PERSPECTIVES at 30





A letter from Susan Bass Roberts and Bill Pohlad

As we celebrate the Pohlad Family Foundation's 30th anniversary, we reflect on our unwavering commitment to improving the quality of life and opportunities for those most in need in the Twin Cities. Over the past three decades, the Foundation has sharpened its vision, forged transformative partnerships, and fostered trust within the communities we serve. This approach has allowed us to learn and grow alongside our partners, moving quickly to respond to immediate needs and laying the foundation for long-term systemic change.

Rooted in the values of equity, collaboration, accountability, and ambition, the organization's evolution has moved at the speed of trust, building stronger relationships with community partners over time. From governance to grant making, community voices are active in every part of our work.

We've learned valuable lessons over 30 years, and as we look to the future, we are filled with hope and determination. The challenges we face are significant, but so is our resolve to create a more equitable Twin Cities. We invite you to join us.

Sincerely,

Susan Bass Roberts

Bill Pohlad

President

Chair



SUSAN BASS ROBERTS, PRESIDENT



BILL POHLAD, CHAIR

FROM CHARITY TO IMPACT TO JUSTICE

The Pohlad Family Foundation's journey started with the **passionate**, **charitable**, **and civic leadership** of Eloise Pohlad, the caring heart of the Pohlad family. The intentions of Eloise and her husband Carl were humble, generous, and genuine. The focus was helping people, and as they did, they laid the groundwork for the family's philanthropic work.

Thirty years ago, our founders formalized the family's philanthropy and determined how best to give to the causes they cared about most. **Eloise** and Carl's values were their north star, and their philanthropy focused on addressing community needs and helping families through charity – often in a quiet and personal way. Though the Pohlad family's early contributions were modest and informal, the Foundation would soon grow to support

dozens of organizations and thousands of community members. Initial investments of the Foundation centered on areas including arts and culture, civic engagement, healthcare, human services, education, and economic development.

During the first year of grantmaking in 1994, the Foundation approved 38 grants totaling \$88,900. Most gifts ranged from \$1,000-3,000, however, the largest grants awarded during the Foundation's inaugural year went to nonprofits that helped house families in need including Project for Pride in Living, Family Housing Fund, and Habitat for Humanity – organizations that we still fund today.

As the Foundation grew, the board aspired to focus their giving to make a greater impact, especially in the areas of affordable housing and education. A mission statement and grant guidelines were crafted to define priorities and provide a philanthropic framework. Evaluations and grant reports helped assess the impact of our giving and progress toward our mission. Bill Pohlad, Chair of the Foundation board, recalls, "I remember those initial meetings with my parents. It was weird being so formal, but we knew we had to in order to utilize our resources like we wanted."

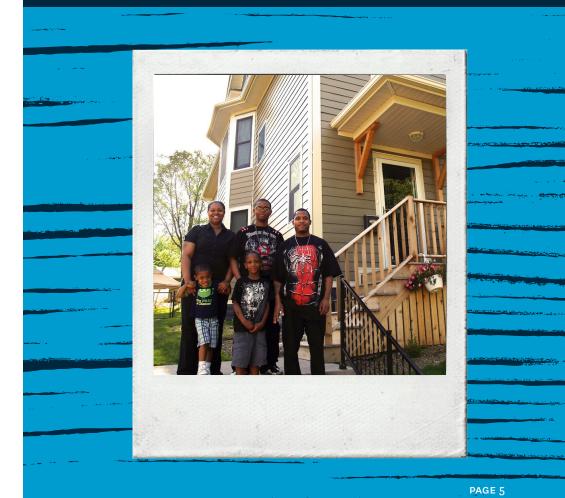
The Foundation remains anchored in Eloise Pohlad's deep care for people, although the philanthropic focus has transformed. In the past eight years, the Foundation has shifted giving to two of the most critical barriers to improving quality of life in our community: housing stability and racial justice.

We are widely recognized for our work to build and share power with community. We partner with the people we serve and work to shift power to BIPOC communities with the understanding that those who are closest to a problem are best positioned to find solutions to that problem. This is demonstrated through our Racial Justice Grants Committee, community grant reviewers, Equitable Evaluation™ Framework, program co-creation and other initiatives.

