

2019 RESULTS
PUBLISHED 2020

Our Community Impact



Greater Twin Cities
United Way



TABLE OF CONTENTS

Innovating for Impact: Letter from Leadership	03
COVID-19: We're in this Together	04
Our Community Impact in 2019	06
Fueling Impact through Equity	10
Driving Change through Policy and Advocacy	12
Providing Referrals via 211 Resource Helpline	14
2019 Results by Impact Area	
Household Stability	16
Educational Success	22
Economic Opportunity	28
Board of Directors	34



Dorothy Bridges



John Wilgers



Acooa Ellis

Innovating for Impact

Imagine every person in our community reaching their full potential. Individuals and families live in safe and stable homes with access to healthy food. Babies reach developmental milestones and are ready for kindergarten. Children are nurtured. Students receive high-quality education with career pathways leading to opportunity. And, adults have stable jobs to support themselves and their families and to build wealth.

This should be attainable by all. Regardless, we live in a world where divisions and poverty result in barriers for many people. The COVID-19 pandemic and global civil unrest have forced a reckoning with long-standing systemic racism and oppression, and in our community, this has manifested in deep and predictable disparities. This requires us to work to dismantle disparities, piece by piece, as we strive to become a united community where all people thrive, regardless of income level, race or place.

Together, we made notable progress toward this vision in 2019, touching the lives of over 500,000 people. You made it possible to provide 460,000 referrals to services like housing and food through our 211 Resource Helpline. To engage volunteers who worked on service projects, serving 274,000 people. To support students in earning 3,500 college and technical school credits, collectively saving them \$1 million in tuition. And, to advocate for lasting systems change.

These are incredible results. As you flip through the following pages, you'll **meet our experts who are working with partners to drive positive change. You'll also see our innovative and collective impact, based on intentionally listening to those closest to the challenges and activating partnerships with donors like you** as well as other nonprofit, public and private sectors leaders.

During our second year of executing our long-range plan, we also:

- **Co-developed our advocacy and policy agenda with our nonprofit partners** to most effectively address our community's challenges.
- **Executed our new grant-making strategy**, rooted in equity and focused on household stability, educational success and economic opportunity. Through your generosity, we provided multi-year operating grants to 95 nonprofits, harnessing our partners' ingenuity and building on our commitment to the sector.
- **Secured \$4.2 million in funding from the Minnesota Department of Health to expand our work through suicide prevention services and crisis support**, which will begin Fall 2020.
- **Provided and participated in learning opportunities** benefiting donors, nonprofit partners and United Way staff through our Community Connection Series and convenings with nonprofit leaders, including the Council of Agency Executives.

We're proud of what we've accomplished together in 2019. **On behalf of the entire community, thank you for supporting our mission of building pathways toward prosperity and equity for all.**

With gratitude –

Dorothy Bridges
Chair, Board of Directors
Community Leader

John Wilgers
President & CEO
Greater Twin Cities United Way

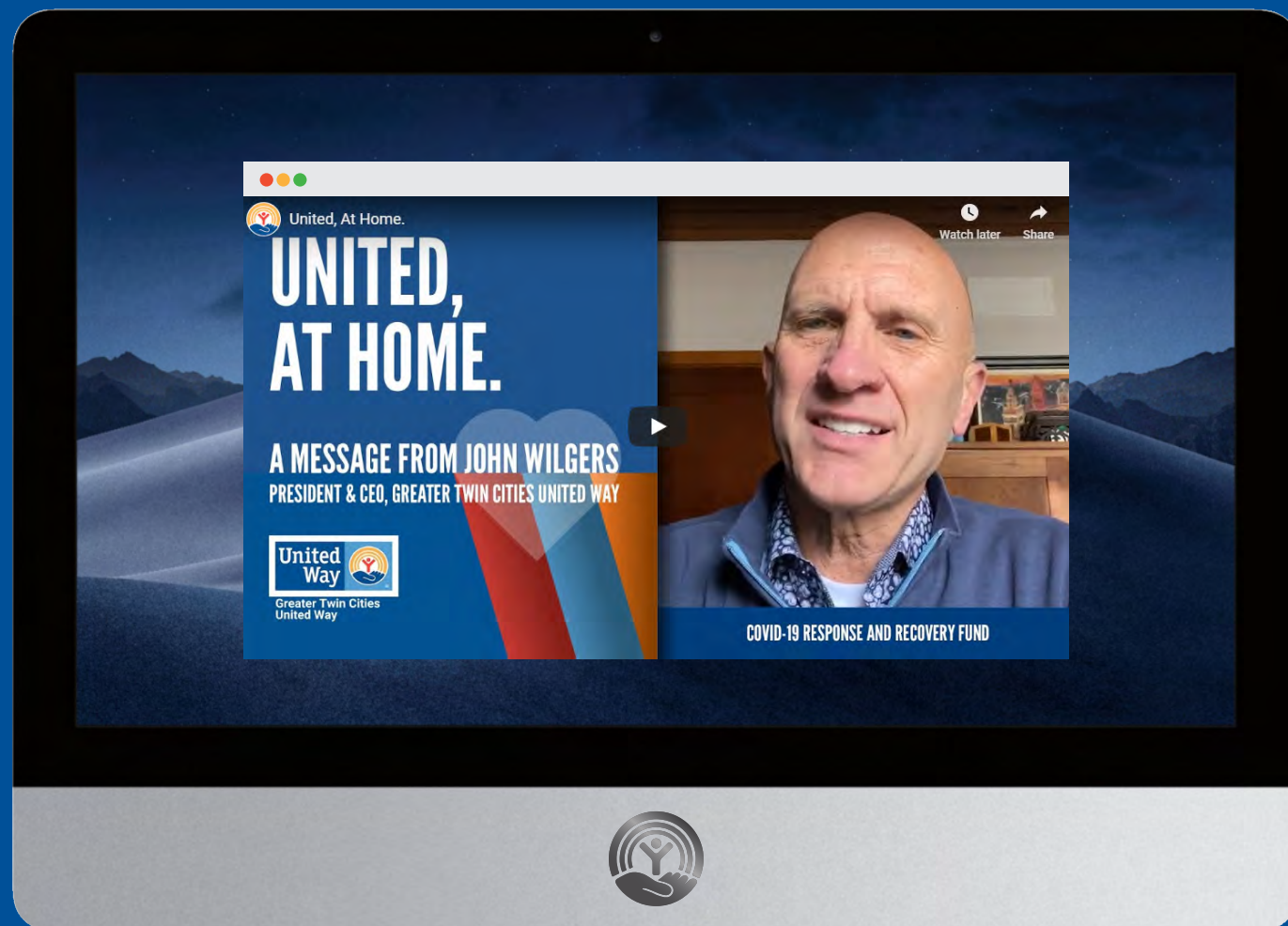
Acooa Ellis
SVP, Community Impact
Greater Twin Cities United Way



