



2022 IMPACT RESULTS

PUBLISHED 2023

Our Community Impact



TABLE OF CONTENTS

Hope Through Uncertainty: Letter from leadership	03
Timeline: Reflecting on 2022 milestones	04
We Love Changemakers: Our donors and volunteers	06
Systems Change: From urgent needs to lasting change	08
Information and Crisis Support: 211 & 988	10
Housing: A stable foundation	12
Food Security: Fuel to thrive	14
Early Childhood Education: Support for young learners	16
Career and Future Readiness: Pathways to prosperity	18
Economic Opportunity: Communities where all can thrive	20
Board of Directors: Some of our most persistent changemakers	22

Hope Through
Uncertainty

As we reflect, it’s clear 2022 was a year of hope. Despite public health and economic uncertainties, we continued forward, co-creating new goals, new partnerships and new ways of connecting with our partners and donors. We believe our shared sense of purpose, made sharper and more urgent by the sacrifices of recent years, fueled Greater Twin Cities United Way and our partners’ collective confidence in a brighter future.

In 2022, you made it possible for United Way to positively touch the lives of half a million people in our region. As you page through this report, you’ll see the holistic impact your gifts are making today, tomorrow and into the future. Here are just some of the new beginnings we created together:

- Supported nearly **470,000 requests via our 211 resource helpline** from families needing child care, young adults facing homelessness, college students seeking food resources, and more.
- **Answered nearly 18,000 calls to 988**, providing hope and a brighter tomorrow as a local provider of the Suicide and Crisis Lifeline.
- **Supported 138 local nonprofit partners** in direct service, innovation and advocacy, so that everyone in our region has access to nourishing food, stable housing, educational success and economic opportunity.
- **Launched 80x3: Resilient from the Start**, to increase trauma-informed practices so young children get the support they need for healthy brain development by the time they turn three.
- **Grew our advocacy network** and laid the foundation for our most impactful advocacy agenda ever.

Thank you for being a changemaker and supporting us in our vision of a community where all people thrive.

With gratitude,



Watch as Director of Corporate Partnerships **LATAYA ALLSEITS** helps us establish shared understanding by defining terms like “systems change” and “inequity.”



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

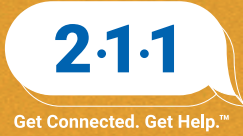


James M. Zappa
Chair, Board of Directors
Greater Twin Cities United Way



Al McFarlane
Vice-Chair, Board of Directors
Greater Twin Cities United Way

A Year of Changemaking



January

Released 2022 policy and advocacy agenda – informed by 95 community stakeholders – focused on the benefits cliff, early childhood education and household stability

February

Celebrated 211 Day on Feb. 11, in honor of the 1,200+ requests for help that 211 responds to every day, 24/7 and in more than 100 languages



March

“Flavors of Our Community” volunteers organized nearly 5,000 Southeast Asian, Afghan and Latinx food packs for culturally specific food shelves serving local residents

Hosted “Advocacy for Children Day” with the Start Early Funders Coalition, a virtual rally that brought hundreds of young children, parents and teachers together to urge legislators to prioritize our state’s littlest learners



April

Awarded \$10.5M in Community Investments multi-year grants to 88 local nonprofits working toward racial equity in housing, food, education and economic opportunity

May

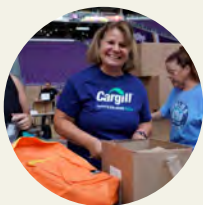
Awarded \$400,000 to support work experiences for 400 students through United Way’s inaugural Career Academies Purpose Driven Paychecks program

Celebrated 2022 legislative progress, including addressing the benefits cliff, supporting the early childhood education sector, and advancing household stability through bonding



June

Launched “80x3: Resilient from the Start,” awarding \$1.2M to nine local early child care centers to build their capacity in trauma-sensitive caregiving



July

“Action Day” volunteers packed 50,000 backpacks full of school supplies for local K-12 students

Celebrated the launch of 988, a new, easy-to-remember number for people seeking suicide prevention or mental health crisis support via United Way’s Suicide & Crisis Lifeline

