



Helping people connect with resources

*A partnership between Growing Up Healthy and the City of Northfield*

## **LINK Center Proposal**

**2017-2019**

### **History:**

In 2010, in light of budget cuts, the City of Northfield's Welcome Center Coordinator position was eliminated. As a full-time employee, the Welcome Center Coordinator provided Spanish translation/interpretation services for the City and assisted Spanish-speaking members of the community in accessing social services from Rice County, the local school district, and nonprofit agencies, among others.

City Council members, City staff, and community partners recognized the significant hole that this position's elimination left for community members (particularly for non-English speakers) and worked together to conceive the LINK Center. While not meant as a replacement for the eliminated position, the LINK Center was proposed as a resource for community members to visit to be able to learn more about – and be connected to – available community resources.

### **Present:**

Located in the Northfield Community Resource Center, the LINK Center is now open 31 hours per week to all community members. The LINK Center is staffed by individuals who are bilingual in English and Spanish. In addition, the LINK Center offers a private office space where community organizations can meet one-on-one with clients/constituents for Face-to-Face meetings. Countywide entities like the HOPE Center that do not have a Northfield office can meet with those needing their services, thereby minimizing a transportation barrier.

The LINK Center also distributes a monthly newsletter in English and Spanish, detailing community announcements, upcoming events, and available services. Contributors range from the Northfield Public Library to Rice County Public Health to the Community Action Center. The LINK Center newsletter is one of the only local resources of its type available in Spanish. It is mailed to subscribers, as well as made available in community locations such as the Northfield Police Station, apartment complexes, and the local school offices.

Please see the attached 2015 Annual Report for details on the key services provided by the LINK Center last year.

**Request:** The LINK Center is requesting a three-year contract extension, covering the period of January 1, 2017, through December 31, 2019.

Since the start of the initiative six years ago, the City of Northfield has funded the LINK Center at \$22,100 per year. Expenses have increased over that time and the hours the LINK Center is open have grown from 25 to 31 per week to better meet community needs. This has led partners to need to do additional fundraising to help cover the same basic costs. Consequently, the LINK Center requests City funding of \$27,500 for 2017, with increases of 3.5% per year in 2018 and 2019.

Led by Growing Up Healthy and the Northfield Healthy Community Initiative, LINK Center partners will fundraise to cover the remaining gap.

#### **Deliverables:**

- Ensure the LINK Center is open 31 hours per week and staffed with trained, bilingual staff, able to answer community members' questions about – and make connections to – community resources.
- Produce the monthly LINK Center newsletter in English & Spanish, highlighting local resources, services, and upcoming events. Continue to work with City of Northfield staff to ensure their awareness of the newsletter and to solicit pertinent content monthly.
- Provide secure, private space for City and community organizations that would like to meet one-on-one with clients and community members (Face-to-Face time). When requested, promote the availability of these times in the LINK Center newsletter, website, and social media channels.
- Ensure that a bilingual Public Notary is available, free of charge, to Northfield community members.

#### **2017 Budget**

<b>REVENUE</b>	
City of Northfield	\$27,500
Local contributions to be raised by Growing Up Healthy & Northfield Healthy Community Initiative	\$6,520
<b>TOTAL</b>	<b>\$34,020</b>
<b>EXPENSES</b>	
Bilingual Staffing – includes part-time (0.5 FTE) coordinator and additional desk staff	\$27,520
Monthly Newsletter in English & Spanish – <i>Printing/Postage/Design</i>	\$4,500
Background Checks/Advanced Translation	\$1,500
Office Supplies	\$500
<b>TOTAL</b>	<b>\$34,020</b>

#### **Budget Notes:**

- As the backbone organization for Growing Up Healthy, the Northfield Healthy Community Initiative donates the administrative services for the project (i.e. securing liability insurance, processing invoices, etc.).
- Neuger Communications donates considerable in-kind support to help with the production of the monthly LINK Center newsletter.



