



# United for what's next.

In a year of transitions, Pillsbury United Communities remained steadfast in its mission of co-creating enduring change toward a just society. Through our innovative programs and diverse neighborhood assets, we imagined a more equitable future and built it side-by-side with our community, as we have for more than a century.

In April, we welcomed Cinnamon Pelly as the new President and CEO, taking the reins from Adair Mosely who led the agency for five years. She brings to PUC a wealth of experience in community development, education, health and human services, philanthropy, and the arts.

Ms. Pelly began her tenure at PUC with a focus on the UNITED piece of our legacy. That means welcoming

the public back to our centers after years of disruptions. It means responding to critical needs as a team, from expanding food access to addressing urgent educational gaps. UNITED also means bringing the community together, as we did with some of the biggest celebrations in our history. And it means growing our capacity through new operational and data management systems that align everyone around the best information.

Ultimately, UNITED means investing in the people who make PUC work. In September, we brought nearly 100 of our amazing community builders together at our annual staff retreat. Powered by their skills, relationships, and passion, we're growing a more connected and vibrant community in 2024 and far beyond.

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"It's an honor to lead an agency that's impacted the lives of so many, for so many generations. Now we're building on our longtime strengths to make a bigger impact everywhere we work."

Cinnamon Pelly
President & CEO of Pillsbury
United Communities



# About Pillsbury United Communities

Pillsbury United Communities (PUC) is one of Minnesota's most well-established and impactful organizations with more than 145 years of service. Our trusted network of neighborhood centers and innovative social enterprises serves the Camden, Cedar-Riverside, East Phillips, Near North, and Powderhorn neighborhoods of Minneapolis and an array of diverse communities across the State of Minnesota.

#### **WHO WE SERVE**

PUC serves 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 MISSION**

We are community builders co-creating enduring change toward 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 the communities we serve

# **Our Locations & Affiliates**

# **Neighborhood Centers (4)**

### **EXECUTIVE OFFICE (EO)**

3650 Fremont Ave N, Minneapolis, MN 55412

## **BRIAN COYLE CENTER (BC)**

420 S 15th Ave, Minneapolis, MN 55454

## **OAK PARK CENTER (OP)**

1701 Oak Park Ave N, Minneapolis, MN 55411

## PILLSBURY HOUSE + THEATRE (PHT)

3501 Chicago Ave, Minneapolis, MN 55407

## **WAITE HOUSE CENTER (WH)**

2323 11th Ave S, Minneapolis, MN 55404

# **Social Enterprises (7)**

## **BREAKING ICE (BI)**

3501 Chicago Ave, Minneapolis, MN 55407

## **FULL CYCLE BIKE SHOP (FC)**

3515 Chicago Ave, Minneapolis, MN 55407

### **KRSM RADIO (KR)**

2323 11th Ave S, Minneapolis, MN 55404

## **NORTH MARKET (NM)**

4414 N Humboldt Ave, Minneapolis, MN 55412

### **NORTH NEWS (NN)**

1701 Oak Park Ave N, Minneapolis, MN 55411

## SISTERHOOD BOUTIQUE (SB)

2200 Riverside Ave, Minneapolis, MN 55454

# **JUSTICE BUILT COMMUNITIES (JBC)**

# **Affiliates & Citywide Programs**

LET EVERYONE ADVANCE WITH DIGNITY

OFFICE OF PUBLIC CHARTER SCHOOLS

TWIN CITIES COMMUNITY HEALTH WORKER HUB

# United for measurable impact

#### 30.000 +

neighbors served through direct services including 1:1 appointments, workshops, classes, targeted outreach, and community events

## 25,000+

individuals reached through PUC-authorized charter schools and our grocery store and theater

## 750+

neighbors participated in group workshops or classes

#### 1,300 +

young adults and youth engaged in age-specific programming

## 120,000+

individuals reached through our radio station, newspaper, media partners, and social media

