

Our Community Impact

2020 RESULTS
PUBLISHED 2021



Greater Twin Cities
United Way

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Vision

A community where all people thrive,
regardless of income, race or place.

Mission

We unite changemakers, advocate for social good and develop
solutions to address the challenges no one can solve alone.

Changemakers Unite

Over the past 16 months, our community has faced crises we could only have imagined. COVID-19 and the reckoning with racism sparked by the murder of George Floyd created an opportunity for our community **to face the impact of our nation’s history of oppression and systemic exclusion from opportunity**, which have contributed to **deep racial disparities in our housing, food, education, employment and criminal justice systems — debilitating disparities we seek to dismantle in partnership with you.**

While we have a long way to go to achieve true social justice, 2020 marked a transformative year. **Changemakers across the region worked together to provide emergency support and stability for over 500,000 people — exemplifying outstanding agility, innovation, equity and transparency every step of the way.** Changemakers like you and United Way staff; high-schoolers and families; United Way Giving Communities, volunteers and advocates; nonprofit, corporate and foundation partners; and government leaders. All people who care about **making the Greater Twin Cities — our home — a better place for everyone, regardless of income, race or place.**

You also made it possible to:

- Deepen support of the work of community partners on the frontline of pandemic response through our **COVID-19 Response & Recovery Fund** and our **Twin Cities Rebuild for the Future Fund.**
- Respond to a **300% increase in requests for resources across Minnesota** through our 211 resource helpline.
- Promote policies and secure, with our coalition partners, **\$261.6 million in emergency state and federal funding** to advance greater equity for Minnesotans through our advocacy efforts.
- Launch our **Suicide Prevention Lifeline**, and much more as you’ll see on the following pages.

What we accomplished together in 2020 is nothing short of amazing. On behalf of the entire community, **thank you for supporting our mission of uniting changemakers, advocating for social good and developing solutions to address the challenges no one can solve alone.**

With gratitude,

Dorothy J. Bridges
Dorothy Bridges
 Chair, Board of Directors
 Community Leader

John A. Wilgers
John Wilgers
 President & CEO
 Greater Twin Cities United Way

Acooa Ellis
Acooa Ellis
 SVP, Community Impact
 Greater Twin Cities United Way



Dorothy Bridges



John Wilgers



Acooa Ellis

2020: Efficiently Innovating Amidst the Unknown

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
	<div><div></div><div>Hosted a reception at the state capitol with legislators, United Way Board members and staff, and nonprofit partners to launch United Way’s first advocacy agenda</div></div> <div><div>COVID-19 Response & Recovery Fund</div></div>	<div><div>EARLY MARCH</div><div>Engaged nonprofit partners who identified critical community needs as a result of COVID-19</div><div></div><div>Launched COVID-19 Response & Recovery Fund to address those needs, including shelter, child care and more</div><div></div><div>Expanded 211 resource helpline to accommodate 300% increase in needs</div><div></div><div>Advocated for state policy and funding to meet emergency needs like housing</div><div>LATE MARCH</div><div>Awarded \$200,000 in 1st COVID grant round for emergency housing and food assistance</div></div>	<div><div></div><div>Awarded \$315,000 in 2nd COVID grant round for early childhood education, people impacted by layoffs in hospitality and support for organizations led by and serving Black, Indigenous, Latinx, Asian and People of Color</div></div>	<div><div></div><div>Awarded \$700,000 in 3rd COVID grant round for food, housing, medical safety equipment, child care and financial assistance</div><div></div><div>George Floyd is murdered by Minneapolis police, leaving the world mourning, and sparking unrest resulting in damages to local small businesses in cultural corridors</div><div></div></div>	<div><div></div><div></div><div></div><div></div><div>Launched Twin Cities Rebuild for the Future Fund</div><div></div><div>Awarded \$2.5M to nonprofits providing rebuilding support for small businesses owned by Black, Indigenous, Latinx, Asian and People of Color in areas most impacted by unrest - Lake Street in Minneapolis, North Minneapolis and University Ave. in St. Paul</div><div></div><div>Launched the Career Academies Summer Stabilization Fund, investing \$100,000 in career aligned youth employment</div><div></div><div>Announced commitment to support the transformation of the Twin Cities criminal justice system</div></div>	<div><div></div><div></div><div></div><div></div><div>“Action Day” volunteers virtually packed backpacks full of school supplies for 40,000 K-12 students</div><div></div><div>Minnesota Housing Finance Agency contracted with United Way for 211 to serve as centralized access point for COVID-19 Housing Assistance Program, connecting over 55,000 people to support</div></div>	<div><div></div><div>Awarded \$1.15M in 4th COVID grant round to address student learning needs in St. Paul’s North End and Phillips/ Ventura Village neighborhoods in Minneapolis, and long-term stability needs of nonprofit partners</div><div></div><div>Launched updated brand strategy with bolder emphasis on dismantling disparities caused by systemic racism and oppression</div></div>	<div><div></div><div>Awarded \$768,000 in 2nd Rebuild Fund grant wave</div><div></div><div>Awarded \$250,000 in funding to support North Minneapolis via Nourishing Resilient Community Food Systems grant program</div></div>	<div><div></div><div></div><div></div></div> <div>“Home for Good” volunteers virtually assembled welcome home kits filled with household supplies for 850 local families transitioning out of homelessness and into stable housing</div>		

