



RACIAL JUSTICE update 2022

A LETTER FROM SUSAN BASS ROBERTS & BILL POHLAD

The Pohlada Family Foundation has supported the Twin Cities region since it was established in 1994. Our mission has always been to improve the quality of life and opportunities for those most in need in the Twin Cities region.

Since 2017, we have focused on creating housing stability for vulnerable youth and families. However, in response to the murder of George Floyd and the uprising in 2020, the Pohlada family committed an additional \$25 million to advance racial justice solutions in the Twin Cities.

The tragedy of Mr. Floyd's death galvanized change across the philanthropic sector in a way not seen since the Civil Rights Movement. The Foundation heard this call and immediately began to transform how we operate.

We know that building a more just world will take a power-dynamic shift. Philanthropic organizations have the opportunity to share their power and build collective momentum alongside the communities most impacted by the issues we want to improve.

**To that end,
our Racial
Justice work
has been**

COMMUNITY-LED

Engaging nearly 200 community members in shaping our Racial Justice focus area, including convening a Racial Justice Advisory Council led by Dr. Brittany Lewis to help create our long-term focus, and a Racial Justice Grants Committee, responsible for governance, strategy and approving grants.

EVOLVING

Continually learning, trying new ways of working, and improving as we go.

HOLISTIC

\$8.5M committed to date, focusing on root causes and responding to urgent, intentional needs.

The past two years have been transformative for the Foundation. The Pohlada family has committed to addressing the deeply ingrained, systemic racism in our communities, which requires sustained efforts built by and with community. It also requires change from within. We have not yet arrived, but we are committed to continuing this pursuit. We invite you to join us.

With pride and determination,

Susan Bass Roberts
Vice President & Executive Director

Bill Pohlada
President



INTERNAL JOURNEY

In addition to the shifts in community engagement, the Pohlads Foundation has undergone a racial equity journey to better meet the needs of our community.

RACIAL JUSTICE GRANTS COMMITTEE

Sondra Ciesielski, Director of Social Responsibility, Minnesota Timberwolves and Lynx

Elizer Darris, Co-Executive Director, Minnesota Freedom Fund

Kiki McMillan, Board Member and CEO, The Loupe

Bill Pohlads, Board President and CEO, River Road Entertainment

Joe Pohlads, Board Member and EVP, Brand Strategy and Growth, Minnesota Twins

Leslie Redmond, Esq., MBA, Public Speaker and Civil Rights Advocate

Dorion Taylor, VP of Strategic Branding and Marketing, Pohlads Companies

Dr. Yohuru Williams, Distinguished University Chair and Professor of History and Founding Director of the Racial Justice Initiative at the University of St. Thomas

SHARING POWER

LISTENING

Co-designing programs through the Racial Justice Advisory Council and the broader community as a way to share power and decision-making and learn from the community.

LEARNING

Equity training for all members of the team including the Pohlads family, as well as alignment of internal Foundation culture with external goals.

ACTION

Established in 2020, The Pohlads Family Foundation's Racial Justice Grants Committee is responsible for setting direction, priorities, strategies and implementation for the family's \$25 million racial justice commitment. This is the first time in the Foundation's 27-year history that people outside of the Pohlads family are active in decision-making and strategy-setting for a Foundation program. This team of Foundation board members, Pohlads Companies employees, and community members receive guidance and technical support from the Foundation team.



EARLY COMMITMENTS

Transformative change is about taking action informed by community. Our Racial Justice Grants Committee has fundamentally changed the way we distribute funding, allowing us to respond quickly and with intention to areas of need in our communities. In addition to rapid response grants, we've distributed dollars in the following areas:

REBUILD AND RECOVERY:

\$2.3M in grants to BIPOC-led organizations to support recovery in cultural corridors and BIPOC-owned businesses impacted during the 2020 unrest.

PUBLIC SAFETY:

\$3.8M to community organizations and municipalities to transform policing through the Collaborative Solutions Initiative and public-private partnerships.

GRASSROOTS SUPPORT:

\$1.2M in funds distributed to organizations and individuals on the front lines of the racial justice movement, ensuring they have the sustainable support needed to take action, rest and heal.

OUR RACIAL JUSTICE GRANTEES TO DATE:

African American Leadership Forum
African Economic Development Solutions
Ampers
Asian Economic Development Association
Be Their Voices
Black Women's Wealth Alliance
Build Wealth MN
Catalyst Coalition
City of Brooklyn Center
City of Golden Valley
City of Minneapolis
City of Saint Paul
Don't Complain, Activate
Families Supporting Families
Against Police Violence

Friends of Global Market
Great North Innocence Project
Healing Justice Foundation
Hmong American Partnership
Hopewell Fund
Interfaith Action of Greater Saint Paul
Lake Street Council
Latino Economic Development Center
Leadership for a Networked World
Legal Rights Center
Minneapolis NAACP
Minneapolis Council of Churches
Minnesota Interfaith Power & Light
Minnesota Justice Coalition
National League of Cities
Neighbors United Funding Collaborative
New York University