COVID-19: We're in This, Together

A place to call home, healthy food, a good education and financial stability. These are the building blocks for a good quality of life that everyone deserves.

Yet, many people in our region have experienced barriers, and when COVID-19 hit, those barriers greatly intensified. Your generosity in 2019 helped us lay the foundation to quickly respond to this crisis, and your continued generosity is helping our neighbors manage the immense impact of the pandemic on their lives.



EMERGENCY RESPONSE

When COVID-19 hit our region, we immediately leveraged our unique, holistic model.

- Engaged our nonprofit partners to identify needs.
- Launched our Greater Twin Cities COVID-19 Response and Recovery Fund.
- Expanded our 211 Resource Helpline.
- Advocated for state policy and funding to meet emergency needs, like housing assistance.

IMPACT AS OF JUNE 2020

Through our deep connection to the nonprofit community, many people are receiving critical services.

- Responded to a 300% increase in needs by providing referrals like housing and food via 211.
- Worked with the Start Early Funders Coalition to unlock \$30M in emergency statewide grants to provide quality care and education for our children.
- Supported policies to address food needs that allowed the State of Minnesota to accept Supplemental Nutrition Access Program (SNAP) benefits online.
- Raised \$4.5M from more than 1,000 individuals and 49 companies and foundations:
 - ◊ \$2.8M locally: \$1.2M total in three grant waves to nonprofits on the frontlines; remaining funds for longer-term recovery efforts.
 - ◊ \$1.8M nationally: Grants directed by corporate donors to United Ways across the country.
- Unlocked \$65M in federal funds to improve access to child care.
- Collected and distributed 10,000 essential supplies such as food and hygiene items.

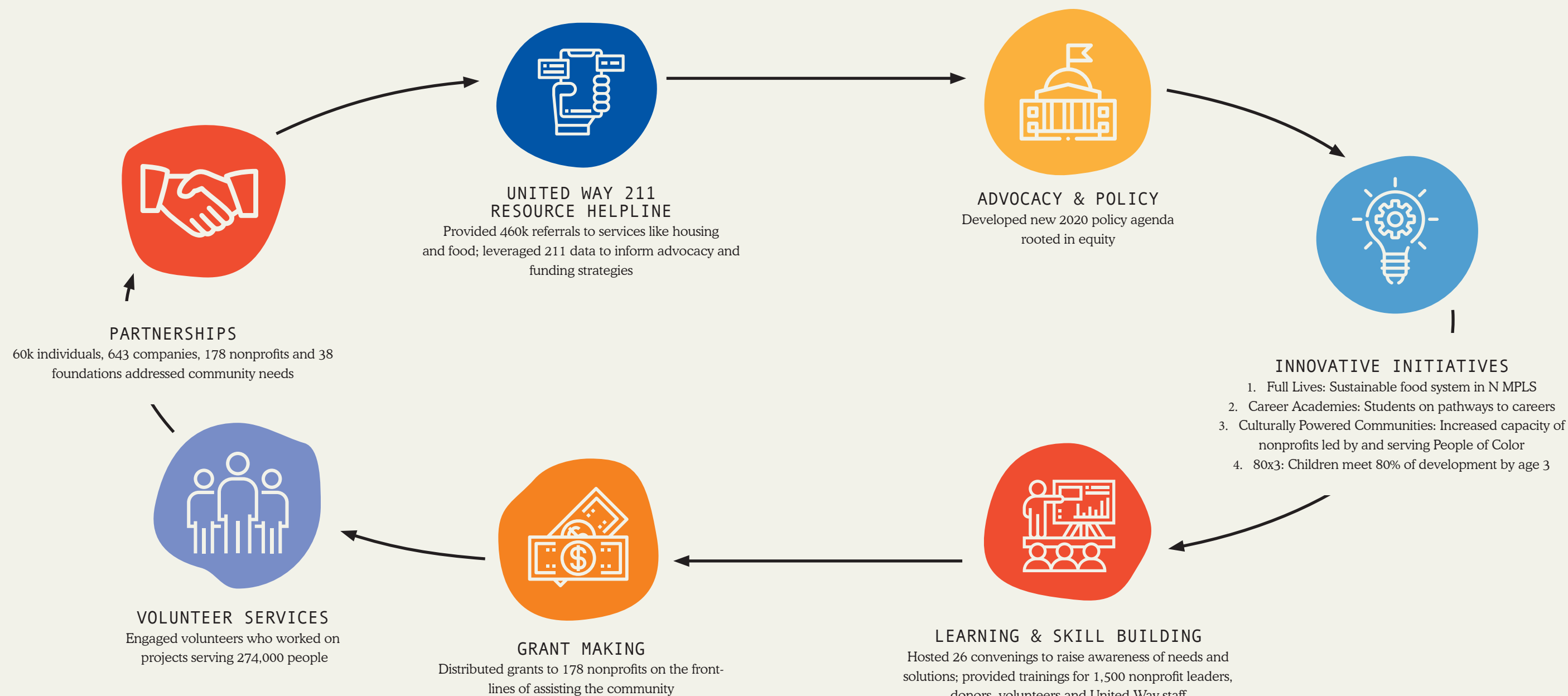
RECOVERY EFFORTS

As we navigate the ongoing complexities of COVID-19, we will continue to be there for our community.