Together, We Touched Over 500,000 Lives in 2020

Business & Individual Partnerships

645 companies, 38 foundations, and 60,000 individuals addressed community needs

Nearly 67,000 people served through 5,000 volunteers

Innovation

REBUILD FOR THE FUTURE FUND
Helped rebuild damaged businesses

CAREER ACADEMIES
Helped students prepare for careers

FULL LIVES
Developed sustainable, neighborhood food system

80x3
Goal: Children meet 80% of brain development by age 3

JUSTICE FOR ALL
Goal: Transform criminal justice system



Your generosity is fueling community change, getting us closer to a community where all people thrive — regardless of income, race or place. Through your support — and with equity at the center of our work — we're advocating for government funding and policies; answering calls for help 24/7; exchanging ideas with our partners; and leveraging resources for those seeking services.

Individual Partnerships

THANK YOU TO OUR GENEROUS DONORS!

United Way's impact in the community could not be possible without your engagement, dedication and generosity. Whether it's a donation of one dollar or one million dollars, individual donors like you fuel our work, supporting meaningful, lasting change.

TOCQUEVILLE SOCIETY ♦

The Greater Twin Cities United Way Tocqueville Society maximizes and multiplies the collective impact of innovative philanthropic leaders to help solve our most significant challenges. Comprised of our most generous households, Tocqueville members fuel high-impact change in our community.



Kittie Fahey
SENIOR VICE PRESIDENT
PHILANTHROPY

Our Tocqueville Society also is part of the United Way Worldwide network of philanthropic leaders, and our own **John Potter** serves as Chair of the U.S. Council on Tocqueville and Million Dollar Roundtable.

Always ready to step up and support our community, Tocqueville donors reflected a remarkable **35 percent of dollars raised by United Way in 2020**, providing both immediate relief as well as long-term support for our neighbors most impacted by COVID-19 and the unrest.

Led by Chair **Lauri Roberts**, the Tocqueville Society includes **Million Dollar Roundtable** donors who have made commitments of seven- and eight-figure gifts, and **Tocqueville Legacy Circle** donors who have made the thoughtful decision to endow their gifts into perpetuity.

“I can’t think of another organization besides United Way where you can have as broad of an impact in so many positive ways with one focused donation of support.”

JERRY AND JENNIFER WILL
TOCQUEVILLE SOCIETY MEMBERS
SINCE 2015



Maya Mor



Lauri Roberts



John Potter



Jerry & Jennifer Will

UNITED WAY GIVING COMMUNITIES

Our Giving Communities — **Women United**, **Arise Project** and **Emerging Leaders** — unite changemakers around a common cause to amplify their collective impact, facilitate targeted fundraising efforts and direct resources based on community input and need.

Thanks to the **Couture for a Cause fundraising fashion show**, **Women United** awarded grants to **five nonprofit partners**, supporting nearly **2,800 people with financial stability and early childhood education programming**. The group also established the first **Women United Advocacy Committee**, led by Women United member **Autumn Way** and United Way's Kristen Rosenberger, to **amplify community voices and advocate for policies and funding to support women and families**.

Additionally, members of **Arise Project** granted funding to **six nonprofit partners**, supporting nearly **590 LGBTQ youth experiencing homelessness**.

HIGH SCHOOLER'S GENEROSITY RECOGNIZED BY OBAMA FOUNDATION

Maya Mor, high school track star from Minnetonka, epitomizes what it means to be a changemaker. Last spring, she hosted a virtual 5K race and fundraiser to support our COVID-19 Response & Recovery Fund. Maya invited runners to donate \$10 and run a 5K on their own. **This enterprising ninth grader raised nearly \$12,000 — way beyond her goal — and through the power of social media, The Obama Foundation took notice and congratulated her.** That's incredible! *Thank you, Maya!*

Business Partnerships

The generosity of corporate and foundation partners is critical to achieving our vision of a community where all people thrive. As your philanthropic partner, we are grateful for the opportunity to align your social responsibility goals with community needs. Many of our corporate partners like **Target** and **Xcel Energy** know investing in United Way makes the most significant impact in our community.



Kristina Salkowski
VICE PRESIDENT,
CORPORATE &
FOUNDATION PARTNERSHIPS

INNOVATION: We partner with businesses to provide an avenue for employees to invest in and transform the neighborhoods where they live and work. In 2020, we also partnered in non-traditional ways:

Helped UPS invest resources in the community, including their storage and logistics expertise as well as eight semitrucks for unloading backpacks and school supplies during Action Day, helping 40,000 students prepare for school.

Collaborated with Post Consumer Brands on gift-matching opportunities such as Give to the Max Day, in-kind cereal donations, sponsorship of Action Day and our first corporate multi-year funding agreement.

Onboarded 20 new companies to Salesforce Philanthropy Cloud, our digital giving and volunteering platform focused on engaging employees and activating corporate diversity, equity and inclusion strategies.

VOLUNTEERISM: Our business partners worked with us to organize volunteer opportunities, designed to strengthen workplace culture and our community.