#### 300+

seniors served through targeted programming

#### 400 +

artists, interns, and paid collaborators hired and engaged across programs



# 1. BRIAN COYLE "We Are Cedar-Riverside" workshops promote understanding between diverse cultures. See p.7 **CAMDEN** 2. OAK PARK Oak Park Center nourishes neighbors with twice monthly Free Produce Days. See p.6 LOWRY AVE N 3. NORTH MARKET North Market surges to become the go-to grocery store for the Northside. See p.8 **NEAR** 4. FULL CYCLE **NORTH** Full Cycle drives record sales while empowering local youth. See p.8 5. KRSM/ NORTH NEWS KRSM Radio and North News spark collaboration **CEDAR** across the local media landscape. See p.7 **RIVERSIDE** 6. PILLSBURY HOUSE + THEATRE PH+T builds momentum for its transformative next phase. See p.7 7. COYLE+WAITE Get-out-the-vote and benefits cliff work ensure **EAST PHILIPS** neighbors are heard in local elections. See p.9 55 8. WAITE HOUSE PUC rises to the community's most urgent SOUTH public health challenges. See p.6 **MPLS** 35TH AVE

		2023		
	Without Donor	With Donor		
	Restrictions	Restrictions	Total	
Support and Revenue: Grants and Contributions Government Grants and Contracts United Way	\$ 3,184,280 4,045,293 565,900 1,813,362	\$ 5,029,985 - - -	\$ 8,214,265 4,045,293 565,900 1,813,362	
Program Fees Sales	3,822,265	_	3,822,265	
Cost of Goods Sold	(2,617,468)	_	(2,617,468)	
Net Sales	1,204,797	-	1,204,797	
Investment and Other Income	327,414	-	327,414	
Net Assets Released from Restrictions: Satisfaction of Purpose Restrictions Total Support and Revenue	2,836,675 13,977,721	(2,836,675) 2,193,310	16,171,031	
Expense:				
Program Services:  Total Program Services	11,198,765	-	11,198,765	
Support Services:				
Management and General	2,691,959	-	2,691,959	
Fundraising	397,930		397,930	
Total Support Services	3,089,889		3,089,889	
Total Expense	14,288,654		14,288,654	
Change in Net Assets and Equity	(310,933)	2,193,310	1,882,377	
Net Assets and Equity - Beginning of Year	8,649,316	4,652,219	13,301,535	
Net Assets and Equity - End of Year	\$ 8,338,383	\$ 6,845,529	\$ 15,183,912	

	2022					
	Wi	Without Donor Restrictions		With Donor Restrictions		
	R					Total
Support and Revenue:						
Grants and Contributions	\$	3,461,496	\$	4,153,469	\$	7,614,965
Government Grants and Contracts		3,890,719		-		3,890,719
United Way		647,398		-		647,398
Program Fees		1,486,903		-		1,486,903
Sales		3,251,590		-		3,251,590
Cost of Goods Sold		(2,151,039)				(2,151,039)
Net Sales		1,100,551		-		1,100,551
Investment and Other Income		6,713		-		6,713
Net Assets Released from Restrictions Satisfaction of Purpose Restrictions		4,574,290		(4,574,290)		_
Total Support and Revenue		15,168,070		(420,821)		14,747,249
Expense:						
Program Services:						
Total Program Services		12,337,400		-		12,337,400
Support Services:						
Management and General		1,988,114		-		1,988,114
Fundraising		433,093		-		433,093
Total Support Services		2,421,207				2,421,207
Total Expense		14,758,607				14,758,607
Change in Net Assets and Equity		409,463		(420,821)		(11,358)
Net Assets and Equity - Beginning of Yea	r	8,239,853		5,073,040		13,312,893
Net Assets and Equity - End of Year	\$	8,649,316	\$	4,652,219	\$	13,301,535

	2023	2022
<u>ASSETS</u>		
Current Assets:		
Cash and Cash Equivalents:		
Operations	\$ 3,720,311	\$ 3,476,461
Other	330,221	716,778
Total Cash and Cash Equivalents	4,050,532	4,193,239
Investments	318,063	-
Accounts Receivable	727,224	981,193
Grants Receivable - Net	2,005,202	1,068,000
Inventory	168,985	143,461
Prepaid Expenses	467,464	279,292
Total Current Assets	7,737,470	6,665,185
Noncurrent Assets:		
Grants Receivable - Net	1,852,000	380,000
Right of Use Assets	366,202	-
Land, Buildings and Equipment - Net	11,071,357	11,256,119
TOTAL ASSETS	\$ 21,027,029	\$ 18,301,304