- Provide referrals to services via 211.
- Advocate for significant emergency rental assistance funding for people struggling as a result of job loss, informed by an increase in housing-related calls to 211.
- Through coalitions, support issues at the legislature such as requiring advance notification to tenants prior to evictions and requiring equitable reporting processes.
- Distribute fourth grant wave and provide technical assistance to nonprofits.



Together, We Touched over 500,000 Lives in 2019



Your generosity is fueling community change, getting us closer to a united community where all people thrive. Through your support – and with equity and inclusion at the center of our work – we’re advocating for state funding and policy; exchanging ideas with and learning from our partners; and leveraging resources for those seeking services.





ARISE PROJECT MEMBERS RANDI HUDSON, CAYLEIGH KUNTZ AND JILLIAN HISCOCK



JEFF GREINER, POLLY MCCREA, BOB MCCREA, JILL SCHURTZ



LAND O'LAKES STAFF VOLUNTEERING AT FEEDING WHO'S HUNGRY



MARILYN CARLSON NELSON, NIVIN MACMILLAN, SKIP GAGE (DECEASED), BARBARA GAGE, CARMEN CAMPBELL, JIM CAMPBELL

Thanks to Our Generous Donors

We are grateful for all of you. Your commitment is helping Greater Twin Cities United Way and our community thrive.

Kittie Fahey
SENIOR VICE PRESIDENT
INDIVIDUAL GIVING

THE TOCQUEVILLE SOCIETY

The Greater Twin Cities United Way Tocqueville Society is **comprised of 640 of our most generous households**. As innovative philanthropic leaders, **they maximize and multiply their collective impact to solve our community's most significant challenges.**

They think big and make big things happen. In fact, Tocqueville donors have co-created big ideas like Career Academies, which helps students build pathways to careers in growing fields. And 80x3, which will focus on critical brain development milestones among our children, putting them on a path to a bright future.

Led by Tocqueville Society Chair **Chris Burque**, our **Tocqueville donors invested \$20 million in the community last year**. Nationally, **400 Tocqueville Society chapters represent more than 25,000 generous donors**,¹ and our local chapter **consistently ranks among the top**. Sponsored by Faegre Drinker Biddle & Reath LLP and Riverbridge, LLC, our chapter also includes:

- **Million Dollar Roundtable** donors who have made commitments of seven- and eight-figure gifts. Our Roundtable is the second largest in the nation.
- **Tocqueville Society Legacy Circle** donors who have made the thoughtful decision to endow their Tocqueville-level gifts into perpetuity.

CORPORATE & FOUNDATION PARTNERS

Throughout 2019, corporate and foundation partners like you made a meaningful impact in our community – representing two-thirds of total funds in 2019 – by:

- **Investing in proven United Way programs and services** like Action Day and Career Academies.
- **Co-creating innovative strategies**, such as our Culturally Powered Communities program, which supports organizations led by and serving People of Color, as well as Salesforce Philanthropy Cloud, our online giving and volunteering platform for employees.
- **Multiplying success through partnerships** which brings people together to learn, volunteer and address issues at scale.

GIVING COMMUNITIES

Our giving communities connect caring people who have shared passions for solving specific community needs, including:

- **Women United:** Supports school success for children and financial stability for women.
- **Arise Project:** Improves the lives of LGBTQ youth who are experiencing homelessness.
- **Emerging Leaders:** Drives greater access to education, jobs and human services.

Kristina Salkowski
DIRECTOR
CORPORATE & FOUNDATION
RELATIONSHIPS

THANK YOU!



Fueling Our Impact through Equity

Black, Indigenous and People of Color from low-wealth households are among the most vulnerable to poor economic, educational and health outcomes. While it's common to believe these differences are based on individual effort, attitude or skills, the reality is barriers in our society – public policies and private practices – are leaving people behind. Research indicates a person's ability to thrive is based on race, income and where one lives. At Greater Twin Cities United Way, we seek to disrupt these inequities and foster a region where everyone has opportunity.



Olivia Jefferson
DIRECTOR OF EQUITY
& HOLISTIC GRANTMAKING

Equity is at the center of our work and a core value, guiding everything we do. An example of equity in action is based on our belief that **organizations led by and serving Communities of Color have a critical and unique role in identifying nuanced solutions.** Toward that end, **we created Culturally Powered Communities** in 2017. The three-year, cohort-based program has provided **leadership development, organizational capacity building, collaboration opportunities and seed grant funding for culturally specific organizations.** Through your generosity, we have granted \$2.3 million to 23 of these organizations, and our final cohort will complete the program in 2021.