U.S. Bank employees volunteered at United Way events, participated

in United Way Board and leadership committees and provided consultation on our work.

In addition to sponsoring our Home for Good volunteer event, which provided 850 local families transitioning into stable housing with household supplies, **Bremer Bank** partnered with United Ways in neighboring markets where they do business to support another 650 families.



BREMER BANK

Xcel Energy



“Philanthropy Cloud simplifies the process for giving dollars and hours. The employee experience is fantastic and elevates our view of our charitable giving as a company.”

JANE ELLIOTT, CHIEF COMMUNICATIONS AND HUMAN RESOURCES OFFICER, DELUXE CORP.



UPS



Home for Good



Post Cereal



Action Day

Nonprofit Amplification

We strengthen, support and maximize the collective impact of the nonprofit sector by connecting leaders, training teams and providing grants to sustain and grow the work of organizations throughout our community.

Learning & Skill Building

Greater Twin Cities United Way amplifies the experiences and excellence of our nonprofit partners. We do this by elevating their voices; supporting organizations that represent and are led by Black, Indigenous, Latinx, Asian and People of Color; and serving as a curator of insights and learnings that inform the field.

Through our Culturally Powered Communities (CPC) program, we've made intentional investments to address inequities in access to resources. The third and final CPC cohort, consisting of eight organizations, concluded in 2020. Thanks to CPC funding, CPC leaders added staffing positions in operations, HR or finance to help their organizations thrive. The eight cohort organizations **grew from a collective expense budget of \$12 million in 2017 to \$13.8 million by 2020 — a 15 percent collective growth rate.**

From 2015 to 2020, **United Way's CPC program invested nearly \$3.4 million in the capacity of 23 culturally specific organizations** in our region and provided nearly **825 hours of coaching, training and technical assistance, made possible by you — our generous donors.**



Anne Soto
DIRECTOR
GRANTMAKING

Responsive Grant Making

When COVID-19 first hit our region, we immediately reached out to our nonprofit partners who helped us identify the most critical needs in our community, including food, child care, sanitation supplies and more. Of course, the pandemic quickly became more than a health crisis. It also prompted an economic crisis — exacerbating existing challenges and inequities faced by many of our neighbors.

To quickly address the needs of our community, we launched the Greater Twin Cities COVID-19 Response & Recovery Fund. Thanks to many generous changemakers, we **distributed over \$5.1 million locally and to United Ways in other markets where corporate donors — including General Mills Foundation, Liberty Diversified International, Inc., Pentair, RBC and Toro — do business.** These partners leveraged United Way's network to distribute donations quickly and effectively.

Importantly, we **engaged our nonprofit partners to inform and align each round of funding with their shifting realities.** This response was grounded in the work we already were doing through our multi-year grantmaking to accelerate movement toward equitable access to housing stability, educational success and economic opportunity.



**ON-THE-GO SUPPORT FOR
YOUNG BLACK MEN**

United Way nonprofit partner Ujamaa Place “provides holistic transformation for young African-American men experiencing inequity at the intersection of race and poverty.” Its Swahili name means “community of men,” and over the past year especially, Otis Zanders, President & CEO, has been committed to addressing the inequities felt by many due to the pandemic.

Zanders knew the support and services of his organization would be needed more than ever. “The calls we get show how **woefully overlooked the inequal distribution of wealth and health care have become,**” said Zanders. “The gaps are being exposed. **We all need some help to navigate life, and now is the time to get people the assistance they need.**”

Like many organizations, the pandemic challenged the way Ujamaa Place operated. “**It was a tremendous adjustment for us to start doing many things remotely, and when we received the United Way relief, it was very timely,**” Zanders said. “**We were able to take that funding and pivot from being Ujamaa Place to Ujamaa on the Go!**”

The organization used the grant to step up sanitation and cleaning efforts at their housing properties and offices, acquire personal protective equipment and invest in technology to offer virtual life skills classes. During the state’s shelter-in-place order, staff also delivered meals and toiletries. According to Zanders, **the funding from United Way “felt like a massive showing of love.”**



Otis Zanders

“Our over 100 nonprofit partners and leaders are on the frontlines of community-led change. In partnership, we create meaningful impact where it is needed most, fuel lasting change in our region, and support a sustainable and resilient nonprofit sector.”

ANNE SOTO
DIRECTOR, GRANTMAKING



Yuyu Godinez



**LATINA COMMUNITY & WOMEN UNITED
PROTECT HEALTH CARE WORKERS**

As the COVID-19 crisis grew and personal protective equipment (PPE) became scarce, **Yuyu Godinez** felt compelled to support health care workers on the front lines. **She is one of 26 Latinas who are part of the Adelante Mujeres (translation: Women Rise Up) financial empowerment and leadership cohort supported by United Way’s Women United giving community.**

The Adelante Mujeres cohort is part of CLUES (Comunidades Latinas Unidas en Servicio), a United Way nonprofit partner that provides culturally relevant programs and services to the Latinx community. CLUES was one of the nonprofits that received a grant from United Way’s COVID-19 Response & Recovery Fund.

The women made **2,000 masks** to support local health care professionals battling the COVID-19 crisis, which they later donated to M Health Fairview Hospitals. “**While COVID-19 is difficult, this was our opportunity to show unity, solidarity, humanity and — above all — love,**” said Yuyu.