On the organization's evolution, Bill Pohlad reflects, "Over the years our giving has become more sophisticated in the way we operate, but the spirit is the same." The Foundation's north star is steadfast, guided by the vision of a better future where the Twin Cities' nationally recognized quality of life is shared by all.

Partnering with Community

Project for Pride in Living (PPL) aims to create long-term stability for communities disproportionately affected by system inequities through housing and jobs. What started as a \$5,000 gift in 1994 has grown into a longstanding partnership between the organization and the Pohlad Family Foundation. PPL serves more than 7,500 individuals and families each year across multiple programs.



The Foundation's Evolution:

30 YEARS OF IMPACT

1994-2003 Formalizing the Family's Philanthropy

The first decade of giving the for Pohlad Family Foundation was a time of great growth on multiple fronts. The new foundation provided the opportunity for more structured giving for founding board members Carl and Eloise Pohlad, and their sons Bill, Bob, and Jim. Initially, funding aligned with personal interests, but by 1998 they recognized the need to formalize the Foundation's work and hired a director, Marina Munoz Lyon, to guide this effort.

During this period, assets increased significantly due to Wall Street's record-setting performance, growing from \$4 million to \$14 million. **Increased funds brought increased grantmaking,** especially for affordable housing and education programs. New processes and structure enabled the Foundation to streamline its giving and directors began to focus on making a larger impact.



2004-2013

Expanding Community Presence

A three-year plan brought added changes to nascent giving programs and strengthened support for large-scale initiatives and capital campaigns.

In 2008 the board approved initial investments in North Minneapolis because of the substantial percentage of youth and families living in poverty. Staff met with residents and business owners to build relationships, ask what improvements they'd like to see, and earn their trust. Funding supported programs in housing, youth employment, economic development, and crime reduction. By the end of 2013, \$5.7 million in grants had been awarded to nonprofits aiding residents.

The Foundation's largest program commitment in its first 20 years was for the Economic Crisis Initiative in response to the Great Recession. From 2009-2011, grants and loans totaling more than \$18 million helped to preserve small businesses and jobs, prevented housing foreclosures, and provided energy assistance.

During the Foundation's second decade, **the third generation of the Pohlad family began actively engaging in philanthropy.** With a passion for improving the Twin Cities' food system, Allie, Lindsay, and Sara Pohlad co-founded The Good Acre, a nonprofit food hub that serves a diverse group of small-scale farmers. The Good Acre has grown exponentially and is dedicated to empowering farmers and food entrepreneurs to achieve economic prosperity.



2014-Present Community-Led Giving

In 2016, Foundation leadership transitioned to Susan Bass Roberts, who led a strategic planning process and deepened engagement of the third generation of Pohlad family members. To maximize impact, the board approved the Foundation's new strategic focus on Housing Stability in 2017 with the goal to prevent and end homelessness for families and youth in the Twin Cities.

Between 2017 and mid-2024, the Foundation approved more than \$65 million in Housing Stability grants, enabling more than 100 organizations to directly serve people facing persistent racial disparities in homelessness.

In June 2020, in response to the murder of George Floyd by a Minneapolis police officer, the uprising that followed, and our nation's underlying systemic racism, the family approached Susan with their desire to make a significant commitment to racial justice. This led to a \$25 million pledge to fund the Foundation's new Racial Justice focus area.

The Racial Justice Grants Committee was founded soon afterwards, and **the Foundation knew that the Black community needed to guide this work.** For the first time in our history, community members, Pohlad Companies employees, and Pohlad family members came together to drive strategy and grantmaking.

Charity is important, meaningful, and necessary. However, the Foundation goes beyond this with an interest in addressing the root causes of inequities and creating large-scale change. Much like the family's natural gravitation to giving generously to those in need, the move to go beyond charity and towards justice is a natural way for the family to expand upon and evolve the work. To give charitably during a crisis should go hand in hand with addressing the root causes of the issue.



