

COMMUNITY



IMPACT 2022



Community Impact Report

2022 RESULTS

PILLSBURY UNITED COMMUNITIES

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Mobilized for Change

2022 saw our agency and community moving forward boldly in a challenging period. Prices for food, energy, and other essentials surged last year as COVID-era funding and a safety net of direct aid for seniors, front line workers, and families with children phased out. That had a huge impact on quality of life for those we serve, from acute housing and food insecurity to an unstable economic forecast. Other unforeseen needs arose as well, including an influx of Afghan and Central American refugees into our community and a growing opioids crisis.

With change a constant, Pillsbury United pulled on many levers to meet community members where they are and strengthen a foundation for all that comes next. After years of intermittent COVID-related service disruptions, we reopened and reconnected across programs to support people’s lives, families, communities in an integrated way. Our direct service offerings reached over 13,000 individuals with vital access to food, health services, housing, domestic violence interventions, education, and employment; and our celebrations, media, and outreach efforts fostered connection and shared crucial information with over 20,000 additional neighbors. While covering critical near-term needs, we stayed focused on transforming systems that shape those needs long term — from government to media to education — using rich community-level data to guide all our efforts.

2022 marked a major change in our leadership as well. In July, the search to replace outgoing President and CEO Adair Mosley began, with PUC Head of Operations Brenna Brelie serving in the interim. This April, Cinnamon Pelly officially became the agency’s leader, bringing decades of experience in community development, education, health, arts, and human services. As Ms. Pelly mobilizes the agency to meet the demands of 2023 and beyond, the support of our friends and partners is more critical than ever. See opportunities to help fund and empower our life-changing work throughout this report. For your steadfast belief and partnership, thank you.





About Pillsbury United Communities

Pillsbury United Communities is one of Minnesota's most impactful and well-established organizations with more than 140 years of service. Our trusted network of community centers and innovative social enterprises serves the North, East Phillips, Powderhorn and Cedar-Riverside neighborhoods of Minneapolis and diverse communities across Minnesota.

WHO WE SERVE

The Black, Brown, Indigenous, immigrant, and working-class residents of Minneapolis striving to build better lives for their communities and families in spite of racism, poverty and other systemic barriers.

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.