Leaders from M Health Fairview Hospitals were very appreciative, saying, “**We’re so grateful to CLUES for the gift to help protect health care workers and our community during this critical time.**”

Advocacy

Through our unique position in the community, we lead and influence the implementation of policies and funding that support immediate needs and drive systemic change.

Driving System-Level Change

Greater Twin Cities United Way helps educate and influence legislators to pass and implement equitable policies and to secure funding with the goal of improving housing, food, education and employment systems so they meet the needs of everyone in our community — both in the short- and long-term.



Kristen Rosenberger
DIRECTOR
ADVOCACY AND EXTERNAL
ENGAGEMENT

housing, quality child care and early childhood education assistance. And we supported policies to address food needs that allowed the State of Minnesota to accept Supplemental Nutrition Access Program (SNAP) benefits online.

Throughout 2020 we also expanded our network of over 300 advocates who sent nearly 2,300 emails to legislators, and we leveraged events such as **Homeless Day on the Hill to activate over 900 changemakers, with notable wins in housing stability and early childhood education.**

“Advocacy means taking action to create positive change. True advocacy requires addressing and solving the root problems that create barriers for communities.”

KRISTEN ROSENBERGER
DIRECTOR, ADVOCACY
AND EXTERNAL ENGAGEMENT

Advocacy in Action

Informed by our 211 resource helpline data and the experiences of our nonprofit partners, we influenced public awareness and policy solutions around COVID-19 emergency housing needs and long-term homelessness prevention – issues that disproportionately affect Communities of Color.

In partnership with coalitions like **Homes for All**, we helped **secure \$100 million in state funding from the federal CARES Act** to support people needing emergency housing and rental assistance. The State of Minnesota partnered with us for **211 to serve as the point of contact for thousands of people seeking these resources, all made possible through the generosity of our donors.**

Thank you!

Committed to ensuring our policy priorities were informed by our community, in 2020, we developed our **first-ever Policy and Advocacy Agenda in collaboration with over 70 nonprofit partners** and unveiled it at a reception with legislators, board members, staff and nonprofit partners at the Capitol.

Thanks to our donors, our work in 2020 further established our role as an important player at the Capitol as we helped secure, in partnership with coalitions, **\$261.6 million in state and federal funding for emergency**

Innovation

Through collaboration with nonprofit partners, businesses and donors, we create solutions that drive positive, lasting change.



Stephannie L. Lewis

ASSOCIATE VICE PRESIDENT
COMMUNITY IMPACT

funding and offer capacity building support to affected businesses.

Thank you to **Boston**

Scientific for your generous investment in the *Twin Cities Rebuild for the Future Fund* — **the largest corporate gift to the Fund!**



Twin Cities Rebuild for the Future Fund

The civil unrest sparked by the tragic murder of George Floyd resulted in significant property damage in cultural corridors where Black, Indigenous, Latinx, Asian and People of Color work and own businesses — areas that serve as the life force of surrounding neighborhoods.

To provide immediate financial relief, we established the **Twin Cities Rebuild for the Future Fund** in partnership with the Minneapolis Foundation and the Saint Paul & Minnesota Foundation. **Because of generous donors like you, we granted \$3.3 million, distributing \$2.5 million in the first month alone.** These funds covered equipment repairs, building materials, relocation expenses and more for small businesses located in the West Broadway corridor in Minneapolis, Lake Street in Minneapolis and University Avenue in St. Paul.

Our strong philanthropic partnerships allowed us to quickly direct these resources where they were needed most. **We distributed grants to 11 community organizations** that were best positioned to both quickly allocate

“We have to push beyond the status quo, listen to those most impacted by inequities and invest in truly transformative answers to the question: How do we create a community where all thrive?”

STEPHANNIE L. LEWIS
ASSOCIATE VICE PRESIDENT,
COMMUNITY IMPACT

REBUILD FOR THE FUTURE FUND HELPS
30 ASIAN-OWNED BUSINESSES

The Twin Cities Rebuild for the Future Fund provided immediate support to organizations including the Asian Economic Development Association (AEDA), which helps Asian-owned businesses with workforce and business development, training programs, finances and more.

Following the unrest, Executive Director **Va-Megn Thoj** was grateful to learn AEDA was awarded a grant. **“We’ve established a good relationship with Greater Twin Cities United Way over the years and we have deep community connections with Asian-owned businesses, so it was a natural partnership,”** said Thoj.

AEDA helped more than 30 Asian-owned businesses, including 7-Mile Sportswear on University Avenue in St. Paul, which has served the community for 25 years. Owner Jin Lim said his business sustained over \$1.5 million in damages.

“Everybody suffered that day,” said Lim. **“My store was totally unrecognizable. It was hard to get back on our feet to re-open, and I am so grateful for help from the Rebuild Fund.”**

Three months after receiving funds, 7-Mile Sportswear opened again. Lim said between the Rebuild funding, AEDA support and volunteers who pitched in to help, **he saw the strength of our community.**

“The past months have reinforced my commitment to joining together and helping your neighbor,” Lim said.