Bob Pohlad recalls,

"When Susan joined the Foundation, we took the next step and really evolved. We got more disciplined in our giving - and that's what got us to justice."

To say that we want change means we must consistently pulse check whether that change is happening in ways that our community needs. Is the change we're seeking evolving, inclusive, and effective? This type of movement can only happen by being in community.

We are unwavering in our belief that deep, impactful change is only possible and is best implemented through true partnership.

Jim Pohlad asserts,

"I can't pretend to know everybody's needs, so it's really important to try to determine those needs with members of the community."



WHERE WE STAND

Our Racial Justice and Housing Stability program areas are vessels through which our work addresses community-led solutions and recognizes that past harms must be healed to make deep, structural change take hold and last well into the future. These two focus areas represent the confluence of community need and the family's interests.

The Twin Cities has one of the highest standards of living in the nation. However, the cities' accolades and rankings belie the significant underlying disparities, which are the result of decades of systemic racism and discriminatory practices and policies between white experiences and those of Black people, Indigenous communities, and people of color (BIPOC). The Foundation's justice-oriented approach aims to build a Twin Cities where everyone can thrive.





Where We Stand HOUSING STABILITY

Nothing is more fundamental to our quality of life than our homes. It is where we gather with loved ones, take refuge from the world, and rest our heads. Stable housing is essential to providing families with a sense of permanence, security, and pride. We also know that housing has been systematically denied and racialized, and that quality of life for Black and Indigenous people in our community has suffered as a result.

The Foundation is committed to reducing racial disparities in homelessness, particularly among families and youth. Our investments in housing address issues from multiple angles, offering immediate relief to those in crisis while diligently working on systems-level change for sustainable impact and includes the process of repairing the harmful effects of systemic racism.

Housing Stability

POLICY CHANGE LED BY COMMUNITY INPUT

A Foundation-funded study entitled, "The Illusion of Choice: Evictions and Profit in North Minneapolis," examined racial disparities in evictions. The research team, led by Dr. Brittany Lewis of Research in Action and the Center for Urban and Regional Affairs (CURA), interviewed 100 residents to learn about housing instability and eviction trends.

Dr. Brittany Lewis says,

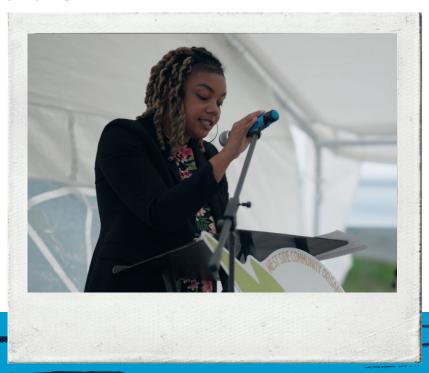
"If you don't talk to the folks closest to the problem, you don't know what the bottlenecks really are. The Pohlad Family Foundation has actively leaned into hearing those hard things."

Dr. Lewis reflects, "We learned that in the state of Minnesota, you can get evicted in less than two weeks. But it was taking up to 30 days for Hennepin County emergency assistance to actually confirm if they were going to pay their rent or not, and that math isn't mathing." The research showed power imbalances and a dehumanizing process that shuttled tenants from office to office, required filing many forms and paperwork, only to be denied emergency assistance.

Families impacted by evictions, primarily led by Black women, helped to define barriers to safe and stable housing. This resulted in three major

policy recommendations for local government and housing organizations: slow the evictions process, implement a human-centered timely approach to emergency assistance, and end self-pay at county shelters. This work has influenced Hennepin County to redesign its service delivery programs, preventing the "social service runaround," and ensuring more efficient access to essential assistance.

By removing barriers, families can focus less on navigating systems and more on their health, education, community engagement, and economic prosperity.



Housing Stability

SOLUTIONS THAT SUSTAIN CULTURES

The Foundation values strong partnerships with organizations such as Ain Dah Yung Center, an organization that provides a healing space for American Indian youth, helping them stabilize their housing while reconnecting with cultural practices. Sheri Reimers, Executive Director of Ain Dah Yung Center, explains, "Being rooted in self, language, and culture is what supports youth and families as they heal and thrive in both the present and the future."

