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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.
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.

ABOUT PILLSBURY UNITED COMMUNITIES

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 solo tenants and 37 families
- $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 children
CRISIS RESPONSE

FOOD

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.

FOOD SHELVES

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.

NORTH MARKET

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

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

Income

- <100% FPL: 60%
- 100%-200% FPL: 7%
- >200% FPL: 1%
- Unreported: 33%
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.
**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

**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:
- 289 neighborhood youth developed technology and STEM skills at the Brian Coyle Best Buy Teen Tech Center
- 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

**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

**FOOD SYSTEMS • ENTREPRENEURSHIP • TECHNOLOGY • JOURNALISM**
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
## Financial Statement

### Balance Sheet

**Assets**
- Cash and Cash Equivalents (Operations): $1,922,606
- Cash and Cash Equivalents (Other): $294,320
- Accounts Receivable: $1,037,839
- Grants Receivable - Net: $1,380,423
- Inventory: $116,659
- Prepaid Expenses: $190,503
- **Total Current Assets**: $7,849,506
- Grants Receivables - Net: $500,000
- Land, Buildings, and Equipment - Net: $8,648,109
- Loans Receivable: $0
- Long-term Investments: $0
- **Total Non-Current Assets**: $9,148,109
- **Total Assets**: $16,997,615

**Liabilities / Net Assets & Equity**
- Accounts Payable: $374,791
- Accrued Expenses: $631,022
- Notes Payable: $914,849
- Refundable Advances: $638,171
- Total Unrestricted: $5,498,460
- Temporarily Restricted: $4,939,554
- **Total Net Assets**: $6,455,768
- **Total Liabilities**: $6,656,569
- **Non-Controlling Interest**: $96,968
- **Total Liabilities / Net Assets**: $16,997,615

### 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
OUR LEADERSHIP TEAM
Adair Mosley - President & CEO
Brenna Brelie - Chief Program Officer
Kim Pepper - Chief Engagement Officer
Vanan Murugesan - Chief Transformation Officer
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- Foundation For Essential Needs
- GAF
- Grace University Lutheran Church
- Hawley Family Foundation, Inc.
- InFaith Community Foundation
- The Katherine B. Andersen Fund
- David and Diane Lilly/Peravid Foundation
- The Lovrien Family Fund
- Marbrook Foundation
- McVay Foundation
- Medica Foundation
- Minnesota Council of Nonprofits
- Minnesota Twins Baseball Club
- J & R Murdoch Zappa Fund at Schwab Charitable
- Mutual of America Foundation
- National League of Cities
- Nexus Community Partners

Northside Funders Group
- Tad and Cindy Piper Fund of The Minneapolis Foundation
- Saint Paul & Minnesota Foundation
- Saul Winton Fund
- Second Harvest Heartland
- Seward Community Co-op
- The Shubert Foundation Inc.
- Stevens Square Foundation
- US Bank
- Wells Foundation
- Frank & Francis Wilkinson Foundation
- Eleanor and Fred Winston-The Longview Foundation
- Neil Yaeger and Lynn Eggers Schwab Charitable Fund
- Youth Philanthropy Fund of The Minneapolis Foundation

$4,999 - $1,000
- Adobe
- Apple
- ARS General Cleaning Services LLC
- Augsburg University
- Bremer Bank
- Cargill
- Carondelet Catholic School
- Children’s Minnesota
- Choi-Chiu and King-Wo Lam Family Fund of The Minneapolis Foundation
- Church of St. Frances Cabrini
- Ted Cornwell Fund of The Minneapolis Foundation
- Robert & Teri Crosby-The Longview Foundation
- David and Leni Moore Family Foundation
DONORS-ORGANIZATIONS