Va-Megn Thoj

“The past months have reinforced my commitment to joining together and helping your neighbor.”

JIN LIM
OWNER, 7-MILE SPORTSWEAR



St. Paul Mayor Melvin Carter
attends reopening of 7-Mile Sportswear

JUSTICE FOR ALL:
TRANSFORMING THE
JUSTICE SYSTEM

At every point within the justice system, racism and biases perpetuate disparities. **For far too long, Black, Indigenous, Latinx, Asian and People of Color have been profiled, unfairly held while awaiting trial, charged more harshly, incarcerated for disproportionate lengths of time, and kept from housing and jobs upon re-entry — all as a result of this unjust system.**



Huda Admed
DIRECTOR
JUSTICE FOR ALL

Through our multi-year **Justice for All** collaboration with the Minneapolis Foundation and the Saint Paul & Minnesota Foundation, **we are working to bring transformational change to the justice system.**

The goal of Justice for All is to disrupt inequities within the system by listening to community members who have been directly affected, identifying issues within the system, prioritizing critical areas of focus across all of the stages of justice, and defining policy solutions that can be scaled to bring transformational change.

ECOLAB COMMITS TO RACIAL AND SOCIAL JUSTICE

Following the murder of George Floyd, business leaders across the Greater Twin Cities stepped up to address racial inequities within their companies and the community.

Ecolab, a longstanding Greater Twin Cities United Way partner, made a significant investment to support educational success and racial and social justice. **“Ecolab is proud to support our local communities,”** said **Kris Taylor, Vice President of Global Community Relations at Ecolab.** **“United Way is well positioned to listen to our community and can help to continue to advance education as well as social and racial justice equity for all.”**

Ecolab’s gift will provide more students with equitable access to high-quality education and help foster a region where all children are ready to thrive academically, personally and socially.

Thank you, **Ecolab**, for helping to create a more equitable and just Greater Twin Cities!



**CAREER ACADEMIES:
PATHWAYS TO
SUCCESSFUL FUTURES**

Minnesota continues to face one of the worst opportunity gaps in the nation for Black, Indigenous, Latinx, Asian and People of Color.

For example, in the Twin Cities, People of Color make \$33,400 less per year on average than their white peers. Through your investments, our **Career Academies initiative prepares high school students for zero college debt and in-demand, high-wage careers** through real-world experiences and training, helping to close the racial wage gap and fortifying our region’s much-needed talent pool.

During the 2019/2020 school year, over 5,500 students engaged in Career Academies. **And since 2015, Career Academies has engaged more than 10,000 students – 49 percent of which are Students of Color** vs. 13 percent in other concurrent enrollment programs. Students collectively have **earned more than 9,800 college and technical school credits and saved more than \$3 million in tuition.**

One of our main goals is to build sustainable career pathways within school districts across Minnesota. Thanks to your generosity, United Way staff **provided nearly 300 hours of technical assistance and coaching**, including facilitation of partner meetings, sharing knowledge and resources with school leaders, and connecting partners with peers. Staff also **convened 20 Career Academies**



Sareen Dunleavy Keenan
SENIOR PROGRAM OFFICER
CAREER ACADEMIES

partners quarterly, providing opportunities to create regional momentum toward wealth-building pathways for young people and to document and replicate success on a statewide scale.

Career Academies is made possible thanks to generous donors including **3M** and **BMO Harris**, as well as the generosity of the **John and Annette Whaley** family and the **Mike and Paulette Vande Logt** family. *Thank you!*



Career Academies



Afiya Ward

FILLING GAPS IN STUDENT WAGES

In 2020, more than 50 percent of district-led summer work opportunities offered through Career Academies were postponed or moved online due to the pandemic. This disruption of opportunity disproportionately affected Students of Color.

United Way responded by launching the **Career Academies Summer Stabilization Fund to help fill gaps in student wages and summer work experiences.** We invested \$100,000 in four district partners, **supporting 163 students who earned an estimated \$13 per hour and 144 certifications, thanks to the generosity of Doug and Anne Hepper and Sandra Roe.**

Afiya Ward is one of the students who participated. She graduated from St. Paul Public Schools in 2020 and participated in its Earn as You Learn summer program, where she earned her Occupational Safety and Health Administration (OSHA) certification. According to Afiya, **“The greatest thing about the program was connecting to [program coordinator] Hannah Chan, who has been an incredible resource for me. She introduced me to internship opportunities and ways I can earn money to help pay for college.”** Afiya is going to Florida A&M University to study agribusiness and community health.

Want to help our students create a successful future? Contact your relationship officer to get involved.



FULL LIVES: SUSTAINABLE FOOD SYSTEMS

In the Greater Twin Cities, some neighborhoods lack access to healthy, affordable food. The effects of these food injustices extend beyond households to a community's educational, economic and health outcomes. **By investing in proven initiatives that address hunger on a neighborhood level, we can get to the heart of the challenges and transform outcomes alongside whole communities.**

FULL LIVES

Part food security innovation and part economic incubator, Full Lives is a neighborhood-level grantmaking program created by Greater Twin Cities United Way and partners that increases access to healthy food as well as revenue, job creation and nutritional knowledge.