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 IMPACT AREAS

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

Our Locations & Affiliate Programs

Centers

EXECUTIVE OFFICE EO
3650 Fremont Ave N
Minneapolis, MN 55412

BRIAN COYLE BC
420 S 15th Ave
Minneapolis, MN 55412

OAK PARK OP
1701 Oak Park Ave N
Minneapolis, MN 55412

**PILLSBURY HOUSE
+ THEATRE (PH)** PH
3501 Chicago Ave
Minneapolis, MN 55412

Home to: EPIC, Pillsbury
Early Education Center

WAITE HOUSE WH
2323 11th Ave S
Minneapolis, MN 55412

Social Enterprises

BREAKING ICE BI
3501 Chicago Ave
Minneapolis, MN 55412

FULL CYCLE BIKE SHOP FC
3515 Chicago Ave
Minneapolis, MN 55412

KRSM RADIO KR
2323 11th Ave S
Minneapolis, MN 55412

NORTH MARKET NM
4414 N Humboldt Ave
Minneapolis, MN 55412

NORTH NEWS NN
1701 Oak Park Ave N
Minneapolis, MN 55412

**SISTERHOOD
BOUTIQUE** SB
2200 Riverside Ave
Minneapolis, MN 55412

Affiliates & Citywide Programs

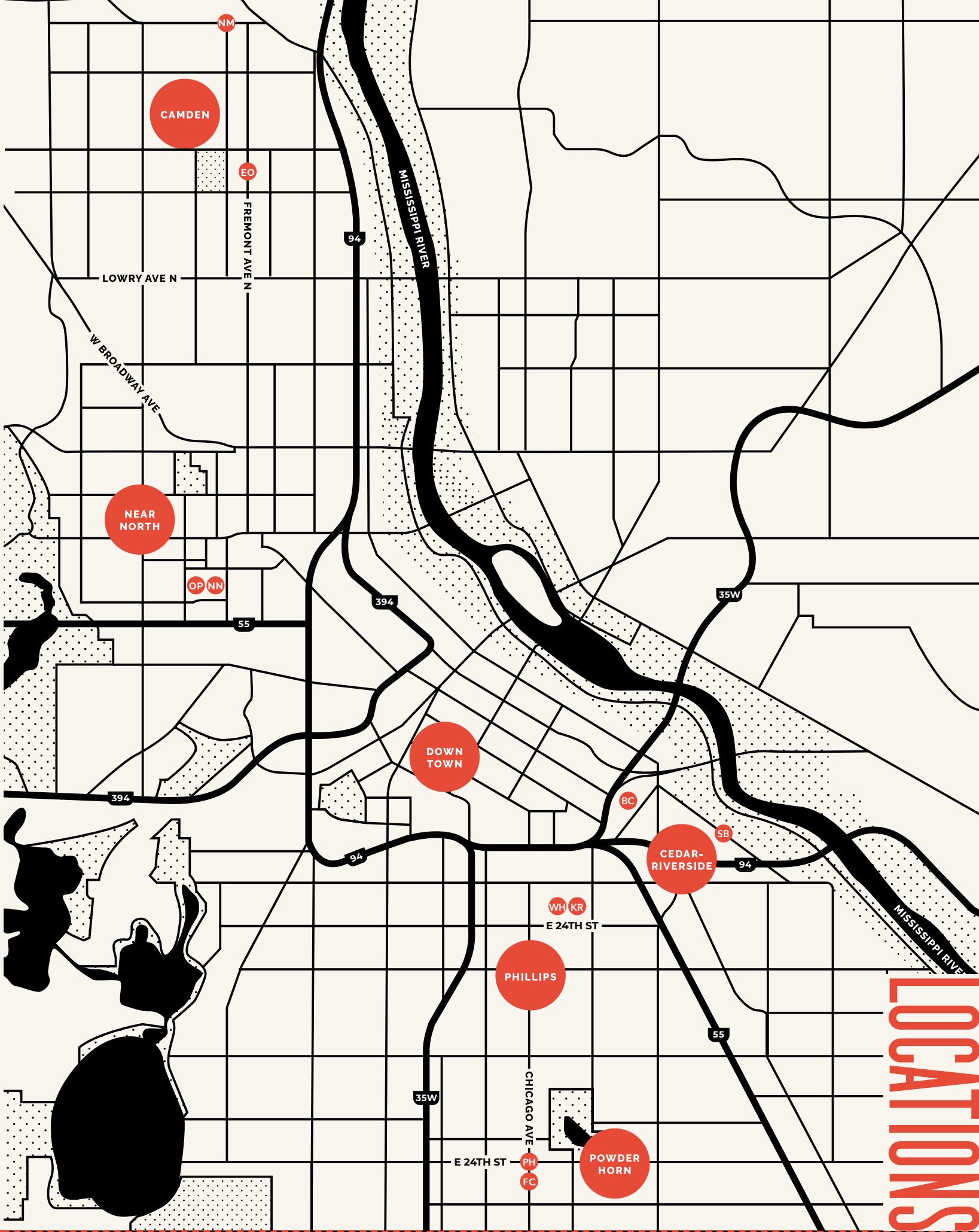
**JUSTICE BUILT
COMMUNITIES (JBC)**
West Broadway

**LET EVERYONE
ADVANCE WITH DIGNITY**
East Lake

**OFFICE OF PUBLIC
CHARTER SCHOOLS**

**TWIN CITIES
COMMUNITY HEALTH
WORKER HUB**

2022 IMPACT REPORT





YOUTH INTERNSHIPS

A catapult for aspirations in progress

A cornerstone of our capacity-building youth work, our Ladders to Leadership internships peaked in 2022 with a total of 174 paid interns employed across the agency. Internships are an opportunity for youth to earn while they learn working alongside industry professionals and members of their community. We offer choices that align to their interests and talents, from assisting our citywide food programs to retail training to producing community media. Over the course of the 90-day program, interns gain connections, confidence, and a spectrum of hard and soft skills to thrive in school and a fast-changing workforce.