As a member of our Culturally Powered Communities program, **Way to Grow addresses educational achievement gaps that Children of Color experience as a result of disparities.** Every year, family educators and resource advocates **provide culturally relevant services for more than 600 families and children from birth to eight years old.** Thanks to you, children in Minneapolis, Brooklyn Park and Brooklyn Center are **closer to reaching their potential and becoming our next generation of leaders.**

Culturally specific organizations do important work within their communities, and part of their success is based on what makes them unique – most of their staff

and board reflect the specific community served and their structures **promote ethnic power, identity and community participation in decision making.**² The many benefits they provide include:

- **Increased client engagement**^{3,4} and **trust,**⁵ as staff and leadership represent the community they serve,⁶ creating a more inclusive environment.⁷
- **Decreased barriers to services** for immigrants and Communities of Color who typically underuse non-profit programs.⁸
- **Better outcomes,** for example, clients seeking culturally relevant mental health services are more likely to return for support and more willing to continue using services for longer periods.^{9,10,11} Further, younger clients seeking the same services have performed better in school.¹²

More recently, the murder of George Floyd prompted a partnership already forming to move quickly into action. In June 2020 we announced a multi-year collaboration with The Minneapolis Foundation and the Saint Paul & Minnesota Foundation **to help transform the criminal justice system with the goal of addressing systemic policies and practices rooted in long-standing racism.** Our collective work is in service to our vision, a Greater Twin Cities region where all thrive, regardless of income, race or place.

Through your generosity, as well as ongoing education, funding and support, we are helping fuel lasting change and remove long-standing barriers for organizations serving their communities.



Driving Change through Policy and Advocacy



Kristen Rosenberger
SENIOR ADVOCACY MANAGER

Greater Twin Cities United Way advocates to improve housing, food, education and employment systems so they meet the needs of everyone in our community, particularly people experiencing poverty.

WHAT ADVOCACY IS AND WHY WE DO IT

Changing systems requires advocacy. We do this by influencing government decision-makers to **pass and effectively implement public policy and funding** in support of long-term household stability, educational success and economic opportunity for all.

HOW IT WORKS

Our advocacy work is centered around **building relationships** and **bringing together** the public, private and nonprofit sectors to **discuss issues and share solutions, informed by people most impacted** by inequitable systems. We also **educate government officials and lawmakers** on systems-level issues; **amplify the experiences of our nonprofit partners and the people they serve through testimony at the Minnesota State Capitol**; and **elevate research** to help advance solutions.

WHO IS INVOLVED

We advocate in partnership with many stakeholders, including unique coalitions comprised of hundreds of organizations that work together to advance specific policy goals. United Way provides leadership for and funding to several coalitions to foster a strong, unified vision and voice.

- We host the **Start Early Funders Coalition**, a statewide collaboration of grantmakers focused on research, best practices and public policy to **improve early childhood education efforts**.
- We are a **founding member of MSPWin**, a coalition working to **improve Minnesota's workforce systems** by expanding career pathway programs for high school students, engaging employers in developing their workforce and more.

2019 SUCCESS

Our collective efforts in 2019 resulted in:

- **Significant state investments in early learning scholarships** to help our youngest learners meet critical developmental milestones that impact their ability to thrive into adulthood.
- **Targeted home visiting services for families** to help strengthen relationships and support healthy physical, social and emotional development of children birth to age three.
- **Workforce training and placement services for underserved workers** to improve long-term employment opportunities in careers that allow for advancement and provide family sustaining wages.

More than **20,000 individuals and families** access these programs and services each year.

In late 2019, we also **developed our policy and advocacy plan for the 2020 legislative session by engaging community stakeholders, our nonprofit grantee partners, United Way staff and state leaders**. Together, we identified the issues and solutions most critical to achieving our collective goals and aligned our advocacy strategies to address the biggest barriers facing our community.



Providing Referrals via Our 211 Resource Helpline

Hope starts when a call is answered from a teenager who doesn't have a place to sleep. From a mother who needs child care so she can work. From someone struggling to pay the utility bill. And from a senior who must choose between paying for medicine or food.



Julie Ogunleye
PROGRAM OFFICER
211 & POLICY

Hope is what our 211 Resource Helpline specialists provide every single day. Powered by generous donors like you, 211 provides information and referrals to resources 24 hours a day, seven days a week and in multiple languages.

In 2019, our 211 specialists provided nearly 460,000 referrals to critical services for people in need. And through a partnership between 211 and Lyft, we provided free transportation for veterans experiencing homelessness in Ramsey County, as well as rides for job-seekers to get to interviews as well as their first day of work.

You made it possible to address 52 urgent needs every hour, every day of 2019. And, every dollar you invested in 211 provided \$2.38 worth of supportive community service.¹³ On behalf of our entire community, thank you.

ANSWERING THE CALL FOR HELP

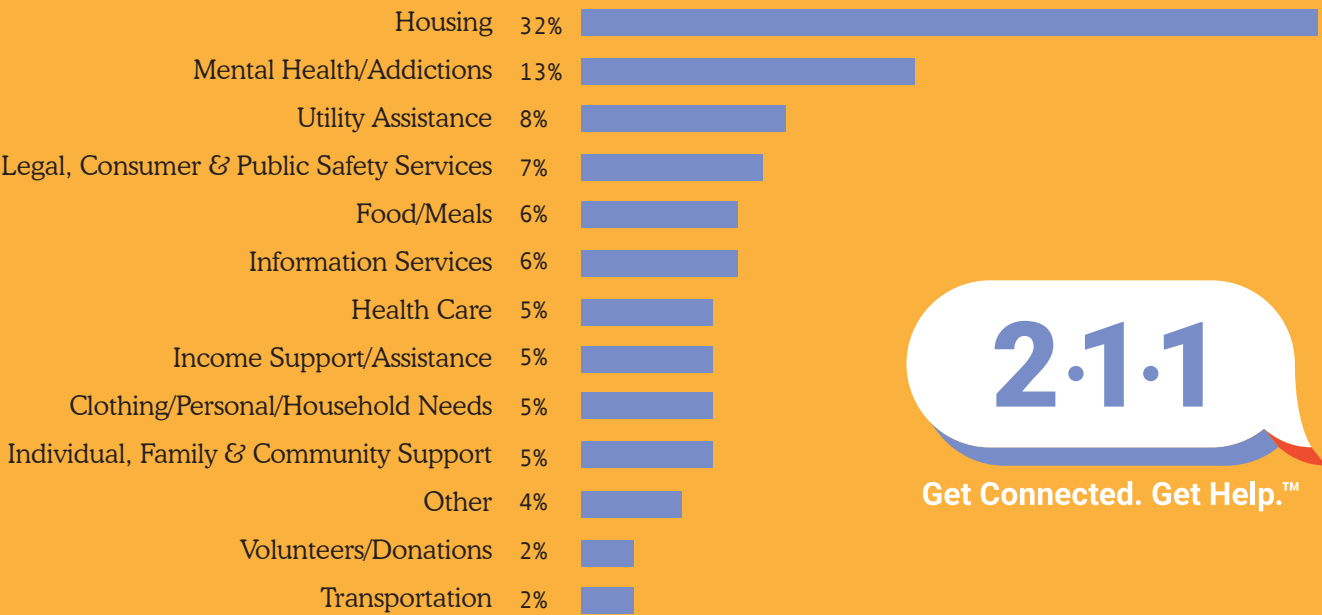
When the phone rings, Ashley is ready. **She connects people to resources like food, housing, employment support, child care, mental health resources and much more.** "Every day is different, but **I can take as many as 100 calls during my eight-hour shift,**" Ashley said. "Sometimes it's really hard for people to reach out because they think they'll be judged, and that is not at all what we do."

