

JUSTICE LIVES HERE

2020 PUC ANNUAL REPORT





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LETTER FROM LEADERSHIP

2020 WAS NOT NORMAL. Two pandemics bore down on our community, bringing hardship we could hardly have imagined only months before. One was a virus that isolated, sickened, and killed. The other was the plague of systemic racism, embodied in the horrendous murder of George Floyd and the anguished fury it unleashed.

These tragedies shook our community to its core and hit many of us painfully close to home. Some lost livelihoods. Some lost loved ones. Others lost trust in institutions that were supposed to protect them. Many were retraumatized by continued examples of systemic racism. The pain continues to reverberate. We will be picking up the pieces for years.

Although no one saw the trials of 2020 coming, Pillsbury United was prepared to rise to the moment. Across our agency, staff moved quickly and fearlessly to ease suffering, rebuild, and respond to the crisis with compassion, imagination, and hope. It was a validation of our decision in 2019 to position ourselves on the frontlines of justice work, seeking bold solutions to poverty and challenging broken systems that hold people back. Even as we continue to respond to acute needs, today we are engaged in the generational work of building communities where everyone has personal, social, and economic power.

This is what justice looks like. Not shying away from discomfort or settling for incremental gains. Continually raising our voices, mobilizing our resources, and challenging our leaders to take leaps that move everyone forward. So out of crisis, a more just society can emerge.

We remain in a place of deep uncertainty. The systemic problems that brought us here are still very much with us. Already we hear the demands for racial and social justice quieting. But we cannot let up. There is no “normal” we can go back to. 2020 only accelerated an urgent race, one we must run every day our feet hit the ground.

As difficult as the challenges are, we are beyond heartened to have the support of so many courageous allies and partners, who in 2020 stepped up for their community as never before. For the trust and generosity you've shown, thank you. It will take every one of us—our collective sweat, advocacy, and conviction—to create the just and equitable future our community deserves.



Adair Mosley
President & CEO



Chris Huset
Board Chair

ABOUT PILLSBURY UNITED COMMUNITIES

Justice lives here. Here we lay foundations for full, healthy lives for children and families. Here we build places of creativity and connection, where strong voices are nurtured and stories are amplified. Here we create pathways to a prosperous future, from education to jobs to economic mobility.

This is what justice means. The opportunity to flourish regardless of zip code, age, ability, or background. The power to own our future on our own terms. For us, enduring change is not a lofty vision, but an ongoing pursuit, unfolding day by day, need by need, and block by block.

TO ACHIEVE IT, YOU HAVE TO LIVE IT.

OUR MISSION

We are community builders co-creating enduring change towards a just society.

OUR VISION

We imagine thriving communities where every person has personal, social, and economic power.

OUR VALUES

Creativity - We believe in building bold, transformative solutions with our community.

Justice - We believe equity comes from health, safety, quality education, and meaningful work.

Connection - We believe we are stronger together; we strive to always work in partnership.

Kindness - We believe that positivity, empathy, and compassion are revolutionary acts.

Resilience - We believe true resiliency in communities emerges from equitable systems, infrastructure, and social connectedness.



CRISIS RESPONSE HOUSING

DRAKE HOTEL FIRE

Of all the challenges compounded by the crises of 2020, housing was among the most urgent. Our community leaders looked to Pillsbury United to meet the crisis head on.

We established a new housing support team to provide assistance to neighbors who were struggling. When a fire at the Drake Hotel on Christmas Day 2019 left hundreds of housing-insecure families on the brink of homelessness, we led relocation efforts and disbursed **more than \$300,000 in housing aid funds** in collaboration with private, public, and nonprofit partners.

COVID-19

When the pandemic increased the economic precarity of our neighbors, Pillsbury United stepped up. We were one of the primary organizations facilitating state housing assistance payments to landlords and utility companies. In partnership with the state of Minnesota, we were able to **disburse \$540,828.68** on behalf of individuals and families in our communities.