August

Partnered with Minnesota State to leverage United Way’s 211 resource helpline to support over 340,000 students in meeting basic needs



September

Completed an 18-month 211 effort to respond to 382,000 calls about the state’s RentHelpMN program, helping hundreds of thousands of Minnesotans access rental assistance and stay stably housed during the pandemic



October

Gathered experts and donors for a virtual learning session on ways to continue philanthropic giving and maximize impact during unpredictable economic times

November

Partnered with Post to generate more than \$100,000 in Give to the Max Day donations in support of a community where all thrive regardless of income, race or place



December

“Home For Good” volunteers packed 850 welcome home bins with towels, hygiene items, kitchen utensils and more to support families transitioning to stable housing

Unveiled 2023 policy and advocacy agenda – informed by 100 community stakeholders – focused on early childhood trauma-sensitive care, household stability for young adults exiting foster care and incarceration, and career pathways programming



“Volunteering and making a difference have always been important to me. Becoming parents has further underscored the importance of supporting our community.”

- TOCQUEVILLE SOCIETY CABINET CHAIR
MIKE DOYLE

We Love Changemakers

The volunteers and donors that you see on this page, throughout this report, and out in our community are the changemakers that fuel our impact. Each individual, family, company and foundation has a unique reason to give. Together, we are a diverse and unified movement driving lasting change. What's your "why"?



Julie and Doug Baker are longtime United Way volunteers. "Some of the most interesting and certainly most animated conversations that we've had as a family have to do with the challenges that the community faces ... our kids have watched us and hopefully have seen how energized we've been by our work," Julie said. Doug's take? **"IF WE'RE GOING TO HAVE LASTING EQUITY, WE'VE GOT TO GET AT THE ROOT, WHICH IS EQUALITY OF OPPORTUNITY."**



"I really view giving back to the community as a competitive advantage for companies. We look at all of our stakeholders and make sure that we are **PROVIDING PHILANTHROPY THAT MAKES OUR COMMUNITIES STRONG**, makes our employees proud. It increases our employees' engagement."

- STACY BOGART, GOVERNANCE COMMITTEE CHAIR, GREATER TWIN CITIES UNITED WAY BOARD OF DIRECTORS AND SVP, GENERAL COUNSEL, SECRETARY AND CORPORATE RESPONSIBILITY, WINNEBAGO INDUSTRIES. STACY IS PICTURED WITH HUSBAND MATT, GENERAL COUNSEL AND CHIEF COMPLIANCE OFFICER, AB CARVAL INVESTORS

"[My grandmother] instilled in me that if you see something that needs to be done, **DON'T WAIT FOR RECOGNITION, JUST DO IT.**"

- TOCQUEVILLE SOCIETY MEMBER TIANNA ANDERSON, MESSAGING STRATEGIST AND COPYWRITER AT ANDERSON INNOVATIVE MARKETING AND FOUNDER OF THE READY SET AIM SUMMIT, PICTURED WITH HUSBAND LAMAR ANDERSON, GREATER TWIN CITIES UNITED WAY BOARD OF DIRECTORS AND SVP & GENERAL MANAGER, ANDERSEN CORP., AND THEIR CHILDREN



"My approach for community engagement is to dive in at any given opportunity. When I was younger my mom always told me, **'IF YOU WAIT TO HAVE, THEN YOU WILL NEVER GIVE.'** And that has always stuck with me."

- INI IYAMBA, FOUNDING CO-CHAIR OF THE GREATER TWIN CITIES UNITED WAY LEADERSHIP COUNCIL, A COHORT OF LEADERSHIP VOLUNTEERS FOCUSED ON DIVERSIFYING COMMUNITY INVOLVEMENT TO CREATE GENERATIONAL CHANGE



"This is my **DREAM** come true! [Cooking] is what I want to do when I grow up!"