# **LIABILITIES AND NET ASSETS AND EQUITY**

Current Liabilities:	2023	2022
Accounts Payable	\$ 350,589	\$ 163,098
Accrued Expenses	699,936	710,494
Notes Payable	320,678	1,567,465
Operating Lease Liabilities - Current	76,722	-
Refundable Advances	<u>-</u>	98,712
Total Current Liabilities	1,447,925	2,539,769
Long-term Liabilities:		
Notes Payable	4,130,643	2,460,000
Operating Lease Liabilities	264,549	<u> </u>
Total Liabilities	5,843,117	4,999,769
Net Assets and Equity:		
Without Donor Restrictions:		
Operations	1,551,346	1,260,607
Board Designated Endowment	302,529	278,438
Land, Buildings and Equipment	6,620,036	7,228,654
Total Without Donor Restrictions	8,473,911	8,767,699
With Donor Restrictions	6,845,529	4,652,219
Total Net Assets	15,319,440	13,419,918
Non-Controlling Interest	(135,528)	(118,383)
TOTAL LIABILITIES AND NET ASSETS AND EQUITY	\$ 21,027,029	\$ 18,301,304



# Feeding community vitality.

This year our programs helped nourish and sustain our community in a big way, from food access to targeted health support. As rising costs strained families in 2023, we stepped up to put healthy, culturally relevant food within reach. That included more fresh community meals and expanding our popular free produce days at Oak Park Center in partnership with Second Harvest Heartland.

As health challenges in the community evolved, so did our response. New grants helped us engage with East African, Latine, and Black communities around substance use disorder, mental health, and opioid overdose prevention. Through our innovative community health worker program, we brought

hands-on support to hundreds of families, assisting with everything from healthcare navigation to transportation to managing chronic diseases.

Our Immigrant Women's Advocacy Program (IWAP) continued to provide safe space for East African women to share stories, find support, and make joyful connections—like the popular "Sheeko & Shah" (storytime and tea) sessions at Brian Coyle. And to promote active, healthy youth, we deepened our investment in youth athletics alongside partners like Cedar- Riverside Athletics and Enrichment. This year more than 300 young athletes participated each week. Go Coyle Royals!

# **Impact Data Highlights**

1,200+

hours of wraparound support for 300+ community health clients 50,000+

free meals for 10,000+ families through cafés, food shelves, and produce days \$400,000+

distributed to customers at North Market via the discount produce program. 200+

survivors of domestic abuse/sexual violence received legal, housing, and social support



"Access to good food is the foundation of everything else.
Our programs make sure people have agency to choose the food they need."

Juan Pomoquiza Pomaquiza, Food Shelf Coordinator



# A stage for joyful connections.

2023 was a year of celebration. Thousands gathered for PUC community events, from the return of Juneteenth commemorations at Oak Park Center to free public health fairs at Brian Coyle, Waite House, and North Market. At our "We Are Cedar Riverside" cultural immersion workshops, over 800 attendees learned from Native American, Oromo, and Somali neighbors, culminating in a multicultural meal that brought everyone to the table.

Pillsbury House + Theatre hosted its 2nd Inside Out Block party, where over 500 residents, artists, and local creative leaders convened to create and build community. In addition to producing award-winning mainstage plays by amazing local storytellers, this year PH+T launched plans for an arts and economic development hub in South Minneapolis. In Phase One, they acquired two adjacent parcels to expand the existing campus and opened a scenic workshop to train aspiring theater workers.

Our celebrations of community flowed into the airwaves as well as the streets. With 57 hours of original programming per week from 49 hosts, KRSM radio brought hyper-local stories and sounds to listeners across the Southside. In a boon for a grassroots media, KRSM and our North News community newspaper joined other local media outlets to signal boost, cross-promote, and amplify the voices of our community. Stay tuned.