Meaning "Good New Home" in Ojibwe, Mino Oski Ain Dah Yung is a 42-unit subsidized supportive housing project for Native youth ages 18 to 24, which receives Foundation funding. Sheri says, "the goal is to catch those young people coming out of foster care or get them off the streets into safety and welcome them into community." Residents live in their own efficiency apartment and receive culturally specific on-site services.

The importance of culture, stability, belonging, and community is essential to moving the mission of the Foundation forward. This requires consistently confronting inequities and ensuring that our high quality of life in the Twin Cities is shared not just by some of us, but by all. Supporting those who have systematically been left behind is about enriching the diverse cultures of our community.

Sheri unpacks more about 'why': "It was illegal for us to practice our traditions, our culture, prior to 1978. They took our children unlawfully, put them into boarding schools and dismantled a lot of our culture, our language, our traditional ways. Our community is still healing,"



Sheri Reimer emphasizes,

"we're very fortunate to have native language speakers that can teach the traditions and ancestral knowledge that carry us forward. It takes strength for young people to enter these doors and seek shelter, and to connect with their culture and traditional values."

Where We Stand RACIAL JUSTICE

Quality of life is a source of pride for many Minnesotans, but systemic racism has hindered the prosperity of Black, Indigenous, and people of color, limiting their ability to build and sustain generational wealth. The Foundation defines racial justice as systematic and fair treatment of people of all races, resulting in equitable opportunities and outcomes for all. This means not only eliminating discrimination and inequities but also creating deliberate systems to achieve and maintain racial equity long term. This work involves actively repairing the harmful impacts of systemic racism.

Susan Bass Roberts states,

"We're clear about the importance of being racially explicit in the solutions we help move forward. Because race has been used to exclude people, it's imperative that race is used to include people."



Racial Justice GRANTS COMMITTEE

The Racial Justice Grants Committee and their transformative role within the Foundation has served to make the Pohlad Family Foundation's work better on four key levels: governance, strategy, implementation, and evaluation. The committee was formed in 2020 to directly share power and decision-making and learn from the community. Joe Pohlad, family, board, and committee member, notes that "The magic in this group is the makeup of people and our ability to work together and have healthy dialogue."

The Racial Justice Grants Committee, comprised of members of our community, staff, and Board, is responsible for setting direction, priorities, and strategies. As people already involved in their communities, they operate insightfully and with lived experience. We believe that different perspectives help us make better decisions.

Brian Paulson, Program Director for the Pohlad Family Foundation, unpacks why this part of the Foundation's work is important to highlight: "When you include people and communities impacted by an issue in decision making, it leads to better decisions which in turn leads to better results." Brian further elaborates that "community members are excited to hear that the Foundation is sharing power by including community in its decision making. The Racial Justice Grants Committee has been empowered by our board to approve our grantmaking strategies and implementation."



PICTURED, LEFT TO RIGHT: SUSAN BASS ROBERTS, BILL POHLAD, SONDRA CIESIELSKI, AARICA L. COLEMAN, ERRYN WILLIAMS, ELIZER DARRIS, AND JOE POHLAD. PICTURED BELOW: KIKI MCMILLAN AND DR. YOHURU WILLIAMS.







Elizer Darris acknowledges,

"We have the worst racial disparities in the nation, whether we're looking at homeownership rates, incarceration rates, or graduation rates. I've been impressed with the humility that the Foundation has taken to bring different voices, different perspectives with equal power around the table to help determine how we end racial injustices that we've experienced for so long in Minnesota."

The Grants Committee has focused the Foundation's racial justice initiatives, giving to programs that invest in Black homeownership, public safety, Black mental health, and voter engagement. Building strong relationships with community leaders is key to our ability to move faster and be more impactful in these spaces.

AsaleSol Young, Executive Director of Urban Homeworks states,

"They're really prioritizing getting to know the folks on the ground, getting to know the community, hearing directly from the community about wants and desires, and tailoring their programs to be responsive to that. That's pretty powerful."