- CHILD ATTENDEE AT CHILDREN'S PHILANTHROPY DAY, DECEMBER 2022. THE EVENT BROUGHT TWO- AND THREE-GENERATION FAMILY GROUPS TOGETHER AT BREAKING BREAD CAFE FOR HANDS-ON LEARNING ABOUT FOOD SECURITY

"It was good to remember that we all cook differently, and we were likely taught those ways by our families, so **CULTURALLY SPECIFIC FOODS ARE IMPORTANT TO FEELING SEEN.**"

- FLAVORS OF OUR COMMUNITY VOLUNTEER

POST PARTNER HIP-HOP MOGUL MASTER P (PICTURED BELOW) WAS IN ATTENDANCE



Community-Driven Impact, at Scale

Meeting Urgent Needs

Individual callers and nonprofit partners deeply engaged in communities provide insight that drives our innovation and advocacy priorities.

INFORMATION & REFERRAL SUPPORT

Of the nearly **470,000 requests** that the 211 resource helpline fielded in 2022, **57 percent were housing-related**. Rent, utility assistance and shelter were among urgent needs. See page 10 for more about the impact you made possible through 211.

The 988 Suicide and Crisis Lifeline supported nearly **18,000 calls** from people of all ages in 2022; **1 in 10 was a child younger than 15**. Learn more on page 11.

NONPROFIT AMPLIFICATION

In 2022, we launched **88 multiyear partnerships** with direct-service nonprofits across the 9-county metro. To advance equity and have the greatest impact, we prioritize partners that center the experiences of Black, Indigenous, Latinx, Asian, Pacific Islander and other Communities of Color, and support those earning incomes below 200 percent of the poverty level. Collectively, we call this set of partners our **Community Investments portfolio**.

Your donations fuel these partnerships to support a robust nonprofit sector providing access to:

- Food, shelter and holistic services that stabilize lives (see pages 12-15),
- Early education and youth programs aligned with developmental and cultural needs (see pages 16-19), and
- Job training, entrepreneurship support and access to convenient, non-predatory financial products (see pages 20-21).



LEARN ABOUT our nonprofit partnerships in meeting urgent needs, and advocacy.

3M's investment — the most transformational corporate gift in United Way's history — fuels our focus on racial equity. As a company fully invested in United Way's holistic approach, 3M is scaling up our systems change work and impact.

“We are committed to removing racial barriers to success and creating fair access to opportunities,” said Michael Stroik, Vice President of Community Relations at 3M. “Our partnership with United Way is a great example of trust-based philanthropy, which includes the community guiding the funding of our racial equity priorities and more. I encourage other companies investing in racial equity to consider this approach.”

Making Lasting Change

INNOVATION

Greater Twin Cities United Way-led innovation initiatives invest deeply to overcome community-identified gaps in our food, housing, education and workforce systems. In 2022:

Career Academies launched Purpose Driven Paychecks to ensure all students in Minnesota have access to wealth-building, purpose-driven work experiences (see page 21).

80x3: Resilient From the Start launched to increase our region's capacity to deliver the trauma-informed care that prepares young children to succeed (learn more on page 17).

We laid the groundwork for **Pathways Home** (page 13) to prevent homelessness among those who disproportionately experience it.

ADVOCACY

In our advocacy work, we partner in coalitions to magnify collective impact to a statewide scale — far beyond what any single organization can do alone. In 2022, we collaborated with community partners to create our 2023 advocacy agenda — **our most impactful advocacy agenda ever**.

Look for the **ADVOCACY SPOTLIGHTS** throughout this report to see how advocacy comes to life.

Changing systems means that, together with partners, we create a future where income, race and place no longer predict a person's ability to thrive in the Greater Twin Cities — and where urgent needs are far less frequent.

Information & Crisis Support

United Way’s 211 Resource Helpline and 988 Suicide & Crisis Lifeline

FREE, CONFIDENTIAL AND AVAILABLE 24/7 AND IN MULTIPLE LANGUAGES

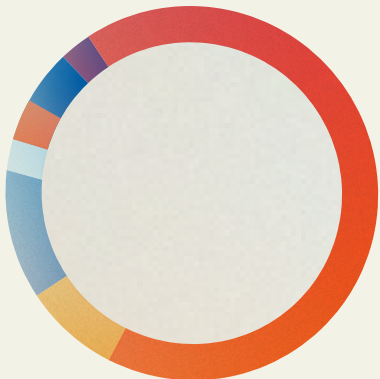


"We take calls from the community **24/7/365**. It takes a lot to be there for people every day, to put that attention and empathy into each call they take. **I'm proud of our team for being a great assist to our community.**"