Ashley is one of nearly two dozen 211 community resource specialists, providing one or more of United Way's 40,000+ statewide resources. Calls are free and completely confidential. In addition to calling, people also can ask for help by texting their zip code to 898-211 or visiting 211UnitedWay.org.

"When I get off the phone, it's really nice when a caller tells me I've been helpful and when I hear 'thank you,'" Ashley said. **"I feel like what I'm doing is making an impact, and that's what matters."**



211 CONTACTS BY NEED





Household Stability

VISION
HOMELESSNESS AND HUNGER ARE RARE,
BRIEF AND NONRECURRING



Housing

CHALLENGES

- **Homelessness grew nine percent** in the Twin Cities metro area from 2015 to 2018, even amidst record employment.¹⁴
- On any given night in the Twin Cities, around **6,700 people experience homelessness**,¹⁵ with Indigenous people and LGBTQ youth most disproportionately affected.¹⁶
- In 2018, **27 percent of all Twin Cities households were cost-burdened**,¹⁷ meaning more than 30 percent of their income went toward housing.



Sam Blackwell
PROGRAM OFFICER
HOUSEHOLD STABILITY

OUR APPROACH & RESULTS

We support stable housing for all as it is the foundation that enables us to thrive.

- To bring about lasting change, **we advocated for housing policies to provide support to those who need it most** and brought housing challenges to the forefront.
- **Our sponsorship of Homeless Day on the Hill in 2019**, in partnership with the MN Coalition for the Homeless, **brought together hundreds of supporters and state leaders** around housing challenges.
- **Our 211 Resource Helpline provided information and referrals to resources including housing support and rental assistance.** In 2019, housing was the No. 1 need reflected in calls to 211.
- Volunteer United works to raise awareness around homelessness and invites people to take action. At our Home for Good event, **430 volunteers welcomed home 600 families and individuals with essential household items**, such as cleaning supplies.
- As part of our Community Connection Series, **we brought together community members, donors and stakeholders to share and learn about the importance of culturally specific solutions for addressing homelessness among Indigenous Minnesotans.** Leaders from Minnesota Indian Women's Resource Center and Ain Dah Yung Center, two of our nonprofit partners, shared their stories.

Thanks to the **generosity of donors like you**, these combined efforts **helped nearly 11,000 people connect to housing resources.**

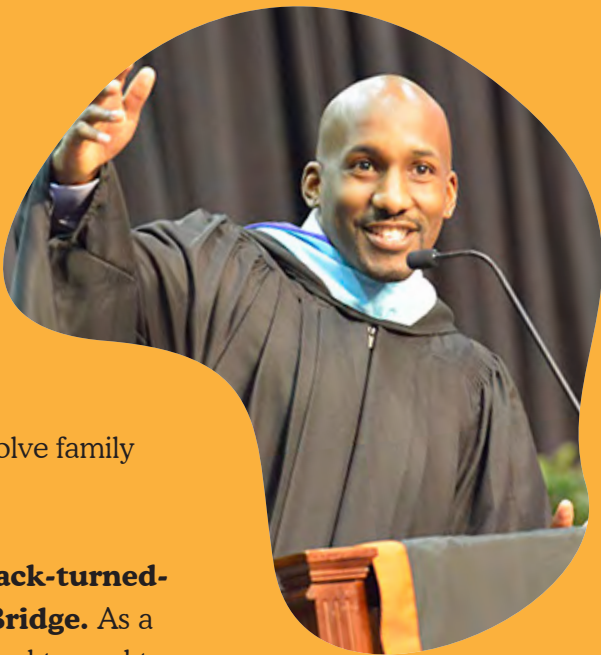


**BUILDING BRIDGES TO
A BRIGHT FUTURE**

Greater Twin Cities United Way has supported and partnered with The Bridge for Youth for over 15 years, providing safe shelter for youth experiencing homelessness, helping prevent and resolve family conflicts and reunifying families.

Michael Lehan, former pro cornerback-turned-principal, is a big advocate of The Bridge. As a youth experiencing homelessness, Michael turned to the organization to help him find the resources he needed to stay safe. That support helped him thrive beyond his wildest dreams. He stayed in school and played football, eventually becoming an NFL cornerback and then a high school principal. Today, Michael is the assistant superintendent of equity and achievement at Osseo Senior High School and recently was recognized as Principal of the Year. He’s also finishing up his doctorate degree.