BY THE NUMBERS

\$300,000 *disbursed in housing assistance funds after the Drake Hotel Fire*

236 *individuals were housed during the crisis, including:*

| | |
|----------------------------------|------------------------------|
| 53 <i>solo tenants</i> | 37 <i>families</i> |
|----------------------------------|------------------------------|

\$540,828 *in COVID-19 housing relief disbursed on behalf of individuals and families in our communities*

335 *individuals benefited from COVID-19-related rental assistance, including*

| |
|-------------------------------|
| 157 <i>children</i> |
|-------------------------------|

CRISIS RESPONSE FOOD

FOOD SHELVES

In 2020, economic hardship and hunger too often went hand in hand. Pillsbury was there to ensure no family had to sacrifice healthy, high-quality food. With COVID-19 deepening food insecurity in our communities, we scaled up our food shelves and community cafés while introducing new health and safety protocols to help meet the growing need.

NORTH MARKET

Immediately following the murder of George Floyd, our neighborhoods saw many essential services shut down. Not North Market. We were the only store in North Minneapolis to remain open and accessible when community members needed us most. **We maintained prices on staple items** despite shortages and supplier cost increases. And we prioritized the health of our neighbors by repurposing the store's community room as a **free COVID-19 testing site** in partnership with North Memorial.

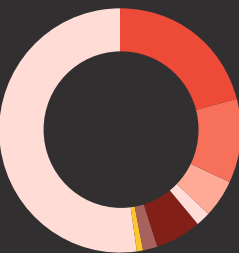
BY THE NUMBERS

OVER 1 MILLION

pounds of food and household essentials distributed in 2020

9,037 individuals served by food shelves

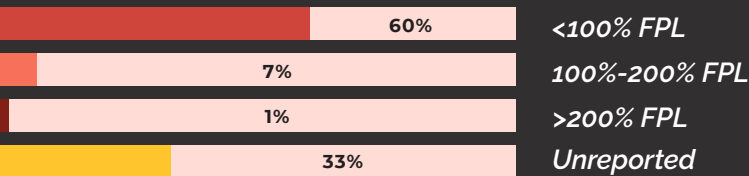
36,000 to-go meals served



Food Shelf Race Demographics

| | | | |
|-----|------------------------|-----|-------------|
| 21% | African | 6% | White |
| 11% | African American | 2% | Multiracial |
| 5% | American Indian | 1% | Other |
| 2% | Asian/Pacific Islander | 52% | Unknown |

Income



CRISIS RESPONSE SYSTEMS CHANGE

POLICY AND ADVOCACY

In a year of unprecedented crisis, Pillsbury United Communities doubled down on changing the oppressive systems that stand in the way of justice for our communities.

We launched a policy and advocacy arm that lifts up the stories of people and places to effect transformative change. Our bold policy platform galvanizes and protects the communities we serve, centering equity and the voices of our neighbors in ongoing policy conversations at the city, county, state, and federal level.



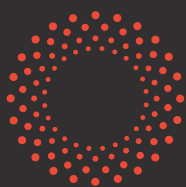
POLICY INITIATIVES

- Expanding residents' access to affordable, culturally relevant healthcare through the emerging model of community health workers, driving toward universal healthcare as an end result.
- Increasing funding for engaging and relevant community-based programs for youth outside of school.
- Promoting equitable neighborhood development while protecting legacy residents with anti-gentrification measures.
- Tracking toward true public safety for all.
- Ensuring artists and the creative economy are economically stable.
- Dismantling the racial opportunity gap and incentivizing innovation in our public education system.

JUSTICE BUILT COMMUNITIES

As development pressures on vulnerable communities grew in the wake of George Floyd's murder, we launched **Justice Built Communities**. This innovative community development corporation leverages land, labor, entrepreneurship, and capital to build equitable wealth for the Black and Brown residents of our region while preventing gentrification and displacement.

PROGRAM IMPACT



POWERING PEOPLE

72 neighbors took part in chronic disease programs

160 immigrant women received advocacy and support services

104 community elders participated in senior services

NORTH MARKET

\$2,896,239 total sales

\$14.76 average hourly wage (non-salaried)

2,859 weekly transactions

316% increase in sale and consumption of fresh produce



STRENGTHENING PLACE

19 virtual youth interns at KRSM Radio produced radio shows, podcasts, and journalism exploring social justice

2 powerful online readings of "Fannie Lou Hamer: Speak On It!", adapted by Cheryl L. West

5 original podcasts by Pillsbury House + Theatre playwrights featured in "Flip the Script: The Great Divide IV" exploring the divides in our political landscape

11,590 professionals took part in courageous workplace conversations with Breaking Ice