“
My experience sparked a new passion in me and helped me see that this world has so much to offer if I just take a chance!
 —

Simon Noble
 Ladders to Leadership
 Youth Intern

PILLSBURY CREATIVE COMMONS

Transformation happens here

For over 30 years, our Pillsbury House + Theatre has united artists and residents to uplift the artistic, economic, and social vitality of South Minneapolis. Now with financial support from Hennepin County, MN Brownfields, Wallace Foundation and others, we’re growing that impact exponentially. In 2022 site control on Chicago Avenue for Pillsbury Creative Commons was secured, a new launchpad for creative community transformation. PCC unites many elements of a thriving community under one roof: an arts and media professions incubator, new social enterprises, a resiliency hub, expanded social services, and more. Phase 1 is underway, with the full campus opening its doors in 2026 to serve an additional 50,000 community members.

“
We’re boldly investing in the dreams seeded by our community: supporting more artists and more community members to co-create the future they deserve.
 —

Signe V. Harriday
 Senior Artistic Producing Director



DOCUMENTERS

Public knowledge is power

In early 2022, Pillsbury United officially launched a new initiative to make the inner workings of local government accessible to its citizens. As part of a bold, multi-city venture in participatory journalism, the Minneapolis Documenters program trains and pays community members to attend under-reported public meetings at the city and county level, take notes, and publish the results. With over 100 people attending our trainings to date, we've paid more than 50 neighbors over \$30,000 to shed light on issues too little covered by major media. Now we're building a public database of meeting dates, government documents, and Documenter notes to enable research, information sharing, and greater accountability.

“

That's the most important thing... to share what people might not know and get people involved and get them seats at the table that they never had an opportunity to sit at.

—

Tashawna Williams
Minneapolis Documenter, to CBS News

”

HOUSING

Foundations for stability

Compounding the effects of rising rents and costs of living, 2022 saw the end of pandemic-related assistance for rent and mortgage payments. That left many in our community facing displacement. PUC stepped up by mobilizing five teams across the agency to address housing insecurity. That included direct cash assistance for rent through our Immigrant Women's Support/Advocacy Program, expanded Section 8 Voucher assistance and housing referrals, and Full Cycle outreach work with the more than 700 unhoused youth. We also pulled on policy-making levers, convening focus groups with first-time homebuyers to help make county and city systems more responsive to their needs.

“

The need for safe and stable housing is ongoing in our communities. We're providing support for unaccompanied, unhoused youth to stay networked and resilient, now and in the future.

—

Matt Tennant
Full Cycle Founder and Director

”



PEOPLE

Thriving as a whole

When basic needs aren't covered, people's dreams for the future often go unfulfilled. More than ever in 2022, our food, health and housing supports helped to fill gaps to nurture people's wellbeing day to day and long term.

As rising costs worsened food scarcity in our city, our network of food shelves and community cafés delivered fresh, nourishing meals to thousands of residents. To make trusted healthcare easier to access, we brought people to clinics and vice-versa. Our web of support included transportation assistance, on-site screenings and vaccinations, health fairs, and community health workers who support people in sync with their language and culture.

As our community grew, we were there to welcome and support new arrivals. Last year, our Immigrant Women's Advocacy Program (IWAP) helped knit hundreds of families into the community with crisis support services, rent assistance, small-group classes, and joyful social opportunities. Meanwhile, our Cedar-Riverside Athletics and Enrichment partnership opened the doors to hundreds of local youth for active fun in a safe environment.

In this way, PUC is helping people at all stages of life overcome obstacles to a healthier, happier, more stable future.

BY THE NUMBERS

13,000+
people received food support

1,000+
individuals were connected to holistic health resources

300
women supported by the Immigrant Women's Advocacy Program

20
adults with disabilities supported with arts-infused day programming

HOW CAN YOU HELP?

In order to meet the growing need for food security and mental and behavioral health supports in community, we must invest in trusted staff, local leaders, and increased resources. Our neighbors desire new forums for dialogue across cultures and generations. We are seeking partners to make these opportunities sustainable.





Everyone belongs

In spite of adversity, our community continued to shine brightly in 2022. Pillsbury United was there to strengthen the bonds of belonging with platforms for self-determination, authentic narratives, and joyful community connections.

Across our network, we elevated talent and voices missing from the mainstream. Our North News community news source amplified the heartbeat of North Minneapolis through 140+ stories, 32 written by local youth. KRSM Radio For All expanded its reach with new original programming and broadcast partnerships to elevate the voice of the Southside. Through expanded Ladders to Leadership internships, Pillsbury House + Theatre opened opportunities for youth to learn with artists and media professionals on the path to amazing careers.