Because of your generosity, children and youth like Michael are experiencing a safe and stable place to call home – the foundation for success.



We support our nonprofit partners and the people they serve by connecting them to volunteers and our 211 Resource Helpline; advocating for policies and funding; and convening community leaders and stakeholders to tackle big challenges.

Food Security

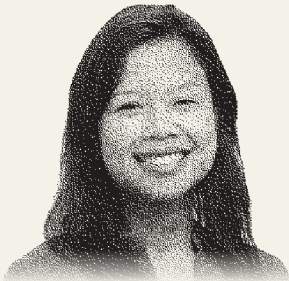
CHALLENGES

- Nearly **one in 11 households in Minnesota experience hunger**.¹⁸
- **Black, Indigenous and People of Color, especially children and seniors, are disproportionately affected.**

OUR APPROACH & RESULTS

Healthy, culturally relevant food provides the nourishment we all need to thrive.

- Because of generous donors like you, United Way and partners accommodated **nearly 2.5 million visits to food shelves and other hunger relief services** and distributed more than **16 million meals** in 2019.
- Through our advocacy work, **we supported policies that increased access to food**, such as maintaining investments in federal Supplemental Nutrition Assistance Program (SNAP) benefits.
- Our **211 Resource Helpline** connected people in need to food support resources.
- Through Volunteer United’s **Feeding Who’s Hungry** event last year, nearly **400 volunteers packed 6,000 food kits** with snack packs, weekend meal kits, pantry staples and more to support youth and families in our region.
- Our **Community Connection Series** convened people across sectors to share and learn about food barriers facing our community as well as strategies to address challenges. In 2019, **we hosted a session on increasing access to healthy, culturally relevant food with leaders from Division of Indian Work and Frogtown Neighborhood Association**, two of our nonprofit partners.



Saroeun Earm
PROGRAM OFFICER
HOUSEHOLD STABILITY

INNOVATION IN ACTION: FULL LIVES

In 2017, Greater Twin Cities United Way launched a food system initiative called **Full Lives: North Minneapolis**, made possible by a generous \$1.5 million gift from the **General Mills Foundation**. Informed by the community, we teamed up with nonprofit leaders to address the challenge of inequitable food access.

From 2017 to 2019, **over 50,000 residents benefited** from the work of 11 nonprofits and North Minneapolis residents who:

- Launched 14 new food sector businesses and supported the **creation of 278 new jobs**.
- Opened a new supermarket, which provides **access to healthy, culturally relevant food**.
- Cultivated 12 acres of personal and community gardens, **fostering increased self-reliance**.

Full Lives has been so successful that United Way of Greater Toronto and United Way of Buffalo & Erie County in New York have started similar programs. **Thank you to General Mills and our generous supporters for fueling this important, innovative work.**



Alyssa Banks
PROGRAM OFFICER
NATIONAL FOOD
DEMONSTRATION PROJECT





NOURISHING
A SENSE OF
COMMUNITY

As a recent newcomer to Minnesota, Dorcas found a way to meet the nutritional needs of her family at Hallie Q. Brown, one of our partner organizations that provides healthy, culturally specific food to families in crisis.

Dorcas was born and raised in Nigeria, where she lived with her three young children until she sought asylum in the

United States in 2017. Through a church program, Dorcas and her family immigrated to Minnesota. **“My kids and I were nervous – we didn’t know if anyone would like or accept us,” she said.**

The church where Dorcas and her family lived helped her find a home, located in the same St. Paul neighborhood as Hallie Q. Brown. **“I feel comfortable here and everyone treats me with respect,”** said Dorcas. Dorcas began visiting the food shelf there a few times a week, where **she was pleasantly surprised to find items that were familiar to her from home.**

Dorcas felt so connected to Hallie Q. Brown that **she became a volunteer at the food shelf and eventually started working at Hallie’s childcare center as a preschool teacher.**

“We can have challenges in life, but that doesn’t mean we have to back down,” she said. “The help I received has been a blessing to me.”

INVESTING IN A VISION

United Way donor **Shirley Boyd and her husband John Estall** want to help people live healthy lives and to be celebrated and valued for what they bring to our community. For Shirley, **investing in our Full Lives initiative and other United Way programs is all about leveling the playing field.**

“Food security and nutrition are basic needs that are close to my heart,” Shirley said. “I worked for Cargill’s food businesses for 36 years and had lots of exposure to the global, lifelong challenges that stem from inadequate food and nutrition. And we have those challenges right in our backyard.”

Because all people should have access to healthy, culturally relevant food, Shirley relies on United Way’s perspective on where to make an impact with her investments. **“Greater Twin Cities United Way is my charitable investment advisor…I look at them as advising me, making those hard choices about where I’m going to get the best return on my charitable dollars.”**

Thank you, Shirley and John, for your vision, passion and philanthropic partnership.



BY THE NUMBERS

2019
Household
Stability



\$16.9M

in United Way-directed investments

\$11.7M

in donor-directed gifts

100

nonprofit partners funded

10,966

people connected to stable housing resources

76,189

individuals and households received information and referrals to resources

1,337

families or youth secured stable housing

16M

meals distributed

216,112

people served through volunteer projects

2.5M

food shelf visits

THANK YOU TO OUR GENEROUS DONORS, INCLUDING **CHS** AND OTHERS, FOR HELPING ENSURE MORE PEOPLE HAVE A SAFE, STABLE PLACE TO CALL HOME AND HEALTHY, CULTURALLY RELEVANT FOOD.