Northside Economic Opportunity Network (NEON)
One2One
Pillsbury United Communities
Quinones Victims of Police Violence Resource Coalition
Racial Justice Network
Rainbow Research
Research in Action
Saint Paul Area Chamber of Commerce Foundation
Sanctuary Covenant Church
The Minneapolis Foundation
Ubuntu Cares
University of St. Thomas
Until We Are All Free
Urban League Twin Cities
West Broadway Business and Area Coalition
Westminster Town Hall Forum
YWCA of Minneapolis

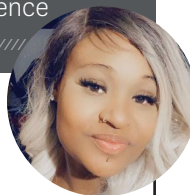
INVESTING IN LEADERS

Discrimination towards BIPOC communities continues locally and nationally. Philanthropic institutions have been designed around the “givers” without community leading the work that impacts them the most. We’re changing that within the Pohlads Family Foundation through investment in community leaders.

Research in Action founder Dr. Brittany Lewis says, “We often create policies and actions to community instead of with community.” Our team is connecting with folks who are representative of the communities they serve, investing in organizations led by BIPOC individuals. The selected grantees understand the landscape, have contextualized the problems, and are shaping the solutions.

TOSHIRA GARRAWAY

Founder of Families Supporting Families Against Police Violence



Toshira Garraway created FSFAPV as the result of the murder of Justin Teigen, her fiancé and the father of her son. The organization provides emotional support to family members of loved ones killed by police while also pushing for policy changes that will end police violence. A 3-year grant allowed the organization to hire a trained community healer and offer financial support for families of police murder and violence victims. Often the first call after a tragedy, FSFAPV is an active leader testifying at the capitol, convening press conferences, and holding space for grieving families.

HENRY JIMÉNEZ

Executive Director at Latino Economic Development Center



When LEDC Executive Director, Henry Jiménez, moved his family to Minnesota from Las Vegas, NV, he found that access to Latino culture through food, products, and services was limited. The importance of not just saving existing cultures but building evolving cultures for his children and future generations is always at the center of his work in community. As an executive director, Jiménez often finds himself filling all the roles as administrator, fundraiser, and program lead. A capacity building grant from the Pohlads Foundation allowed for LEDC to hire an operations director to deploy money into the community faster and with intention. With the additional support, Jiménez is able to focus on his role as a leader and the sustainability of the organization. This grant not only benefited LEDC’s structure, but its grantees who create culturally significant businesses in the Latinx community.

DAVID MCGEE

Executive Director at Build Wealth MN



In 2019, Minnesota Compass documented a 52 percentage point gap between African American homeowners (25.3%) and white homeowners (76.9%) in Minnesota, continuing to drive the State’s racial wealth divide. David McGee knows how to close the gap from his experience as a banker and a community leader. In 2008, McGee created Build Wealth MN to develop culturally sensitive financial products and services as well as education and counseling programs to get more families on the path to homeownership. In partnership with funding partners like the Pohlads Foundation, Build Wealth MN’s 9,000 Equities initiative aims to close the homeowner gap by 25 percentage points over 7 years by providing financing for 14,434 African American homeowners. An investment from the Pohlads Foundation has allowed the organization to increase their net assets, access capital for the community at reasonable rates, and open the door for additional philanthropic support. This kind of “all-in” fuel moves the impact needle for organizations like McGee’s, setting up the 9,000 Equities initiative for sustainable growth.

WHAT WE'VE LEARNED

The pandemic and racial uprising has pushed us to be increasingly adaptive in times of great uncertainty. Instead of us tightening our grip on the little we can control, we've re-evaluated how we can be most helpful and give power to our community leaders. It has been critical to have the perspective of people most impacted by these traumatic times.

1

Community knows what they need and holds solutions



Transformative change requires change from within institutions and the ability for community to hold them accountable

2

3

A holistic, intersectional approach is required for maximum, equitable impact



It will take a long-term sustainable commitment to racial justice to address deeply rooted systemic racism rather than a single program or initiative

4

5

Healing from trauma must be a central part of community-centered solutions



WHERE WE'RE HEADED

Our racial justice work is just getting started. We are committed to democratizing philanthropy, centering community ownership in decision-making across all levels of the grant-making process. The next phase of the Pohlad Family Foundation's \$25M investment will focus on three program areas.



BLACK HOMEOWNERSHIP

We know some of our most significant racial disparities are in wealth building opportunities like homeownership. A core focus of this next phase will be in this area, determining goals and strategies with community members who benefit in the design and implementation.



RACIAL JUSTICE FELLOWSHIP

We are launching a fellowship in partnership with the Cultural Wellness Center that will be co-designed and focused on Black organizers and activators. The design process will include community to help expand the reach of the fellowship.

BLACK MENTAL HEALTH

The Foundation will support efforts around Black mental health, trauma, and healing. With many community members already leading this work, our efforts will be centered on supporting those on the ground.



FORWARD WITH INTENTION

Our approach to racial justice work is deliberate, balancing the need for rapid responsiveness and the long-term, sustainability of community-led programs. Building trust and strong relationships with community members takes time, and we're continuing this work with laser-focused intention. The Pohlad Foundation is committed to transparency in its transformation.

Please email info@pohladfoundation.org with questions.