- JULIE OGUNLEYE, DIRECTOR, 211 AND 988

United Way’s **211 resource helpline** provides health and human services information for people in Minnesota. In 2022, **Greater Twin Cities United Way responded to nearly 470,000 contacts to our 211 resource helpline**, including young adults needing a place to stay, families looking to put food on the table, parents seeking child care options and more. 211 community resource specialists listen and assess needs and refer callers to the help they seek, whether it’s rental and utility assistance, employment services and more.

In September 2022, United Way concluded its 18-month contract with the state of Minnesota for 211 to serve as the public-facing access point for RentHelpMN. Over the course of the program, **211 answered over 380,000 calls**, helping hundreds of thousands of Minnesotans impacted by the pandemic access nearly \$450 million in rental assistance and stay stably housed.



- 211 REQUESTS BY TOP NEED (2022)
- 144,446 HOUSING/SHELTER
 - 18,328 UTILITIES
 - 18,315 MENTAL HEALTH
 - 11,127 LEGAL SERVICES
 - 10,788 FOOD
 - 7,253 EMPLOYMENT
 - 830 EDUCATION

PARTNERSHIPS

In 2022, United Way partnered with Minnesota State, a system of 37 colleges and universities, to leverage 211 to support more than 340,000 students in meeting their basic needs. "Partnering with United Way’s 211 resource helpline is one of many innovative solutions we are implementing to connect students with the help they need to overcome these challenges and achieve their academic goals," said Devinder Malhotra, chancellor of Minnesota State (retired).



Watch **KENDRA MORALES**, 211 assistant call center manager, share her 211 full-circle moment.

988 Suicide & Crisis Lifeline

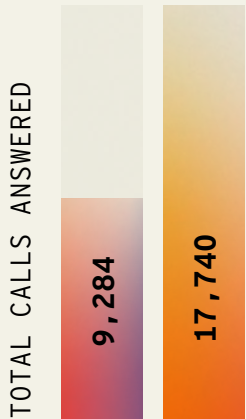
"Talking about mental health issues or reaching out for help can be challenging, especially when there is so much stigma around mental illness. **All of us experience mental health issues at some point in our lifetime**, and sometimes we need additional help to cope and understand the nature of our distress."

- CAROLINA DE LOS RIOS, SENIOR PROGRAM OFFICER, MENTAL HEALTH & SUICIDE PREVENTION



Greater Twin Cities United Way also manages the **988 Suicide and Crisis Lifeline** as a Minnesota provider, offering suicide prevention support and mental health crisis intervention to callers across the Greater Twin Cities. Highly trained, empathetic 988 Lifeline specialists help callers explore difficult feelings, assess risk of suicide, and develop a safety plan, which may also include linking the caller to local resources. **In 2022, United Way answered nearly 18,000 calls to 988 — a 91 percent increase over 2021**, our first year as a provider — and call specialists made nearly 2,300 referrals to resources.

In July 2022, the new, national 988 number was launched, making it easier for callers to access support. Following the rollout, **United Way saw a 25 percent sustained increase in 988 calls**, and expanded our team of specialists to help meet the community need.



988 CALL DATA

- 2021
- 2022

ADVOCACY SPOTLIGHT DATA-INFORMED CHANGEMAKING

Real-time data from 211 and 988, coupled with input from nonprofit partners and community stakeholders, serves as the foundation for United Way’s annual policy and advocacy agenda. United Way also uses this data to help legislators understand immediate community needs, such as increasing requests for housing or mental health services, to ultimately influence the passage of equitable policies and funding that support our community.



Watch **PARKER ROTH** discuss why he chose to be a 988 Lifeline specialist.

OUR IMPACT

Housing Stability

A SAFE PLACE TO LIVE – AND A STABLE FOUNDATION FOR THE FUTURE

On any given night in the Twin Cities, approximately 6,700 people are experiencing homelessness. Many cases of homelessness can be prevented — and if not, support to individuals and families can ensure that it is rare, brief and nonrecurring. Either way, the outcome is the same: a stable home.