Full Lives North Minneapolis, a United Way initiative from 2017 to 2019, promoted local agriculture, supported community entrepreneurs and taught people how to prepare healthy meals. As a result, food costs decreased, and revenue and opportunities increased. This inspired other communities in the U.S. and Canada to launch Full Lives programs of their own.

COMMUNITY FOOD SYSTEMS GRANT PROGRAM

In the face of COVID-19, civil unrest and resulting economic challenges, accessing food and food-related jobs became a growing



Saroeun Earm

PROGRAM OFFICER
HOUSEHOLD STABILITY
AND FOOD SECURITY

concern in North Minneapolis in 2020. In response, we launched the Nourishing Resilient Community Food Systems program and **granted \$250,000 to seven organizations leveraging food innovation efforts in the area — including urban gardening, community supported agriculture**

programs and more. These funds allowed nonprofit partners to provide emergency food support while continuing to advance long-term food systems change. Approximately **85 percent of funding went to organizations led by and serving People of Color.**

We have the opportunity to amplify the impact we made with Full Lives in other neighborhoods. *Want to be a part of the solution? Contact your relationship officer to get involved.*



Full Lives

80x3: RESILIENT FROM THE START

Children experiencing poverty are more likely to experience adverse events that can manifest as trauma, altering brain development. **This is an issue that impacts Black, Indigenous, Latinx, Asian and People of Color at four times the rate of white people, creating lifelong harm to learning, earning and health.**

With **80 percent of brain development occurring by age 3**, trauma-sensitive, early childhood care and parent engagement are critical to buffering the harm of adverse experiences so our children's innate resiliency can flourish.

Thanks to the generosity and creative leadership of Liz and Tim Welsh, Greater Twin Cities United Way created "80x3: Resilient from the Start." Building on the learnings from our longstanding early childhood education work as well as United Way's groundbreaking Screen @ Three initiative, 80x3 aims to break the cycle of poverty and ensure our community's littlest learners have a thriving start.

*Thank you to our donors, including **PNC**, the first corporate investor in 80x3.*

Want to help our youngest learners have a thriving start? Contact your relationship officer.



"Children are our most precious resource. And to think there are 78,000 young kids unable to get their basic needs met, and the impact that has not just in the short term, but long term. The work United Way is doing to address that is so important."

PAUL MOOTY

FATHER, GRANDFATHER
80X3 DONOR AND SUPPORTER

211 Resource Helpline



Through our free 211 resource helpline, we act as a bridge, providing confidential information and referrals to statewide resources and services to ensure people have their basic needs met at any time, day or night.

211: Hope Starts Here

Thanks to the generosity of our donors, United Way’s 211 resource helpline is available 24 hours a day, 7 days a week and in multiple languages, providing referrals to people across the state to local and relevant resources and services.



James Collins
DIRECTOR
211 AND SUICIDE
PREVENTION LIFELINE
SERVICES

policymakers as they consider equitable funding and policies. In 2020, **our 211 data underscored to legislators the urgent need for housing support, helping to secure \$100 million in state funding for emergency housing assistance.**

In 2020, 211 was a key pillar of our holistic COVID-19 response. During the first few months of the pandemic, 211 experienced a **300 percent increase in needs**, and we responded by expanding our team of caring specialists to provide guidance, information and referrals to services.

Many social workers, medical professionals, and nonprofit and faith leaders also rely on 211 to support the people they serve. United Way also collects and analyzes 211 data and shares insights on community needs with state and local

Based on the strength of previous partnerships, the **Minnesota Housing Finance Agency contracted with us for 211 to serve as the centralized access point for the COVID-19 Housing Assistance Program, referring thousands of Minnesotans to rent, mortgage and utility assistance resources in the wake of COVID-19.**

Thank you for ensuring 211 is always there for our neighbors in need!



CATEGORY OF NEEDS	REQUESTS IN 2020
BASIC NEEDS	119,660
Housing/Shelter	70,052
Utilities	26,289
Food	11,324
Material Goods	8,893
Transportation	3,090
ORGANIZATIONAL/COMMUNITY/INT’L SERVICES	20,661
MENTAL HEALTH AND SUBSTANCE USE DISORDER SERVICES	17,858
CRIMINAL JUSTICE AND LEGAL SERVICES	13,341
INCOME SUPPORT AND EMPLOYMENT	7,990
INDIVIDUAL AND FAMILY LIFE	7,827
HEALTH CARE	7,737
CONSUMER SERVICES	5,798
ENVIRONMENT AND PUBLIC HEALTH/SAFETY	789
EDUCATION	630



SUICIDE PREVENTION LIFELINE: MOVING FROM PAIN TO POSSIBILITIES

Throughout 2020, **COVID-19 compounded the challenges that vulnerable communities had already been facing.** With students struggling to adapt to distance and hybrid learning, parents scrambling to find child care, neighbors losing their jobs and experiencing economic uncertainty, **affording basic needs became even more of a crisis for many. And with that comes increased mental health challenges.**

Based on the efficacy of our 211 resource helpline infrastructure, the **Minnesota Department of Health awarded United Way a \$4.2 million grant to offer suicide prevention support and mental health crisis intervention as a Minnesota-based partner in the National Suicide Prevention Lifeline (NSPL).**

“When Minnesotans call the NPSL, **United Way specialists listen with empathy, assess**



Carolina De Los Rios

PROGRAM OFFICER
MENTAL HEALTH AND
SUICIDE PREVENTION

the crisis and risk, de-escalate callers and connect them to local support and resources to help them develop a safety plan,” said Carolina De Los Rios, United Way’s Mental Health and Suicide Prevention Program Officer.