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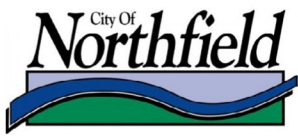
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## 2015 Annual Report

A collaborative project between the City of Northfield and Growing Up Healthy, the LINK Center has been connecting Northfield residents to local and regional resources and services since 2011.

The mission of the LINK Center is to serve all "newcomers" in Northfield - whether you just moved to town or are a longtime resident encountering a new situation in life and needing assistance navigating the myriad of resources in the area. The bilingual staff members at the LINK Center have connected community members to everything from housing to local volunteer opportunities to tax preparation services to immigration lawyers.

This report highlights the accomplishments of the LINK Center in service to the Northfield community during the 2015 calendar year.



# LINK Center 2015

The LINK Center worked with local government and nonprofit partner organizations to schedule

over  
**55**

**face-to-face appointments** at the LINK Center with residents in an effort to make their services more accessible.

**30**

volunteers, interns, paid staff and community-based work study students (from Carleton and St. Olaf), **worked at the LINK Center in 2015**. All LINK Center staff are bilingual in English and Spanish.

The LINK Center provided

**20**

**notary public services** in 2015. Two LINK Center staff members provide notary services for both English and Spanish speakers at no charge.

**5,945**

**LINK Center newsletters**

were distributed to community members during 2015. Available in Spanish and English, the newsletters are distributed monthly and highlight pertinent local information and upcoming community events.

The LINK Center was **open** for  
**1,660 hours**  
in 2015.

**1,625** **free books** were distributed to Northfield children through the LINK Center library,

a bookshelf located in the Northfield Community Resource Center and maintained in partnership with the Early Childhood Initiative Coalition, the Northfield Public Library, Northfield Promise, and the Northfield Rotary Club. These entities help solicit used children's books in collection boxes located around Northfield.

In 2015 the LINK Center published

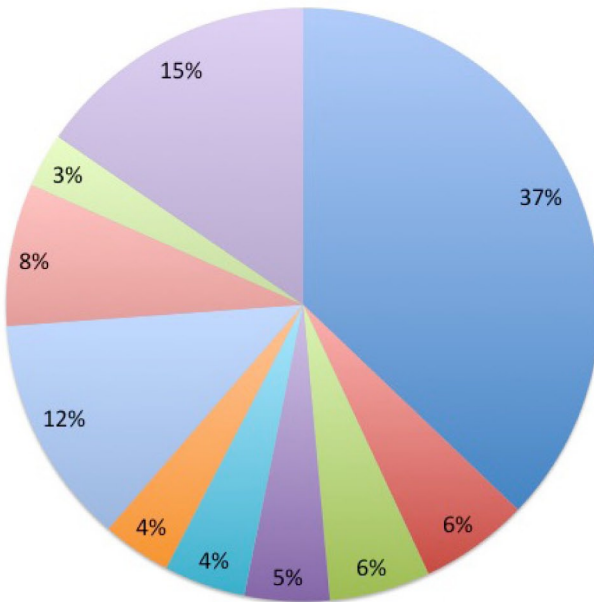
**71**

*Northfield News* **stories translated** into Spanish in the monthly LINK Center newsletter.

**2,716**

**total interactions** with residents of Northfield and Rice County.

# LINK Center Service Areas



**Basic Needs**  
food, housing, employment, referral to CAC

**Health**  
dental, physical, mental, health insurance

**Legal Services**

**Translation/Interpretation**

**Transportation**

**Education**  
ABE, ESL, GED

**Youth**  
youth activities, community services, recreation

**Use of Computer/Phone**

**City/County Services**

**Other**  
questions about community events, etc.

## Want to Connect?

### Contact us:

(507) 664-3500  
[link.ncrc@gmail.com](mailto:link.ncrc@gmail.com)

### Visit us in person:

Northfield Community Resource Center  
Human Services Wing (Door 17)  
1651 Jefferson Parkway

### Check out our website:

[www.growinguphealthy.org/link](http://www.growinguphealthy.org/link)