Educational Success

— VISION —
ALL CHILDREN ARE READY TO THRIVE ACADEMICALLY,
PERSONALLY AND SOCIALLY

Early Childhood Education

CHALLENGES

- **35,000 children across Minnesota are unable to access quality early childhood care and education** during their most critical years for learning, which can have lasting effects on their ability to grow, develop and thrive.¹⁹ **Black, Indigenous and Children of Color are disproportionately affected.**
- 80 percent of brain development occurs by age three.²⁰ During these critical years, **many of poverty's challenges can inhibit young children's development and educational success.**²¹



Carrie Zelin Johnson
PROGRAM OFFICER
EDUCATION

OUR APPROACH & RESULTS

We support access to culturally relevant, high-quality early childhood care and education from prenatal to age five, so all children have a thriving start.

- Our advocacy work advanced policy-based solutions such as investments in early learning scholarships, home visiting and child-care assistance programs. Last year's **Advocacy for Children Day** brought together **600 community members and state leaders** at the state capitol to show their collective support.
- **Our 211 Resource Helpline connected families to education resources such as child care, summer programs and school supplies.**
- We supported local students and families through our **Action Day event**, where **volunteers filled backpacks** with school supplies, **setting up 40,000 kids for success in school.**
- We hosted a **Community Connection Series** with leaders from **Baby's Space** and **People Serving People**, two of our nonprofit partners, to share their expertise and perspectives on early childhood education and the need for increased investments.
- **United Way's new 80x3 initiative, made possible because of generous donors such as John and Stephanie Potter and Tim and Liz Welsh**, will support learners during their first three years of life.

Because of these combined efforts and the support of our donors, we helped **1,879 children meet age-appropriate milestones** in their social, emotional and language development in 2019.



THRIVING FROM THE START

As a high school therapist, Adalinda knows the best way to help people thrive is to start early. “If kids have a good foundation, feel safe and gain confidence, it sets them up for many more years of success,” she said.

Adalinda had her daughter while in graduate school and **providing a high-quality education for her baby was a priority.** She needed an affordable program that worked with her schedule. “I was shocked at how difficult it was to find quality early childhood education that wasn’t cost-prohibitive,” she said.

Eventually, **she found the primarily Latinx Siembra Montessori program at Centro Tyrone Guzman, which she describes as a “diamond in the middle of the city.”**

United Way helps Siembra offer tuition options tailored to family circumstances, so parents pay what is realistic for them. Without these options, many children like Adalinda’s daughter would not be able to attend.

“Somebody gave so I could have,” Adalinda said. “I really think Centro saved our family.”

As her daughter was learning and thriving, teachers asked Adalinda to become a parent leader at school. “I was used to being talked to, but here they think I have something to say,” she said. **Now as a high school therapist, Adalinda has a holistic perspective on how to address gaps in educational opportunity.**



We support our nonprofit partners and the people they serve by connecting them to volunteers and our 211 Resource Helpline; advocating for policies and funding; and convening community leaders and stakeholders to tackle big challenges.

Career & Future Readiness

CHALLENGES

Minnesota continues to face one of the worst opportunity gaps in the nation for Black, Indigenous and Students of Color, failing to set up students for success.²²

OUR APPROACH & RESULTS

We support social and emotional learning for students in grades six through 12 through out-of-school programs. We also increase access to career pathway programs through Career Academies so youth have the knowledge, skills and relationships to choose and direct their own futures and contribute to their communities.

- **United Way’s 2019 advocacy efforts influenced policies and expanded funding to advance career and future readiness programs.**
- **Our 211 Resource Helpline connected families to educational support services.**
- **Volunteer United mobilized 7,500 volunteers at 15 volunteer events** related to career and future readiness.
- **Our Community Connection Series** brought together people across sectors to share and learn about educational attainment barriers. Leaders from **St. Paul Youth Services** and **Liberty Community Church**, two of our nonprofit partners, shared insights.

Thanks to our donors, we helped **7,593 students demonstrate a positive attitude toward learning** and **7,900 youth develop positive relationships with caring adults.**

INNOVATION IN ACTION: CAREER ACADEMIES

United Way’s **Career Academies prepares high school students for in-demand, high-wage careers** through real-world experiences and training. **Since 2015, over 8,000 students have participated** in Career Academies.

In the 2018/2019 school year, **participating students earned over 3,500 college and technical school credits, collectively saving over \$1 million in tuition.** Our research shows that Career Academies students attended almost **three more days of school** compared to students who don’t participate in the program, an important indicator of academic success, and early results show a **\$2.80 increase in their hourly wages.**

Career Academies jumpstarts programming that is later sustained through public funding. **Last year, five of our district partners passed bonds or levies in support of education, including career pathway programs, and two of our partners attained over \$100,000 in grant-based funding.**

Career Academies is made possible through the generous support of many, including RBC Wealth Management, Thrivent Foundation, the McKnight Foundation and the Bush Foundation. Based on promising results in the Twin Cities Metro, **the Bush Foundation has invested \$2 million in Career Academies** since 2017, helping United Way expand our successful model into Greater Minnesota.

Thank you, Bush Foundation and others, for investing in our community’s future!



Steve Walvig
PROGRAM OFFICER
EDUCATION



Sareen Dunleavy Keenan
PROGRAM OFFICER
CAREER ACADEMIES



EMBRACING FUTURE POSSIBILITIES

Liberty Community Church believes when a caring adult is consistently involved in a child's life, that child's happiness level, sense of security and success in life increases.

Based on this philosophy, the organization and its 21st Century Academy use a practice they call **"Radical Hope"** that **equips North Minneapolis scholars to become accelerated learners, game-changing global leaders and justice-oriented entrepreneurs.**

A young girl was living in shelters before she came to Liberty. Now, five years later, she lives with a church member and describes the Academy as having a **"good balance of academics with making good friends and forming healthy relationships."** She ended the school year with straight As and is looking forward to next year.