Racial Justice A GROUNDBREAKING MOVEMENT

One of our key priorities, lifted up by Black community members and leaders, was to address the racial wealth gap through homeownership. We are proud to be a member of the GroundBreak Coalition, a group of over 40 government, business, nonprofit, and philanthropic organizations working together to confront racial inequities in the Twin Cities. This massive initiative tackles the systemic inequities BIPOC individuals, families, and business owners experience in home buying, commercial development, and entrepreneurship.

The initiative aims to help 11,000 Black families become homeowners over the next decade. In one of our largest grants in Foundation history, we committed \$5 million in 2023 to help leverage additional capital for homebuyer education, down payment assistance, favorable mortgage terms, and forgivable loan programs. We're also supporting these ambitious goals by participating on GroundBreak's Executive Council.

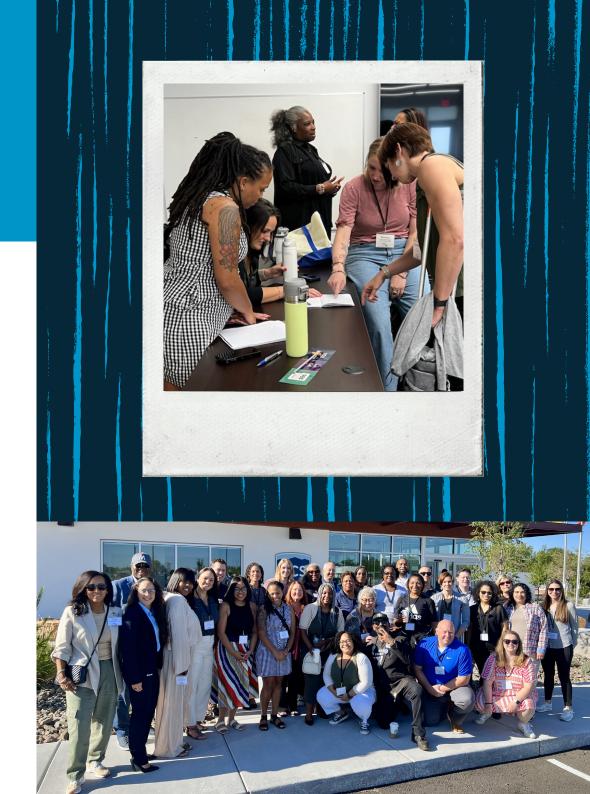


Racial Justice REIMAGINING PUBLIC SAFETY

The Foundation is also collaborating with community to transform approaches to public safety and confront racial disparities.

Tragic police killings of people experiencing behavioral health crises have driven community demands for systemic change. In response, we are taking a comprehensive approach that includes investments in Black-led grassroots organizations working to end police violence while also funding cities to partner with community-led organizations to improve safety, trust, and greater wellbeing among Black and brown residents in the Twin Cities.

Included in our investments is working with cities to adopt and expand **alternative first response models** which involve sending social workers to address behavioral health needs more effectively. These community-based solutions lead to more effective, efficient, and equitable safety outcomes while averting potential escalating interactions with police. Our research indicates this model is one public safety improvement in which law enforcement and community both agree.



LOOKING TO THE FUTURE

The Pohlad Family Foundation is "moving at the speed of trust" by not only funding and implementing programs that communities want but also intentionally building strong relationships. We have arrived at this moment, and have prepared for those to come, through justice-driven philanthropy.

As we celebrate the impact of the last 30 years and look ahead to the future, we turn to the next generation of leaders to continue the organization's evolution.

"In recent years, we've shifted our thinking towards more of a collaboration between our family, the Foundation, and the actual community we're hoping to impact," says Allie Pohlad.

The Foundation is poised to deepen its commitment to transformative change by embracing community-led solutions. By continuing to center the needs and experiences of those most affected by systemic inequity, we aim to create sustainable solutions that address the root causes of housing instability and racial justice. "Listening to and learning from the people we serve is crucial. Their insights, experiences, and ideas shape our initiatives and ensure that our efforts are relevant and impactful," says board member Kiki McMillan.

