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Staenber Family Foundation Presents:

## "Neighborhood Renewal Project"

or

## "Rumble in the Park"

Sustaining Neighborhoods

Developing Communities

Creating Opportunities

Nurturing Ideas

Planting Seeds

Building Parks

Renewing Success

Proposal by Scotty Walsh



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## CONTENTS

Page One	Cover Page
Page Two	Contents
Page Three	Project Description and Guidelines
Page Four	Project Premises
Page Five	Objectives
Page Six	Objectives Continued
Page Seven	The SSF Office, Staffing, and Partnerships
Page Eight	Proposal Credits



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## PROJECT DESCRIPTION AND GUIDELINES

### The Project

The Staenberg Family Foundation will create a concrete presence for the Staenberg Family Foundation and expand the outreach and services to neighborhoods in need.

### Guidelines

Guideline 1: This project will not deplete funding from the SFF; it will be completely self-sustaining in terms of funding.

Guideline 2: This project will not supplant or “double-up” any existing programs. The SFF will continue to support those programs as it has, but will add this project to its scope.

Guideline 3: This project will integrate elements of “Technology, Entertainment, and Design.” Please refer to TED: Ideas Worth Spreading at [www.ted.com](http://www.ted.com)



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## PROJECT PREMISES

Premise 1: Many programs in St. Louis are doing fine work, especially the Center of Creative Arts. But a quick drive through St. Louis makes it clear that there is much that still needs to be done.

Premise 2: The Staenber Family Foundation would benefit from having a more visible presence in the community. More than a donor. A doer.

Premise 3: It is valuable to take a decentralized, site-specific approach to this work. We don't expect at-risk youth to come to us; we go to them. In this way we can systematically target the most challenged neighborhoods one by one.

Premise 4: Obesity, Lack of Education and Creative Thinking and Substance Abuse are three major problem areas among youth.



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## PROJECT OBJECTIVES

- ✦ To identify challenged neighborhoods.
- ✦ To identify potential resources within that neighborhood (Example: is there a community center there that is underused? Or too small for demand? Or lacking resources to be effective?)
- ✦ To go into the schools in those neighborhoods and perform free school assembly presentations which address fitness, education and substance abuse in fun and creative ways, and recruit for our neighborhood project.

On a set date, getting local buy in by working with local youth and community leaders and wearing SFF T-shirts, the “CleanUp Squad” launches a major cleanup of the neighborhood. Trash is picked up. Grass and flowers are planted. Murals are painted. Graffiti is cleaned up. Parks are installed or restored. Community centers are given face-lifts. The park is dedicated to a historical figure from that neighborhood. A piece of public artwork by a local artist is chosen and installed. Events are regularly held after the cleanup, such as movies in the park, juggling club, etc.





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## PROPOSAL CREDITS

This proposal to the Staufenberg Family Foundation is a team effort from the minds at London Creative Group, a non-profitable organization dedicated to addressing the world's ailments and colorfully proposing ways to cure them. Awe-stricken clients have credited them as being sort of like the A-team, only half the size and specializing in different types of stuff.



Scotty Walsh

The Vice-President and most physically talented member of LCG, Scotty has worked and volunteered on multiple occasions in Kosovo and Cairo and traversed the Balkans on a freight train with a box of dried fruits. To put it simply, he's been around, and he knows a disheveled neighborhood when he sees one. Scotty also has an extensive background in the circus arts, primarily trapeze and non-traditional clowning, stocking his trophy room with awards from all four corners of the world.

Clifton Barnhart

The Chief Public Relations Marketeer for LCG, Clifton has seen his share of community restoration projects. Starting with a stack of concert posters and a broken stapler, he soon moved on to proposing and organizing an annual sports festival in Japan to raise awareness of lesser-known sports and skilltoys and distributing juggling and yo-yo equipment throughout the Phillipines, earning him, among the international juggling community, the somewhat dubious honor of "being like Johnny Appleseed, but with yo-yos."



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## PROJECT OBJECTIVES CONTINUED

After the cleanup is finished, a major event is held at the site. Potential themes for these nights include: Local Music, Youth Art Exhibition, A Night In Italy Spaghetti Feed, Local Variety Show, etc. We could also partner with other organizations in the area such as the Symphony.

When we're finished, we hand over leadership to local leaders that we've identified and trained. They help sustain the cleanup and continue to run events such as movies in the park. Of course, we keep in contact with our local partners to ensure the success of the project.

After the cleanup, local leaders take part in a web based program that allows them to stay closely in touch with the SFF and other leaders in partner neighborhoods to stay inspired and to get help or advice as needed. A blog is maintained to post inspirational stories about the project, or post individual contributions from the people involved.

We do this project quarterly. Every three months, a new neighborhood is identified and renewed. For funding purposes, each neighborhood to be renewed is sistered with a more affluent neighborhood. This will encourage potential donors, because they are not just giving randomly but have been asked specifically to help their sister neighborhood. This also helps them understand that they will not be repeatedly asked for funding, but rather, will be asked to do their part only once.



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## THE SFF OFFICE, STAFFING, AND PARTNERSHIPS

### The Staenbergg Family Foundation Office

Nestled in an affordable office space, decorated creatively and artistically, the Staenbergg Family Foundation Headquarters will be a functional planning and strategy center and provide an opportunity to distribute information to the public. The SFF headquarters could also become a center for activity, for example, decorated as an art gallery, we could feature artwork of artists and youth in the neighborhoods that we are serving. As the project grows, the headquarters could also offer project-related merchandise such as a documentary of the project or a publication of essays or artwork by members of the neighborhoods where we've worked.

### Staffing

This project opens a wide variety of roles for workers and volunteers to partake in. Local management, community restoration and recruiting can be outsourced to members of every community, while staffing on the regional level can be managed by dedicated employees.

### Partnerships

The Staenbergg Family Foundation can work hand in hand with community groups, rather than in competition with them. This prospect alone, along with various community-specific charities and the London Creative Group, ensure a virtually endless supply of assistance in fulfilling our mission.