Through relationships with parents, staff and students, **21st Century Academy has been successful in raising grades, test scores and building strong relationships.**



HELPING STUDENTS GET READY TO LEARN

A sovereign Native American tribe located in Scott County, **the Shakopee Mdewakanton Sioux Community (SMSC) works to build a healthy community, environment and economy**, with an emphasis on wellness, cultural preservation and education.

"Wo'okiye" (meaning helpfulness) is a value and tradition that has defined the Dakota for years. One of the ways the SMSC lived that value in 2019 included **sponsoring United Way's Action Day, helping 40,000 kids go back to school with the resources they needed to learn.**

"The Dakota people have a tradition of planning seven generations ahead. A way to honor this is by supporting children who will one day lead our communities," said SMSC Chairman Keith Anderson. "It was meaningful to be a part of Action Day, which helps so many young people in our region succeed in school."

The SMSC also distributed backpacks to several school districts across the Greater Twin Cities offering culturally relevant programming for Indigenous Minnesotans.

Wopida tanka (Thank you), Shakopee Mdewakanton Sioux Community, for your generosity and commitment to building prosperity for all!



BY THE NUMBERS

2019 Educational Success



\$13.3M

in United Way-directed investments

\$7M

in donor-directed gifts

78

nonprofit partners funded

19,093

youth participated in career and future readiness programming

41,062

infants, toddlers, preschoolers, youth, young adults and parents served in early childhood education and career and future readiness programs

3,500

college and tech school credits earned by Career Academies participants, saving over \$1M in tuition

16,056

children and parents supported through early childhood education initiatives

53,677

people served through volunteer projects





Economic Opportunity

— VISION —
ALL ADULTS HAVE THE OPPORTUNITY TO PARTICIPATE IN THE WORKFORCE
AND ADVANCE TOWARD FAMILY-SUSTAINING WAGES

Economic Opportunity

CHALLENGES

- Out of the 100 largest cities in the country, the Minneapolis-St. Paul region ranks 88th on economic inclusion and 92nd on racial inclusion.²³
- According to the Minnesota Department of Employment and Economic Development, a single adult without children must earn \$15.95 an hour to make ends meet. Given the high cost of child care, that amount increases to \$29.75 an hour if that adult is caring for just one child.
- Our state is diversifying quickly,²⁴ and growth in our workforce will come from Communities of Color. Yet, these communities historically have been excluded from the job market or underestimated in their abilities.



Eva Song Margolis
PROGRAM OFFICER
ECONOMIC OPPORTUNITY

OUR APPROACH & RESULTS

We engage in advocacy work, leverage resources for those seeking employment and financial security and bring together community members to share and learn from one another.

- Funded by the Department of Employment and Economic Development, **United Way launched the Equity Accelerator cohort program in 2018** to support workforce development initiatives in diverse Twin Cities communities. The program also supports organizations committed to eliminating racial disparities.
 - ◇ Throughout 2019, **seven organizations shared lessons learned and promising practices to benefit others in the cohort.**
 - ◇ **Grantees focused on staff retention, partnership development, and building and integrating data systems.** Their work also shifted from a grant-based view to a **program-based approach to invest in their organizational infrastructure.**
- **Our 211 Resource Helpline increased the availability of information related to employment or financial support.**
- United Way's Community Connection Series **featured the International Institute of Minnesota and Center for Economic Inclusion**, two of our nonprofit partners, to **share and learn about challenges and solutions to inequitable employment practices in our region.**

Our generous donors made this work possible. Thank you!



TRANSFORMING A PASSION
INTO A PROFESSION

Peace’s passion for helping people started when her grandmother broke her leg, and Peace nursed her back to health.

Peace grew up in West Africa and lived there with her husband until she was 27 years old. Two years ago, the couple immigrated to the United States, found a home in Brooklyn Park and welcomed a now-14-month-old baby.

A friend studying to become a certified nurse’s assistant suggested CAPI – an organization that helps 4,000 immigrants and refugees annually – to help Peace find work that aligned with her interests and paid a living wage. In Fall 2018, Peace enrolled in CAPI’s nursing assistant training program. United Way is proud to fund CAPI’s work in economic opportunity and food security for people who need comprehensive support.

“The people leading the program were very welcoming – I felt supported. I studied hard and became one of the best students in class. I was so proud of myself,” said Peace.

Peace successfully completed the training, passed the state exam and secured her first job as a nursing assistant at North Memorial Hospital in Robbinsdale.

“I would tell others to work hard and go after their dreams,” she said. **“It all starts with taking that first step.”**



PARTNERING FOR GOOD

Since 1943, Bremer Bank has helped our neighbors and communities grow and prosper, and 2019 was no exception. **Bremer Bank is passionate about holistically supporting the Twin Cities region because they know that no one experiences poverty as a single, isolated problem** – homelessness and lack of educational and career opportunities are inextricably linked.

Bremer Bank recently made a generous three-year gift to United Way, enabling us and our nonprofit partners to effectively plan for a successful future for our community, **including a focus on economic opportunity for all.**

Aligned with its strong commitment to the community, Bremer Bank also:

- **Sent 40,000 students back to school ready to learn** by sponsoring Action Day 2019.
- Hosted the **Bremer Backpacks event** with hundreds of its employees filling backpacks with school supplies **for 5,000 additional local kids.**
- **Adopted Salesforce Philanthropy Cloud, United Way’s innovative digital platform,** providing its employees personalized giving and volunteer experiences.

Thank you, Bremer Bank, for making our region better every day!



BY THE NUMBERS

2019 Economic Opportunity



\$6.9M

in United Way-directed investments

\$4.7M

in donor-directed gifts

35

nonprofit partners funded

9,605

people served in job skills, employment
and household financial stability programs

2,464

participants attained in-demand,
industry-recognized credentials

2,998

people received retention
and advancement services to help
them keep and thrive in their jobs

3,964

people served through
volunteer projects

FOOTNOTES

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