95 diverse volunteer hosts featured on KRSM Radio

10,000+ households received copies of North News

4,198 individuals reached by virtual performances at Pillsbury House + Theatre



FUELING PROSPERITY

121 virtual youth internships in summer 2020, offering participants a living wage in areas including:

FOOD SYSTEMS • ENTREPRENEURSHIP • TECHNOLOGY • JOURNALISM

289 young people (ages 10–24) participated in summer and after school programs

134 neighborhood youth developed technology and STEM skills at the Brian Coyle Best Buy Teen Tech Center

50 East African young women built career skills and their confidence at Sisterhood Boutique

341 unhoused young people connected with housing, employment, and other resources via Full Cycle

9,000+ diverse youth educated at schools authorized by Office of Public Charter Schools

JUSTICE LIVES HERE

EXECUTIVE OFFICE ■

NEIGHBORHOOD CENTERS ●

Brian Coyle
Oak Park
Pillsbury House + Theatre
Waite House

SOCIAL ENTERPRISES ●

Breaking Ice
Full Cycle
KRSM Radio
North Market
North News
Sisterhood Boutique



FINANCIALS

FINANCIAL STATEMENT

SUPPORT & REVENUE

| | |
|---------------------------------|-------------|
| Grants and Contributions | \$8,364,258 |
| Government Grants and Contracts | \$4,111,064 |
| United Way | \$762,326 |
| Program Fees | \$872,577 |
| Sales | \$953,009 |
| Rental Income | \$164,690 |
| Investment and Other Income | \$164,817 |

TOTAL SUPPORT & REVENUE \$15,392,741

EXPENSES

| | |
|------------------|-------------|
| Program Services | \$8,564,561 |
| Support Services | \$2,864,325 |

TOTAL EXPENSES \$11,428,886

ASSETS & EQUITY

| | |
|--------------------------------|-------------|
| Change in Net Assets | \$3,963,855 |
| Net Assets - Beginning of Year | \$6,377,191 |

NET ASSETS - END OF THE YEAR \$10,341,046

BALANCE SHEET

ASSETS

| | | | |
|--|-------------|--------------------------------------|-------------|
| Cash and Cash Equivalents (Operations) | \$1,922,606 | Grants Receivables - Net | \$500,000 |
| Cash and Cash Equivalents (Other) | \$294,320 | Land, Buildings, and Equipment - Net | \$8,648,109 |
| Accounts Receivable | \$1,037,839 | Loans Receivable | \$0 |
| Grants Receivable - Net | \$1,380,423 | Long-term Investments | \$0 |
| Inventory | \$116,659 | | |
| Prepaid Expenses | \$190,503 | | |
| TOTAL CURRENT ASSETS | \$7,849,506 | TOTAL NON-CURRENT ASSETS | \$9,148,109 |

TOTAL ASSETS \$16,997,615

LIABILITIES / NET ASSETS & EQUITY

| | | | |
|---------------------------|-------------|--------------------------|-------------|
| Accounts Payable | \$374,791 | Notes Payable | \$4,040,420 |
| Accrued Expenses | \$631,022 | Scholarships Payable | \$57,316 |
| Notes Payable | \$914,849 | TOTAL LIABILITIES | \$6,656,569 |
| Refundable Advances | \$638,171 | | |
| TOTAL CURRENT LIABILITIES | \$2,558,833 | NON-CONTROLLING INTEREST | \$96,968 |

| | |
|------------------------|-------------|
| Total Unrestricted | \$5,498,460 |
| Temporarily Restricted | \$4,939,554 |
| TOTAL NET ASSETS | \$6,455,768 |

TOTAL LIABILITIES / NET ASSETS \$16,997,615

OUR LEADERSHIP & BOARD

OUR LEADERSHIP TEAM

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Brenna Brelie - Chief Program Officer
Kim Pepper - Chief Engagement Officer
Vanan Murugesan - Chief Transformation Officer
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- *Brian Coyle Center*
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Justice Built Communities

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and Waite House
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Noël Raymond - Senior Director of Narrative, Arts & Culture



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Target Corporation
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- Greater Twin Cities United Way
- McKnight Foundation
- The Minneapolis Foundation
- Target Foundation
- US Bank Foundation

\$499,000 - \$100,000

- Bank of America Charitable Foundation
- Blue Cross and Blue Shield of Minnesota
- The Clubhouse Network
- General Mills
- Hunger Solutions Minnesota
- The Kresge Foundation
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