Allie Pohlad, third-generation member of the Foundation board says,

"I hope as we continue on and add yet another generation of Pohlad family to the Foundation's work that we maintain our commitment to housing stability and racial justice in our community."



We envision a future where every individual, regardless of their race or background, has access to safe and stable housing, economic opportunities, and the ability to thrive in a just and equitable community.

As we embrace new challenges and opportunities, we remain steadfast in our efforts to support the well-being and prosperity for those most in need in the Twin Cities. To do this, we center on those who face the greatest injustices in our communities.

We extend our heartfelt gratitude to our partners, grantees, and community members who have been instrumental in this work. Together, we will continue to build a brighter, more equitable future, rooted in trust, compassion, and a shared vision for justice.

Board Members

Bill Pohlad, Chair

Kiki McMillan

Allie Pohlad

Bob Pohlad

Jim Pohlad

Joe Pohlad

Staff

Susan Bass Roberts, President
Kimberly Anderson, Executive Assistant
Lea Blackwell Favor, Program Officer, Racial Justice
Joanna Danks, Communications & Engagement Officer
Misha Dashevsky, Grants Manager
Sommer Green, Program Officer, Housing Stability
Brian Paulson, Program Director
Deena Zubulake, Senior Program Officer

Racial Justice Grants Committee Members

Sondra Ciesielski

Aarica L. Coleman

Elizer Darris

Kiki McMillan

Bill Pohlad

Joe Pohlad

Erryn Williams

Dr. Yohuru Williams



WE ARE PROUD OF OUR GRANTEE PARTNERS AND HONORED TO HELP MEET THE NEEDS OF OUR COMMUNITY.

Racial Justice Grantees

Since 2020 Program Inception

African American Leadership Forum

African Economic Development Solutions

All Square

Ampers

Asian Economic Development Association

Be The Change MN

Be Their Voices

Black Women's Wealth Alliance

Build Wealth MN

Canopy Roots

Catalyst Coalition

Center for Leadership and Neighborhood Engagement

City of Brooklyn Center

City of Golden Valley

City of Minneapolis

City of Saint Paul

Cornerstone

Cultural Wellness Center

Don't Complain, Activate

Equal Justice Initiative

Face to Face

Families Supporting Families Against Police Violence

Friends of Global Market

Friends of the Hennepin County Library

Grassroots in Action

Great North Innocence Project

GroundBreak Coalition

Healing Justice Foundation

Hmong American Partnership

Hopewell Fund

Interfaith Action of Greater Saint Paul

Irreducible Grace Foundation

ISAIAH

Jack and Jill of America Foundation

Lake Street Council

Latino Economic Development Center

Leadership for a Networked World

Legal Rights Center

MAD DADS of Minneapolis

Metropolitan State University Foundation

MicroGrants

Minneapolis Foundation

Racial Justice Grantees (Continued) Since 2020 Program Inception

Minneapolis NAACP

Minnesota Council of Churches

Minnesota Interfaith Power & Light

Minnesota Justice Coalition

Minnesota Justice Research Center

National Forum for Black Public Administrators

National League of Cities

Neighbors United Funding Collaborative

New York University

Nexus Community Partners

Northside Economic Opportunity Network (NEON)

One₂One

Pillsbury United Communities

Planting People Growing Justice Leadership Institute

Plymouth Christian Youth Center

Project for Pride in Living

Propel Nonprofits

Quinones Victims of Police Violence Resource Coalition

Racial Justice Network

Rainbow Research

Research in Action

Reviving Roots Therapy & Wellness

Root to Crown Healing & Wellness

Saint Paul Area Chamber of Commerce Foundation

Sanctuary Covenant Church

Somali Youth and Family Development Center

T.O.N.E. U.P.