2022 also marked the return of neighborhood celebrations in great abundance. More than 5,000 community members, volunteers, and PUC employees came together at our annual Multicultural Dinner at Brian Coyle, Harvest Dinners at Waite House and Oak Park, the PH+T Inside Out Block Party, Camdentown FLOW at North Market, and other events.

Together with our neighbors, we're building a more livable and inclusive community brick by brick and block by block.

BY THE NUMBERS

5,000+
individuals attended community celebrations and events at our centers

10,000+
strong readership for North News community newspaper

40
artists and 160+ youth supported by Pillsbury House + Theater programming

4,000+
audience members attended Breaking Ice shows

3,000+
people engaged by KRSM programs, social media, and community events

HOW CAN YOU HELP?

Help us promote grassroots public safety by investing in the modern, welcoming facilities and gathering spaces our community members deserve. We're also seeking financial partners for two ambitious capital projects: Pillsbury Creative Commons in South (see page 4) and a new Oak Park Food Hub in Near North.





PROSPERITY

PROSPERITY



Nurturing opportunity for all

Pillsbury United opens paths to equitable participation in the wealth of our region to unleash aspirations in our community too long denied. In 2022, we invested in a more educated, prosperous, and sustainable future for our neighbors.

Learning is the core, and it starts early. Last year Pillsbury Early Education Center provided more than 30 preschoolers with an arts-grounded experience that equips them for success in school and life. We delivered intensive one-on-one support to launch teenagers into further education and good-paying jobs in their areas of interest, from retail to tech to entrepreneurship. And thousands of students found challenging, authentic, and equitable learning opportunities through our network of public charter schools.

PUC's innovative social enterprises continue to build power for local people. Like Full Cycle bike shop, which offers unhoused youth a gainful path to job skills and financial stability. And North Market grocery store and wellness center, opened in December 2017, which helped 17 local small businesses earn \$86,000 through store partnerships in 2022.

BY THE NUMBERS

165
adults received one-on-one employment assistance at our community centers

174
paid youth interns across our programs

1,100+
youth reached through Youth and Future Focus and Full Cycle programming and 370 additional youth reached through partners at Brian Coyle

9,200
K-12 students at 18 schools served through our Office of Public and Charter Schools

HOW CAN YOU HELP?

Your financial support can help us build momentum for our Justice Built Communities development work on the Northside, where seven recently acquired parcels are being converted into new community assets. Or make a transformative Investment in economic mobility for marginalized young people by helping to fund our 150+ paid youth internships.



Making systems work for people

To truly unlock people's full potential, one-time support is not enough. We need to disrupt the systems holding them back. That's where our policy work was focused in 2022: advocating for changes that can remove barriers, galvanize action, and heal people in our community.

In a slow year at the capital, our relationships and legwork laid the foundation for big moves going forward. In 2022, our policy team directly engaged state lawmakers on 27 bills critical to those we serve. We gathered public input on key government services issues, including the "benefits cliff," where some or all of a family's public benefits can vanish with a small uptick in earnings. We also advanced our anti-displacement policy work, advocating for a Minneapolis Tenant Opportunity to Purchase policy and participating in county and non-profit working groups related to the Blue Line lighttrail extension.

Good information is the currency of social change. By ramping up our non-partisan voter education efforts, we brought neighbors to the polls to drive changes THEY want to see. In early 2022, we launched the Minneapolis Documenters, which equips local citizens to report on government meetings to keep the public informed. New episodes of Power Perspectives on KRSM gave listeners city-wide expert takes on policy issues, art, building power, and life in Minneapolis.

HOW CAN YOU HELP?

With a highly receptive caucus of lawmakers installed for the 2023 legislative session, we need partners to help us ramp up our nonpartisan advocacy work at the state capital. And by supporting our efforts to engage communities most impacted by policy, you can help us create more equitable and responsive government services for years to come.