# **Impact Data Highlights**

8,250

people experienced art in their neighborhoods through Pillsbury House + Theatre 193

local artists, many
People of Color, found
support through our
arts programs, school
partnerships, fellowships,
& on-site programming

3,458

theatergoers
experienced worldclass productions at
our neighborhood
theater.

10,200+

attendees at community events DJ'ed or hosted by KRSM Radio 98.9FM



"We are a unique microcosm of the world in the heart of our city. Our events are creating opportunities to celebrate the beauty of our differences instead of letting them divide us."

Amano Dube, Director of Brian Coyle Center

## **EDUCATION | CAREER + FUTURE READINESS | ECONOMIC MOBILITY**



# Paths of opportunity.

We stepped up our flagship youth, education, and workforce readiness programs to help more local people thrive with the opportunities ahead. Our Youth + Future Focus work guided 350 high school students to find success in post-secondary education and their first job, with one third gaining career experience as interns with PUC programs including Sisterhood Boutique, KRSM Radio, North News, Food Systems and Pillsbury House+Theatre. Through our Career Pathways program, youth aged 18-24 received intensive financial and social support to train for good-paying jobs in their areas of interest.

For thousands of K-12 learners, PUC's Office of Public Charter Schools continued to provide life-

saving educational experiences that serve diverse cultural and learning needs. This year the program's innovative approach to education and evaluation was featured at a national conference as a model for others nationwide.

Meanwhile, our social enterprises keep uplifting the local community. As Northside grocers including Aldi and Walmart closed in 2023, North Market remained an anchor for good food and good jobs on the Northside. The store saw the highest sales in its five-year history, with a third of revenue from fresh produce! It was also a boom year for Full Cycle, our Southside bike shop that provides job skills, a paycheck, and intensive support to unhoused youth.

# **Impact Data Highlights**

## \$118,000+

in total tuition and wage payments for 16 youth through Career Pathways

#### 347

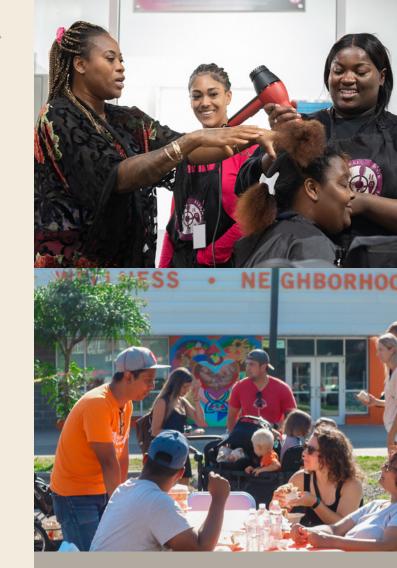
youth were supported through Youth + Future Focus, including 117 paid interns

## 1,055

youth served by Full Cycle staff and peer outreach apprentices, including 7 as employees

#### 9,200+

students served by 18 innovative schools authorized by the Office of Public Charter Schools



"I never thought I would go to college, especially having a kid. I now see myself having a career and getting an education."

Casandra, Career Pathways Participant



# Seeding systemic change.

2023 was a watershed year for PUC on the public policy front. We served as lead advocates or key supporters for eight successful bills this legislative session, helping to advance issues vital to our communities. Bills we supported include free K-12 school lunches, Drivers Licenses for All, Restore the Vote, and increased state funding for community health workers. We also helped secure direct appropriations for our Career Pathways and Office of Public Charter Schools' work.

We've long known the perils of the "Benefits Cliff," where community members lose access to vital public assistance with small changes in income. This year we took steps to change the policy by hosting focus groups and giving 59 community

members stipends to share their experiences. Those efforts are helping to inform long-term solutions with Hennepin County, with support from the Kresage Foundation.

This fall, we partnered with FairVote Minnesota to get out the vote in the run-up to the 2023 elections, reaching thousands of voters through door-knocking and phone banking. We also trained and coordinated new reporters for the Minneapolis chapter of Documenters. These paid reporters attend city, county, and school district meetings to help bring important issues to the public's attention. That's an investment in a more informed and empowered community.