The ANIKA Foundation

The Zen Bin

Twin Cities Habitat for Humanity

Ubuntu Care Services

University of St. Thomas

Until We Are All Free

Urban League Twin Cities

Voices for Racial Justice

West Broadway Business and Area Coalition

Westminster Town Hall Forum

Win Back

YWCA Minneapolis

Housing Stability Grantees

Since 2017 Program Inception

1 Day At a Time

180 Degrees

Aeon

Agape Oasis

Agate Housing and Services

Ain Dah Yung Center

Align Minneapolis

Partnership for Equitable and Resilient Communities (PERC)

American Indian Community Development Corporation

American Indian Family Center

Amherst H. Wilder Foundation

Asian Women United of Minnesota

Avenues for Youth

Avivo

Beacon Interfaith Housing Collaborative

Black Army Brigade

Bridging

CAPI USA

Catholic Charities Twin Cities

Center for Urban and Regional Affairs (CURA)

Chapin Hall at the University of Chicago

Children's Law Center of Minnesota

City of Lakes Community Land Trust

City of Minneapolis

CommonBond Communities

Community Action Partnership of Ramsey and Washington Counties

Community Stabilization Project

Comunidades Latinas Unidas En Servicio (CLUES)

Connections to Independence

Cornerstone

Corporation for Supportive Housing

CultureBrokers

Dakota County Social Services

Drake Properties

EMERGE Community Development

Envision Communities

Face to Face

Family Housing Fund

Family Promise in Anoka County

Foster Advocates

Friends of the Hennepin County Library Frogtown Neighborhood Association

Greater Minnesota Housing Fund

Greater Twin Cities United Way

HandsOn Twin Cities

Haven Housing

Heading Home Minnesota Funders Collaborative

Headwaters Foundation for Justice

Hennepin County Human Services Department

Hennepin Healthcare Foundation

Hennepin History Museum

HOME Line

HOPE 4 Youth

Housing and Redevelopment Authority of the City of Saint Paul (HRA)

Housing Justice Center

HousingLink

Inquilinxs Unidxs por Justicia

Institute for Community Alliances

Interfaith Action of Greater Saint Paul

Irreducible Grace Foundation

Isuroon

Juxtaposition Arts

Karen Organization of Minnesota

Lao Center of Minnesota

Little Earth Residents Association

Love First

Lutheran Social Service of Minnesota

Mapping Prejudice Project

Housing Stability Grantees (Continued)

Since 2017 Program Inception

Metropolitan Interfaith Council on Affordable Housing (MICAH)

Mid-Minnesota Legal Aid

Minneapolis Public Housing Authority

Minnesota Coalition for the Homeless

Minnesota Engagement on Shelter & Housing

Minnesota Host Home Network

Minnesota Housing Finance Agency

Minnesota Housing Partnership

Minnesota Indian Women's Resource Center

Minnesota Interagency Council on Homelessness

Model Cities of St. Paul

MoveFwd

Native American Community Clinic

New Rules

Nexus Community Partners

NorthPoint Health & Wellness Center

Northside Achievement Zone

Oasis for Youth

Our Saviour's Community Services

People Serving People

PFRIS Foundation

Perspectives, Inc.

Pillsbury United Communities

Project for Pride in Living

Project SUCCESS

Propel Nonprofits

Ramsey County

Ramsey County Health and Wellness Administrative Services

Rebound, Inc.

Research in Action

Rise Research

Rondo Community Land Trust

Saint Paul & Minnesota Foundation

Saint Paul Area Chamber of Commerce Foundation

Sanctuary Covenant Church

Simpson Housing Services

Southern Minnesota Regional Legal Services

St. Andrew's Community Resource Center

St. Paul & Ramsey County Domestic Abuse Intervention Project

Stable Housing is Priority Collective (SHIP)

Standpoint

The Alliance

The Bridge for Youth

The Friends of the Saint Paul Public Library

The Link

The Salvation Army Northern Division

Tubman

Twin Cities Habitat for Humanity

Twin Cities Public Television

Ujamaa Place

University of Minnesota Design Center

Urban Homeworks

VFAP

Violence Free Minnesota

Voice of East African Women

Volunteer Lawyers Network

WE WIN Institute

West Side Community Organization

Women's Advocates

YMCA of the North

YouthLink

Youthprise

YWCA St. Paul



