have collected 550 email addresses from residents, developed a on-line questionnaire and sent it to this list. We received 112 responses with the following results:

- 20 volunteered to become contributors
- 75% are interested in school news
- 73% are interested in transportation issues on Connecticut Avenue
- 95% are interested in news on Connecticut Avenue—UDC, eateries, local businesses
- 80% or interested in ANC, Council, environment, and elections
- 64% are interested neighborhood history
- 85% are interested in having fun –Rock Creek Park, music, theater, gardening, and playing sports in the neighborhood
- 70% are interested in how they can help out in the neighborhood
- 76% are interested in clubs and groups they can join
- 86% are interested birds, bugs, and other wild critters
- 80% are interested in neighborhood real estate

Forest Hills Connection Working Group

Marlene Berlin, Chair, has been a resident of Forest Hills and community activist since 1989. Currently she heads a pedestrian initiative Connecticut Avenue Pedestrian Action (CAPA) and transportation advocate for Iona Senior Services. She will contribute articles on the history and the current status of transportation in the neighborhood.

Tracy Johnke, Website Manager, has been a resident of the community for 12 years and managed communications for CAPA. She, her husband and her son live in the Albemarle House on Connecticut Avenue.

Marjorie Rachlin, Wildlife Contributor, has lived in Forest Hills with her husband for forty years. She has been an active member of this community and a former ANC Commissioner. She volunteers at the zoo in the Invertebrate House. Her hobbies are birding, gardening, and friends.

Marge Elfin, Resident Scholar, has lived in the neighborhood since 1984. Since she retired as professor of Political Science at Hood College in Frederick, MD, she has pursued her interest in the history of Washington, DC and co-authored the neighborhood history published in 2006.

Denise Warner, President of the Forest Hills Neighborhood Alliance/Citizen Association, has resided in Forest Hills for 10 years. A third generation real estate practitioner, Denise has lived in Washington, DC since 1981 and her professional affiliations include the U.S. Congress, the Federal Reserve Board Fine Arts Program and Very Special Arts.

Bill Breer, Accounting, Treasurer of the Forest Hills Neighborhood Alliance/Citizen Association. He is a long time Forest Hills resident and is interested in furthering the relationship between the Forest Hills community and UDC

Jane Solomon, Community Issue Contributor, is Vice President of the Forest Hills Neighborhood Alliance and a former ANC Commissioner. Jane has a Masters in Conservation Biology and is particularly interested in resource conservation and sustainability.

Erica Leighty Blanton, Marketing and Advertising, spent the past 35 years moving up and down Connecticut Ave. before settling in the neighborhood. She has been an active part of the DC advertising and media community as Media Director at a top agency and now as a consultant.

Elaine Melmed, School Outreach and Contributor, is a forty year resident of Forest Hills. She is currently the Executive Director of The Fund for Education and Human Services, a non profit organization that works with all DC public and charter schools to provide professional development services for all personnel.

Alexandra Chalupa, Playground News Contributor, is a lawyer and Democratic political consultant who moved from the Hill to Forest Hills in 2009. She serves on the Board of the Friends of Forest Hills Playground, the nonprofit charged with helping care for the playground on Chesapeake Street.