



2025/26 Direct Impact Program

Welcome and Introductions

Today's Session

You will have the opportunity to:

1. Learn about the Direct Impact Program and what makes for a compelling LOI
2. Ask questions and hear from others considering a LOI submission

To ultimately determine if this funding opportunity is the right fit and worth your time and effort.

Agenda

1. Foundation Overview and Funding Criteria
2. Direct Impact Overview, Priorities and Areas of Interest
3. Evaluation and Impact Measurement
4. Answer questions you have about the program or process

Foundation Overview



Mission: Improve the quality of life and opportunities for those most in need in the Twin Cities region

Vision: The Twin Cities' nationally recognized quality of life is shared by *all*

Focus Areas: Housing Stability and Racial Justice

Equity as core commitment of Pohlad Foundation

Vision: Twin Cities' nationally recognized quality of life to be shared by *all*

- All who reside here should have the opportunity to fully experience, benefit from, and contribute to this area's quality of life
- Success should not be determined by demographic characteristics
- Working to eliminate disparities in housing and homelessness, particularly within African American and American Indian communities
- Committed to address the systemic and root causes of these disparities

Beliefs that guide our approach

- **Every person has value, worth, and dignity.** All people deserve a safe place to live.
- **People are experts** in their experiences. To achieve lasting solutions, we must listen to those with lived experience.
- Homelessness is the result of **multiple systemic failures including discriminatory practices and policies** – not simply one's choices.
- Our communities have the **assets and influence** needed to solve homelessness, including public, private, and philanthropic.

Foundation Funding Criteria

- Alignment with the Foundation's mission, vision, and guiding principles
- People and communities most impacted are actively engaged in defining organization and program priorities, goals, and services
- Organizational leadership includes people that reflect the communities most impacted
- Tangible benefit to community
- Alignment with specific goals and objectives of the Foundation's program guidelines

Housing Stability – Direct Impact Program

Overview: Direct Impact Grant Program

- The purpose is to reduce racial disparities by helping individual families and youth stabilize their housing.
- This includes:
 - Preventing imminent episodes of homelessness
 - Assisting currently homeless households to access stable housing
- Efforts must demonstrate services that directly impact households disproportionately impacted by homelessness and lead to longer-term stability for BIPOC-led households.

Our “Theory of Change”

If we can

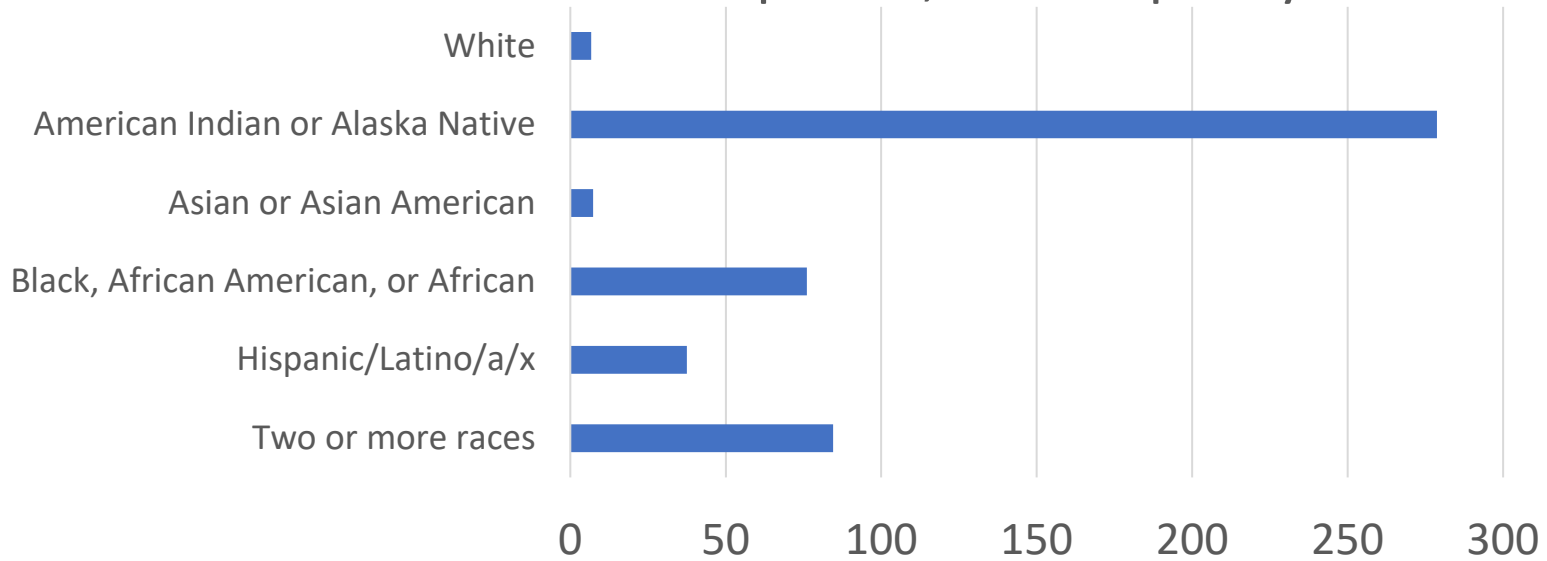
Eliminate racial disparities in homelessness and housing instability in the Twin Cities Metro

Then we can

Eliminate homelessness and housing instability for all in the Twin Cities Metro

The Gap – By Race and Ethnicity

Homelessness Rate per 10,000 People by Race



New This Year



- Increased focus on BIPOC households
- Two-year grants range from \$100,000 to \$400,000 (or \$50K to \$200K annually)
- Up to 15% of request can be used for capacity building
- Holistic, trauma informed, culturally responsive services

Program Priorities and Areas of Interest

- Culturally specific/appropriate responses for BIPOC families and youth
- Community and voices with lived experience
- Racial equity demonstrated throughout the organization
- Solutions reflect the whole needs of clients
- Provide direct financial assistance for families and youth
- Efforts that increase affordable housing for families and youth
- Tenant organizing, and legal assistance partnerships with BIPOC community groups
- Organizations participate in equitable evaluation and learning

Qualities of a Compelling Proposal



- Comprehensive approach – understanding the problem
- Collaborative efforts in crafting a solution
- Culturally competent and relevant programming
- Evidence of lived experience engagement
- Racial equity
- Strategies and goal setting

Data Metrics and Evaluation

- Data we will collect
- Deepen learning and evaluation toward racial equity
- Working with evaluation partner to better understand what is leading to equitable results
- Technical assistance support to grantees and partnership approach to learning and evaluation
- Build collective learning and evaluation skills and capacity

Process and Key Dates

- Direct Impact grant process
 - Letter of Inquiry (LOI) opens: **September 26, 2024**
 - 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**

Key Resources

- Website
- Direct Impact Overview
- Letter of Inquiry Guidelines
- Webinar
- Us

Questions?