Carolina says the team answers about 90 calls per day with the goal of preventing suicide, and many callers suffer from substance abuse, mental health diagnoses, domestic violence and economic challenges. “Throughout 2020, we even saw **uptick in calls from youth under the age of 10**, which is absolutely heartbreaking,” said Carolina. “People who call us are in pain, and **we must act quickly and calmly to ensure they understand support is available, recovery is possible, and they are not alone.**”

Your investment in 211 has been amplified through this new vital resource for our community. Thank you for your generosity!

HELP IS JUST A PHONE CALL AWAY

Years ago when Dawn, a St. Paul resident, was experiencing a crisis, someone recommended she call 211.

“I was living in a situation that became dangerous, and I wasn’t sure where to turn. Through 211, I got a list of temporary **housing options and other resources like food shelves,**” she said. “**It was a heightened, emotional time, and I remember feeling 211 was an avenue to pursue when I didn’t have one.**”

At the time, Dawn’s daughter Anna was 13. **More than a decade later, Anna joined United**

Way as a fundraising representative. Anna has made the connection between how caring 211 specialists helped her and her mom when she was young and how those specialists help hundreds of thousands of Minnesotans every year.

“**In stressful times, it makes all the difference to call one number and talk to someone who connects you with countless resources,**” Anna said. “I want everyone to understand how easy 211 makes it – there are people who are willing to help and there are tons of resources out there.”

Household Stability

**VISION:
HOMELESSNESS AND HUNGER ARE RARE,
BRIEF AND NONRECURRING.**



Results by Impact Area

Housing Challenges

- **Homelessness grew nine percent** in the Twin Cities metro area from 2015 to 2018.¹
- As COVID-19 took hold in our community, 211 data revealed a **286 percent increase in housing needs** and brought renewed attention to homelessness in our region.
- On any given night in the Twin Cities, around **6,700 people experience homelessness**², with Indigenous people and LGBTQ youth most disproportionately affected.³
- **Black households are more burdened by housing costs** (49 percent) compared to all other races and ethnicities.⁴



Julie Ogunleye
SENIOR PROGRAM OFFICER
211 AND HOUSING

Our Approach & Results

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

- **11,292 people connected to stable housing resources.**
- **1,228 families or youth exited homelessness** into safe, stable and affordable housing.
- **We granted \$200,000 in the first wave of funding from the Greater Twin Cities COVID-19 Response & Recovery Fund to help 32 nonprofit partners** address critical community needs, including emergency shelter.
- **We helped secure \$100 million in emergency housing assistance** to support individuals and families adversely impacted by COVID-19 maintain safe, stable housing.
- **2020 Homeless Day on the Hill drew record attendance with more than 900 people advocating for solutions.**
- **As part of our virtual Home for Good event, 600 volunteers packed 850 welcome home kits** with household essentials for families transitioning from homelessness to stable housing — a 42 percent increase compared to 2019.
- **As the public-facing access point for Minnesota Housing Finance Agency's COVID-19 Housing Assistance Program, 211 connected over 55,000 Minnesotans** to resources.

Thanks to the generosity of donors like you, these combined efforts helped more than 11,000 people connect to housing resources in 2020.



Food Security Challenges

- **One in nine Minnesotans — including one in six children — face hunger.**⁵
- Black, Indigenous, Latinx, Asian and People of Color, especially children and seniors, are disproportionately affected by hunger.
- In 2020, calls to our 211 resource helpline showed a **1,283 percent increase year-over-year for emergency food programs.**

Our Approach & Results

- Because of donors like you, United Way and partners **accommodated over 11.6 million visits to food shelves and other hunger relief programs.**
- Our 211 resource helpline **responded to more than 11,300 requests for food support and partnered with Lyft and Appetite for Change to coordinate free grocery delivery** to residents in North Minneapolis.
- We collected or helped grow more than **6.3 million pounds of fresh produce** for the Greater Twin Cities community.
- **6,347 people** connected to food security resources.
- In October 2020, we launched the **Nourishing Resilient Community Food Systems grant program to provide funding to support a healthy, equitable and resilient food system in North Minneapolis.** These funds will further the work of nonprofits leveraging food innovation efforts serving immigrants, refugees as well as Black, Indigenous, Latinx, Asian and People of Color.



Saroeun Earm
PROGRAM OFFICER
HOUSEHOLD STABILITY
AND FOOD SECURITY



Thank you to our donors, including CHS, for helping residents in the nine-county region access an efficient, high-quality food system.

Educational Success

VISION:

ALL CHILDREN ARE READY TO THRIVE ACADEMICALLY,
PERSONALLY AND SOCIALLY.



Results by Impact Area

Early Childhood Education Challenges

- **35,000 children in 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.⁶ Black, Indigenous, Latinx, Asian and Children of Color are disproportionately affected.
- **80 percent of brain development occurs by age three.**⁷ During these critical years, many of poverty's challenges can inhibit young children's development and educational success.