BY THE NUMBERS

48

Documenters were paid \$30,000 to publicly report on 395 government meetings

80

individuals gave input on their experiences with the benefits cliff and first-time homebuyer programs

19

House and 12 Senate bills were supported at the Capitol by PUC

500+

Minneapolis residents reached through non-partisan voter education

48

episodes of Power Perspectives aired with 90 expert guests



Our Staff

Abdiqani Abdi	Maria Cortez	Alfonso Hernandez	Resa McLaughlin	Shelly Rainey	Joseph Trevino
Deeq Abdi	Mackenna Cristilly	Ivonne Hernandez	Maxima Mendieta	Jihan Rashid	Becca Tripp
Fowzia Abdullahi	Raquel De Coronilla Vences	Jayna Hoffstrom	Maxima Mendieta	Rachel Rauma	Kimberly Valdespino
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Stalin Barahona	Claudia Errickson	Yonci Jameson	Vanan Murugesan	Amir Robinson	Prentice Wheatley Jr
Jennifer Barahona Mendieta	Collette Fahey	Latasha Jennings	Ahmed Mussa	Mohamed Salad	Julia Williams
Joseph Bard	Charlene Forbes	Kira Johnson	Ibsa Mussa	Mohamed Salad	ZaMariyah Williams
Michel Barnes	Annette Forsman	Tesa Johnson	Nimisha Nagalia	Fuad Salan	Awol Windissa
Soraida Barreno Rivera	Luz Francisco	Mariana Jordan	Ethan Neal	Evan Sanchez	Boone Worley
Selena Bell	Jovita Francisco Morales	Joseph Junkers	Michelle Negrete	Valerie Scheffler	Nia Zekan
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Vickie Besch	Demetria Fuller	Bryan Klatt	Lou Nelson	Abdul Sero	
Julie Brauning	Alexandrea Gardner	Kurt Kwan	Julia Nickerson	Clay Man Soo Sletta	
Brenna Brelie	Kym Gaulden	Kellie Larson	Lana Nielsen	Anika Steele	
Sherice Brooks	Aniya Golston	Shane Lazaro Marshall	Kenzie O’Keefe	Richard Stodiek	
Shavunda Brown	Julie Graves	Jordan Lewis	Sisco Omar	Tsega Tamene	
Aimee Bryant	Elise Gumm	Jose Llangari	Arturo Chavez Ortega	Angela Tapia	
Bart Buch	Aisha Haji	Kaija Long Crow	Kathy Paral	Shamar Taylor	
Robert Buckingham	Ian Hall	Jimmy Loyd	Paul Pasterik	Shirene Taylor	
Andrea Carroll-Franck	James Hall	Tammy Lyon	Kim Pepper	Matt Tennant	
Pam Carter	Azhaela Hanson	Elizabeth MacNally	Juan Peraza-Cabrera	Tatyana Tesemma	
Kay Carvajal Moran	Signe Harriday	Timothe Mattheisen	Oli Peters	Joel Thompson	
Keylee Castro	Sharmaine Hawes	Christopher McCollom	David Pierini	Brooke Tiegen	
Shirl Chouinard	Micah Helle	Autumn McDowell	Andrea Pierre	Noah Tietjen	
Patrick Connelly	Stacy Heltemes	Larry McKenzie	Juan Pomaquiza Pomaquiza	Knahni Townsend	

Thanks to all staff who contributed to PUC’s mission in 2022!

Our Leadership & Board of Directors

Our Leadership

ADAIR MOSLEY
Outgoing President & CEO

BRENNA BRELIE
Head of Operations, Interim
President & CEO

MISKI ABDULLE
Director of Immigrant Women’s
Advocacy Program (IWAP)

AMANO DUBE
Senior Director of
Community Development
at Brian Coyle Center

JULIE BRAUNINGER
Director of Institutional Giving

JULIE GRAVES
Senior Director of Youth &
Future Focus

SIGNE HARRIDAY
Senior Artistic Producing
Director

STACY HELTEMES
Director of Human Resources

TIMOTHE MATTHEISEN
Director of Finance

VANAN MURUGESAN
Head of Transformation

KENZIE O’KEEFE
Head of Mobilization &
Narrative Strategies

KIM PEPPER
Head of Programs

NOËL RAYMOND
Senior Director of Narrative,
Arts & Culture

TSEGA TAMENE
Head of Advancement

BECCA TRIPP
Creative Director

AWOL WINDISSA
Director of Community Health

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Attorney, Fredrikson &
Byron, P.A.

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Lead Pastor, Sanctuary
Covenant Church

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Wellness, US Bank

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Digital Communications &
Marketing Manager, Second
Harvest Heartland

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Optum Global Advantage,
UnitedHealth Group

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Experiences, Best Buy Co. Inc.

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Partner, Crane Capital
Management

