



# STRATEGIC FRAMEWORK

Year Two Progress Report

**PILLSBURY UNITED COMMUNITIES**

# NOTE FROM THE CEO

*It's been humbling to lead Pillsbury United through this time of enormous challenge and change. When we envisioned the agency's long-term strategy in 2019, we never imagined the peril and disruption of COVID-19 or the social justice groundswell following George Floyd's murder. Yet these events, so consequential for those we serve, have validated our belief that persistent inequity in our communities demands radical innovation and bold, upstream solutions. Our Strategic Framework laid a road map for this work. Now at the two-year mark, our pursuit of thriving communities where every person has personal, social, and economic power is gaining momentum—thanks to the courageous commitment of partners like you. Read on to see the progress we're making together.*

## ADAIR MOSLEY

President & CEO, Pillsbury United Communities

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# A UNITED SYSTEM OF CHANGE

**PEOPLE** > *Healthy, safe, and ready to thrive*

**PLACE** > *Welcoming participation, pride, and belonging*

**PROSPERITY** > *The power to learn, work, and own our future*

**POLICY** > *Promoting, protecting, and galvanizing our communities*

**CAPACITY** > *Empowered and capable, inside and out*

## HEALTHY, SAFE, AND READY TO THRIVE

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### STRATEGIC FRAMEWORK OBJECTIVE

*Form cross-sector partnerships focused on social determinants of health to improve community outcomes.*

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### WHERE WE ARE

In 2019, Pillsbury began an **\$800,000 partnership** with Blue Cross Blue Shield of Minnesota to measurably improve population health. That means reaching people where 80% of healthcare happens—outside clinics and hospitals. With the launch of our **Community Health Worker (CHW) Hub** in 2021, we're placing people in at-risk communities on the front lines of healthcare to measurably improve the health of their neighbors.

### FUTURE IMPACT

*Bring a continuum of culturally relevant care into residents' homes and lives*

*Professionalize the CHW role to expand well-paid careers in the community*

*Replace reactive health infrastructure with systems that heal instead of harm*

*Close persistent health disparities in the most vulnerable populations*

# WELCOMING PARTICIPATION, PRIDE, AND BELONGING

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## STRATEGIC FRAMEWORK OBJECTIVE

*Establish world-class community media to amplify community voice and change narratives at the city, state, and national levels.*

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## WHERE WE ARE

At this critical moment in our city, we're expanding our work to amplify voices and empower residents to lead change locally. At KRSM Radio, we **doubled our studio space** for community hosts and hired a **youth media manager** who is now working with 19 youth interns to produce radio shows, podcasts, and social justice journalism.

## FUTURE IMPACT

*Prepare more young people for careers in community media*

*Empower a new generation of storytellers to shape their community's narrative*

*Create more civically informed and engaged citizens*

*Make leaders and systems more accountable to the communities they serve*

## THE POWER TO LEARN, WORK, AND OWN OUR FUTURE

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### STRATEGIC FRAMEWORK OBJECTIVE

*Invest in students and communities of color as engines of equitable and sustainable economic prosperity in our region.*

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### WHERE WE ARE

We launched **Justice Built Communities** in 2020 to create a more thriving and equitable Twin Cities for all who live here. Our new community development corporation stewards real estate projects that grow local businesses and economic activity while preventing displacement.

**6 million of a 20 million dollar** capital stack has already been fundraised. Building on plans started in 2019, we also obtained a **\$450,000 bond** to develop trade education pathways for Black and Brown youth in partnership with Minneapolis College, planned for launch in 2023.

### FUTURE IMPACT

*Turn historically disinvested areas of our cities into thriving, livable corridors*

*Build equitable wealth for Black and Brown families across generations*

*Create a pipeline of well-trained workers in Minnesota who are ready for tomorrow's jobs*

*Prepare more young people for prosperous futures in their communities*



# PROMOTING, PROTECTING, AND GALVANIZING OUR COMMUNITIES

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## STRATEGIC FRAMEWORK OBJECTIVE

*Advance policy priorities that promote, protect, and galvanize the communities we serve.*

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## WHERE WE ARE

We created two new roles in 2020—a **Director of Policy & Advocacy** and a **Community Storyteller**—and we introduced our agency's first policy agenda. With Hennepin County, we launched a landmark **\$750,000 partnership** funded by The Kresge Foundation to close racial disparities in county services, policies, and operations. And we accelerated civic engagement with Census 2020 and voter events for our communities and a new Election Day holiday for all PUC staff. Starting in Q3 2021, we will bring Documenters to Minneapolis, a project that pays local residents to monitor and report on public meetings to their neighbors.

## FUTURE IMPACT

*Ensure the lived experience of residents shapes policy, not just the other way around*

*Close stubborn racial gaps and inequities in government practice and policy*

*Elevate voices and narratives long ignored by leaders and lawmakers*

*Build a more representative democracy with everyone at the table*

## EMPOWERED AND CAPABLE, INSIDE AND OUT

### STRATEGIC FRAMEWORK OBJECTIVE #1

*Become a data-driven organization that embraces continuous learning, improvement, and measurable impact.*

#### WHERE WE ARE

In 2021, we created a new **Head of Data Science & Evaluation** role to transform how our agency defines, captures, and implements data. In tandem, we're promoting open-source collaboration and data-sharing across our agency and partnerships.

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### STRATEGIC FRAMEWORK OBJECTIVE #2

*Engage in strategic alliances that accelerate change.*

#### WHERE WE ARE

Pillsbury United has stepped up as a fiscal agent for organizations fighting for our communities, helping them build their capacity and long-term sustainability. Partners include All Star 100, Black Women's Wealth Alliance, Hall International Academy, Hmong International Academy, theNEWmpls, Elizabeth Hall Int'l School, Queer Space Collective, Social Impact, Ubuntu Care Services, Environmental Justice Coordinating Council, Vonzella, and Mankwe Ndosi.

### FUTURE IMPACT

*Become a true data-driven, community-centered model for systems change*

*Move from reactive programs to approaches that predict and prevent harm*

*Empower our agency ecosystem to meaningfully improve outcomes and lives*

### FUTURE IMPACT

*Nurture a strong and effective network of community change-makers*

# WE'RE IN THIS TOGETHER.

*This work is made possible through the generosity of partners like you.  
Your support fuels more thriving communities and progress toward a just  
society. For all you do, thank you.*

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## **PILLSBURY UNITED COMMUNITIES**

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