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.

- Grants from the Greater Twin Cities COVID-19 Response & Recovery Fund provided **critical support for early childhood education providers.**
- We worked with the **Start Early Funders Coalition** to secure **\$97 million in emergency child care** grants for child care providers statewide.
- **11,858 children and parents** received support through early childhood education initiatives.
- **2,193 children** demonstrated age-appropriate development.
- Because of your support, **2,758 families accessed community services to help their children thrive.**
- Early childhood program interventions helped **over 2,000 parents strengthen their parenting knowledge and skills.**
- In 2020, the **Women United giving community provided vital financial support to five early childhood nonprofits**, including Baby's Space: A Place to Grow, Centro Tyrone Guzman, Comunidades Latinas Unidas en Servicio, Inc. (CLUES), Phyllis Wheatley Community Center, Inc., and Start Early Funders Coalition.

Through these efforts and the support of our donors, we helped children meet age-appropriate milestones in their social, emotional and language development.

Career & Future Readiness Challenges

- **Minnesota’s academic opportunity gap between Students of Color and white students is the worst in the nation**, and COVID-19 is exacerbating the issue.⁹
- Learning loss due to COVID-19 is disproportionately impacting students from families with low incomes and Students of Color.¹⁰



Steve Walvig
PROGRAM OFFICER
EDUCATION

Our Approach & Results

We support social and emotional learning for students in grades 6 through 12 and increase access to career pathway programs through initiatives like Career Academies, so youth have the knowledge, skills and relationships to choose and direct their own futures and contribute to their communities.

- **Through the Greater Twin Cities COVID-19 Response & Recovery Fund, we awarded \$350,000 in student and family empowerment grants** to provide support to community-based organizations partnering with public schools to address student needs in St. Paul’s North End and Minneapolis’ Philips/Ventura Village neighborhoods. Funding covered technology, high-quality distance learning instruction, physical spaces for play and exploration, and mental health support for students.
- **Career Academies districts engaged over 5,500 students in career pathways during the 2019/2020 school year.** Since the program’s inception, students collectively earned over 9,800 college and tech school credits, collectively saving \$3M in tuition.
- **21,383 people** connected to career and future readiness programming.
- **Over 5,500 youth** consistently participated in high-quality youth development programming, overcoming the many challenges of COVID-19.
- **Our Career Academies team provided nearly 300 hours of technical assistance to partners.**
- We teamed up with Minnesota United FC to host **Action Day 2020**. The event brought together volunteers to pack **backpacks full of essential school supplies, benefiting 40,000 K-12 students** throughout the community.

Thanks to you, during a very challenging year for our community’s youth, we helped students demonstrate a positive attitude toward learning and youth to develop positive relationships with caring adults.

THE CARGILL FOUNDATION ADDRESSES EDUCATION OPPORTUNITY GAP

Despite being known for its high-quality public education, **Minnesota has one of the largest opportunity gaps in the nation for Students of Color.** Closing the opportunity gap is critical so all students have equitable access to high-quality education, setting them up for success in school and beyond.

A Greater Twin Cities United Way partner for over 25 years, The Cargill Foundation focuses nearly 80 percent of its investments on addressing the opportunity gap in the Greater Twin Cities through childhood nutrition, STEM education, and career and future readiness programs.

The Cargill Foundation generously invests in the overall work of United Way, which includes career and future readiness programming to help ensure youth have the skills, mindsets and relationships to choose and direct their future success, and a clear path through college to wealth-building careers.

Thank you, Cargill Foundation, for your continued partnership and investment in our community’s future! Because of you, more students in our region are on pathways to a prosperous future.



Sandra Tougnon



Economic Opportunity

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



Results by Impact Area

Economic Challenges

- Out of the 53 largest cities in the country, the Minneapolis-St. Paul region ranks 30th on economic inclusion and 8th on racial inclusion.¹¹
- Nearly 8 in 10 Black employees have filed unemployment claims during the COVID-19 pandemic, compared to less than 4 in 10 non-Hispanic white employees.¹²
- 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,¹³ 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 leverage resources for those seeking employment and financial security and bring together community members to share and learn from one another.

- We are advancing systems change by leveraging the expertise of nonprofit leaders and people with lived experience to support workforce development initiatives such as the **Equity Accelerator**, funded by the Department of Employment and Economic Development.
- Your support helped 4,302 people gain skills for education and employment.
- We served 18,583 people with job skills, employment and household financial stability programs.
- 1,831 people received retention and advancement services to help them thrive in their jobs.
- 1,413 participants attained in-demand, industry-recognized credentials and completed financial coaching.
- Nearly 1,000 individuals established or built a financial cushion in the form of savings.
- 211 support specialists fulfilled 8,000 requests from people seeking income support or employment resources.
- Together with the Minneapolis Foundation and the Saint Paul & Minnesota Foundation, we granted \$3.3 million in funding from the Twin Cities Rebuild for the Future Fund to nonprofit organizations working with small businesses owned by People of Color in our community.

Thanks to the generous support of donors like you, many people in our region are prepared to enter the workforce.

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Change- Makers Unite



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