Dave and Jodi Dent Family Fund of The Minneapolis Foundation
Fairview Health Services
Michelle Fitzgerald donor-advised fund at Schwab Charitable
Folwell Neighborhood Association
The Food Group
The Fredrikson & Byron Foundation
Greater Minneapolis Community Connections
IN Food Marketing and Design
Courtney Cushing Kiernat & RB Kiernat Family Fund of The Minneapolis Foundation
Stephen & Mary Ann Kanee Family Fund (National Philanthropic Trust)
Lockhart/Mayeron Family Foundation
Marshall Student Housing Cooperative, Inc
Medtronic, Inc.
Minnesota Council on Foundations
Minnetonka Rotary
Montana Right Hand Foundation
Netflix
New Belgium Brewing Company
The O'Keefe Family Gifting Fund
Our Saviour's Lutheran Church
PadillaCRT
Bayhurst Foundation
Propel Nonprofits
The Protolabs Foundation Employee Committee
Remele Family Fund of The Minneapolis Foundation
Steinle Family Fund of The Minneapolis Foundation
The Casper Thaler Charitable Fund
Thomson Reuters
Thrivent Financial Minneapolis
Twin Cities Rotary Ecoclub
UnitedHealthcare

University of Minnesota Good Neighborhood Fund
W. Edward & Mary Hester Mullin Fund
Walter D. Boutell Fund of The Minneapolis Foundation
Wells Fargo Foundation Minnesota
West Bank Business Association
Karch Yamada Family Fund

$999 - $100
3M Foundation
Abbott Laboratories - EGC
Accenture
Aetna Foundation
The Aline and Leo Jacobsohn Foundation, Inc.
Allstate Insurance Company
Best Buy Co., Inc.
Bohmann/Riehle Family Fund of The Minneapolis Foundation
Boston Scientific Employee Giving
Greg and Colleen Byrne Family Fund of The Minneapolis Foundation
Cedar Riverside Community Council
CenterPoint Energy
Children's Defense Fund
The Community Foundation of Shelby County
Community Shares of Minnesota
Danger Boat Productions
Data Curation Experts
Kate and Doug Donaldson annual donation
Eat for Equity
Ecolab Foundation
Elizabeth Larsen and Walter Schleisman donor advised fund at Schwab Charitable
Lucas Erickson Fund of The Minneapolis Foundation
Fidelity Charitable
DONORS-ORGANIZATIONS

Google Inc.
Graco Inc.
GREAT Theatre
ICF Next, Inc
JCRC
Loes Donor Fund at T. Rowe Price Charitable
Loftus Family Fund
Lutheran Church of Christ the Redeemer
Rick and Susie Macpherson Charitable Contributor Fund of The Minneapolis Foundation
May Day Cafe
Janet and Paul Charitable Fund
Kathleen McKay donor advised fund at Schwab Charitable
McKinsey
Edward S. Miller and Joyce I. Miller Fund
Mindsailing
Minneapolis Community & Technical College
Minneapolis South Rotary Club
National Renewable Solutions, LLC
Native American Community Clinic
On The Quays
Oracle
Tonja M Orr Charitable Fund at Schwab Charitable
Julia Morrison Palmer and Brian Palmer Fund
Chris and Laura Pardo Family Fund of The Minneapolis Foundation
Pfizer Foundation Matching Gifts Program
Rambow
RIDE on REALTY LLC
The Virginia and Peter Robinson Fund
Roosevelt High School
S.F. perkins Fund of The Minneapolis Foundation

Donor advised fund of Kate Sandweiss and Gary Richman at Schwab Charitable
Malena Satre Raymond Charitable Fund
Smith Partners PLLP
St. Paul Chamber Orchestra
St. Paul’s Evangelical Lutheran Church
Stull Family Foundation
Surly Bikes
Ron and Margaret Tabar Fund
TASU Theatre Co.
Paul and Karen Thissen Charitable Fund
Thrivent Financial Foundation
Trinity Lutheran Congregation
Twin Cities Bicycling Club
United States Treasury
United Way of Greater Philadelphia and Southern New Jersey
Guff Van Vooren and Vicki Raport donor advised fund at Schwab Charitable
Veritas Technologies
Viitala Law Office
Wells Fargo
Wells Law
Yelp
Zan Associates
Zeller Family Tzedakah, a donor-advised fund