# Impact Data Highlights

59

new community reporters trained to cover public meetings, like school board meetings, through the Documenters Network 2,700+

people directly reached through our get out the vote campaigns 65

local residents shared their experience with the "benefits cliff" to impact county policy through a series of community meetings



"Our responsibility is to share what people might not know, get people involved, and equip them to advocate for the things they need."

Jovita Francisco Morales, Policy + Advocacy
Community Organizer



Each year, the Phyllis Colwell Award is given to two outstanding Pillsbury United staff members for exemplary performance and commitment to our mission. The \$1,500 award was established in 1977 in honor of a long-time PUC Board of Directors member and Board Chair. This year's awardees are Michelle Negrete, Youth and Future Focus Operations and Evaluation Manager, and Mohamud Igge, Community Development Operations Coordinator.



# **Michelle Negrete**

Michelle is an incredibly kind, brilliant, and dedicated leader of youth work across the agency.

Described as a quiet hero, her infectious laughter, attention to detail, and dedication to this challenging work have inspired her colleagues over the years.



# Mohamud Igge

Mohamud is a gifted, culturally savvy, and trusted multilingual staff member who sets a tone

of professionalism and respect at Coyle Center, where he manages the front desk. He loves his job and excels in his position in spite of the job's many difficult demands.

Congratulations to this year's awardees!

# Our community builders

List reflects our staff members in 2023

Abdiqani Abdi
Deeq Abdi
Fowzia Abdullahi
Miski Abdulle
Ganga Acharya
Maje Adams
Hope Addison Allen
Zikki Adem
Carla Aguilar Torres
Tamara Aguilar Torres
Mahad Ahmed
Mariama Ahmed
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Amira Eromosele
Claudia Errickson
Collette Fahey
Simone Fleurant
Annette Forsman
Luz Francisco
Jovita Francisco Morales
Rosa Francisco Morales

Kebron Dessu



# Our community builders continued...

Pomaguiza



Demetria Fuller Alexandrea Gardner Kymberlyn Gaulden Julie Graves Elise Gumm Aisha Haji James Hall Ian Hall Azhaela Hanson Signe Harriday Mukarram Hassan Micah Helle Stacy Heltemes Ivonne Hernandez Alfonso Hernandez Gracie Holman Scotty Hott Mike Hoyt Javerri Hudson Shawndez Hudson

Mohamoud Igge

Yonci Jameson Latasha Jennings Kira Johnson Tesa Johnson Mariana Jordan Joe Junkers Mohammed Kaid Maliza Kalema Masanari Kawahara Bryan Klatt James Konrad Kurt Kwan Kellie Larson Marli Lewis Jose Llangari Kaija Long Crow Gary Ly Tammy Lyon Elizabeth MacNally Sunny Madson Timothe Mattheisen

Chris McCollom Autumn McDowell Larry McKenzie Maxima Mendieta C. Michael Menge Estrella Mercado **Puertas** CeCe Miller Brandi Mithun Hibak H Mohamed Karina Montoya Torres Myshia Moore Monica Msechu Vanan Murugesan Ibsa Mussa Mankwe Ndosi Michelle Negrete Abigail Neil Lou Nelson Julia Nickerson Lana Nielsen Kenzie O'Keefe Sisco Omar Arturo Ortega Paul Pasterik Sofia Pelcastre Cinnamon Pelly Kim Pepper Lauren Pepper Juan Peraza-Cabrera Oli Peters David Pierini Andrea Pierre

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Vinnie Welch Joseph Trevino Becca Tripp Julia Williams ljeoma Ugboajah ZaMariyah Kimberly Valdespino Williams Awol Windissa Charlene Vazquez Sheryl Vosika Melissa Winship Dexieng Yang Shadelle Ware Jacara Warfield Hannah Yee Alul Yesak Mariyah Warfield-Wheeler Nia Zekan Jennifer Weber

Florence Wee



# Our 2023 Leadership & **Board of Directors**

# Our Leadership

**CINNAMON PELLY** 

President & CEO

**MISKI ABDULLE** 

Director of Immigrant Women's Advocacy Program (IWAP)

**BRENNA BRELIE** 

**Head of Operations** 

**AMANO DUBE** 

Senior Director of Community Development at Brian Coyle Center

**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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Steinle Family Fund

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