



Housing Stability 2025-2026 Direct Impact Program Overview

Overview

The Pohlads Family Foundation has a strategic focus on housing stability with the goal to reduce racial disparities in homelessness among Black, Indigenous and people of color (BIPOC) families and youth in the Twin Cities seven-county metropolitan region.

We continue to strengthen our approach and assess how best to use our resources to improve the quality of life for families and youth most vulnerable to homelessness. We also recognize and accept that we must do our work differently to increase our accountability to BIPOC communities, and that includes reducing disparities experienced by these communities.

We believe that our 2025-2026 Direct Impact program is an important and progressive step to reducing racial disparities in homelessness within systems, institutions, and services to best meet the needs of BIPOC families and youth.

Direct Impact Program Purpose

The purpose of the Direct Impact program is to support community-based efforts that help BIPOC families and youth increase and sustain long-term housing stability and avoid homelessness or leave homelessness through effective pathways with comprehensive supports. The Pohlads Family Foundation is committed to shared learning and deepening our collective understanding of what is most helpful toward achieving housing stability from the perspective of BIPOC families and youth.

Direct Impact Program Outcomes

Our goal is to help nonprofit housing programs increase their reach and effectiveness. We want families and youth most vulnerable to homelessness to achieve housing stability. In addition, through collaboration, we will:

- Help organizations increase their reach and effectiveness in serving BIPOC families and youth
- Work together to evaluate program outcomes from a culturally specific and equitable lens
- Deepen understanding of what works and what is most helpful for BIPOC families and youth toward achieving housing stability

Direct Impact Program Priorities

The Direct Impact program aims to increase housing stability and reduce racial disparities by investing in efforts that include these approaches:

- Culture as a strength and foundational element in programming for BIPOC families and youth
- Engaging community with lived experience of homelessness as a critical component in strengthening both programs and outcomes

- Solutions and programs reflect the complex challenges of BIPOC families and youth who are disproportionately impacted by homelessness
- Racial equity is embedded in an organization’s structure, approach, and outcomes
- Organizations that are able to participate in equitable evaluation and learning to improve outcomes for families and youth

Our program also aims to meet the needs of those most vulnerable to falling into homelessness, and who struggle longer to leave homelessness. We know that people facing housing instability have a spectrum of needs ranging from one-time financial assistance to comprehensive, long-term services. We believe that we can be most effective by focusing our resources on groups that are most vulnerable, which we define as:

- BIPOC families and youth with a priority of reaching Black and Indigenous families and youth
- LGBTQ+/Two-Spirit youth
- Youth exiting foster care and/or the juvenile criminal justice system
- Single-parent and multi-generational BIPOC households

Direct Impact Program Areas of Interest

We will only consider proposals that have a **direct impact** on addressing racial disparities in housing and increase housing stability for the vulnerable populations listed above. Below are types of the programmatic elements and features that align with our grant program:

- Culturally specific/appropriate responses
- Increase and improve access for vulnerable populations
- Demonstrate racial equity within the organization
- Provide direct financial assistance for families and youth
- Efforts that increase affordable housing for families and youth
- Community and participant voice actively shape organization and program services
- Tenant rights, and Legal assistance partnerships with BIPOC community groups

[View the Pohlad Family Foundation’s previous Direct Impact grants](#)

Direct Impact Program Process and Timeline

The Direct Impact program will:

- Award up to \$6M in grants through two-year commitments
- Provide grants that range from \$100,000 to \$400,000 (\$50,000 - \$200,000 annually)
- Focus on the Twin Cities seven-county metropolitan region
- Focus on BIPOC families and youth

Characteristics of a Compelling Response

Below are key characteristics that will help us determine the strength of a request and the community benefit of an organization’s work:

- A solid understanding of the complex challenges and systemic barriers confronting BIPOC families and youth trying to achieve housing stability
- Efforts helping families and youth move further away from housing crises and closer to creating opportunities that strengthen their lives reflect our greatest interests. The stronger the point of stability achieved, the less likely families and young people spiral back into crisis
- A holistic, trauma informed, culturally responsive and comprehensive approach that addresses the challenges families and youth are experiencing
- Multi-sector partnerships and collaborations that bring together services and resources to achieve positive outcomes for families and youth
- Organizations committed to achieving racial equity and showing progress in making structural, programmatic and outcome changes. For organizations who increased BIPOC participation and presence throughout their organization, we will look for changes that improve the services offered and the housing stability gained by diverse communities
- A commitment to equitable evaluation and learning to strengthen programming and relationships with diverse communities. We will look for efforts that utilize information to consistently improve services and strengthen relationships with clients and diverse communities, including equitable outcomes for BIPOC families and youth. For efforts new to us or new programming we will work with you to build the capacity to evaluate your efforts and use your learning to improve your programming.

Evaluation, Results and Grant Reporting

We will work with grant recipients to demonstrate that they are achieving equitable outcomes and improved housing stability through evaluation and shared learning.

Evaluation efforts by organizations help us identify areas of systems reform needed. We will look for organizations that are working towards measuring the effectiveness of their services, strengthening the housing stability achieved for families and youth, and consistently striving for continuous improvement.

Our emphasis on housing disparities experienced by BIPOC families and youth requires applicants are working towards disaggregating their data to show how BIPOC clients are finding success in the organization's programming. By lowering racial disparities, we believe that the system will benefit everyone. We will help identify appropriate data for each community, but at a minimum, we will ask organizations to provide the following data as a baseline:

- Number of households served
- Number of homeless episodes avoided
- Number of households stably housed
- 6- and 12-month housing stability
- Breakout of data by race both in services and outcomes

Additional Background

For organizations that participated in our previous Direct Impact program, we wanted to note a few changes to the 2025-2026 program:

- We offer a two-year grant for a total between \$100,000 to \$400,000 or a yearly amount between \$50,000 to \$200,000. We are looking at ways to consider fully funding requests to ensure groups can carry out their proposed efforts.
- Organizations must demonstrate strategies/efforts that are increasing racial equity and addressing racial disparities. For organizations with a specific BIPOC community focus, we will look for your external efforts to help inform the field and stakeholders.
- We will focus on the financial health of an organization. Our aim is to improve our own due diligence, we will review the annual organization budget and program budget.
- A portion of the grant awarded (up to 15%) can be used for capacity-building efforts. We believe that it is important to invest in an organization's growth and development.

Next Steps/Process

Key dates:

- Letter of Interest (LOI) opens: **September 26, 2024**—[Review LOI guidelines and instructions here](#)
- LOI due: **October 16, 2024**
- Invitation to submit full proposal announced: **October 28, 2024**
- Full proposals due: **November 25, 2024**
- Site visits: **December 2024** and **January 2025**
- Grants awarded: April **2025**

We are available to answer questions and have scheduled two informal webinars for you to ask questions and learn more about this opportunity. If you are unable to attend a webinar it will be posted on our website after October 7.

Please [register](#) to attend one of the following meetings:

- Webinar 1: Monday, October 2, 3:30 PM – 4:30 PM
- Webinar 2: Monday, October 7, 11:00 AM – 12:00 PM

After the LOI review, selected organizations will be invited to submit a full application. Invitations will be sent out on Monday, October 28, 2024. If you have questions, please contact Sommer Green at sgreen@pohladfoundation.org.

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