In 2022, our partner organizations took many approaches to provide services for people who are experiencing, or at risk of, homelessness. Our Community Investments portfolio included organizations that are providing culturally specific approaches for immigrant communities, working with young people in foster care, and tackling LGBTQ+ homelessness, among many others.

At the same time, we did foundational work to transform the housing system in our state – by advocating for policy changes that will help individuals and families stay in their homes and incubating our Pathways Home initiative to prevent homelessness among young people.



“We invest deeply in housing because a safe, stable place to call home is the foundation for thriving in every other aspect of life. Health, learning, earning, building family and community all begin with home.”

– JAY WAGNER, PROGRAM OFFICER, HOUSING



9,217

NUMBER OF PEOPLE WHO RECEIVED HOUSING-RELATED RESOURCES

clare housing

HOME • HEALTH • HOPE

PARTNER SPOTLIGHT

Clare Housing provides a range of supportive housing services to individuals impacted by HIV/AIDS who have experienced long-term homelessness. Amid a historic spike in HIV infections over the last five years, particularly among people experiencing unsheltered homelessness, Clare’s low-barrier approach has been critically important to our community.

In 2022, Clare Housing celebrated the grand opening of a new supportive housing building, Bloom Lake Flats. The property features 42 housing units – including 14 units for families, a new offering for Clare. Many of Greater Twin Cities United Way’s partner organizations have experience in this space, and United Way program officers were able to make several key introductions to help Clare’s leadership overcome the learning curve inherent in supporting families. United Way also connected Clare with its 80x3 initiative, sharing trauma-sensitive training resources for work with young children.

With the help of United Way partnership and funding, Clare Housing can continue to grow its services – helping individuals and families move past homelessness and secure a stable place to live.

ADVOCACY SPOTLIGHT

Connecting Lawmakers with Community

It is critically important that our lawmakers hear directly from those who are affected by homelessness. In 2022, we sponsored a virtual **Homeless Day on the Hill** alongside our partners at the **Minnesota Coalition for the Homeless**. Over three days, nearly 150 community members and advocates spoke with lawmakers to share their stories and call for change.

Because of your support, the groundwork, new relationships and connections we made in 2022 helped drive a renewed push around our housing priorities in the 2023 session – eventually leading to **historic new investments in housing** at the Capitol.



READ MORE
about our latest wins at the Capitol this session



1,867

VOLUNTEERS PACKED 850 WELCOME HOME BINS FOR FAMILIES ENTERING SUPPORTIVE HOUSING VIA HOME FOR GOOD

INNOVATION IN ACTION: PATHWAYS HOME

In 2022, we made significant preparations for the launch of **Pathways Home**, our new housing initiative aimed at preventing homelessness among young people who are transitioning out of foster care or incarceration.

Every year in Minnesota, 400 youth age out of foster care on their 18th birthday, and by age 21, 41 percent do not have stable housing. Similarly, in 2021, 25 percent of people released from Minnesota’s correctional facilities were released directly into homelessness. People of Color, specifically Black and Indigenous people, are vastly overrepresented in these populations and in our region’s homeless population at large.

Last year, we hired program officer **Ahmed Sirleaf** to lead the initiative, established a board of community advisors and laid the groundwork for grantmaking that kicked off in January 2023. **Pathways Home officially launched in June of this year, with \$1.2 million in funding for 11 nonprofit partner organizations.**



LEARN MORE
about Pathways Home

OUR IMPACT

Food Security

FUEL FOR THRIVING FAMILIES
AND COMMUNITIES

Food is central to our lives. It nourishes our bodies, fuels the brains of early learners, creates jobs and reflects culture. Yet the systems that surround us, from food production to distribution, do not ensure that all individuals and families have equal access. All people deserve food that meets their needs and reflects their tastes.

Through our Community Investments portfolio, Greater Twin Cities United Way partners with organizations across the food access spectrum – from hyperlocal food production that includes community gardens and urban farms to nontraditional food-distribution channels and food shelves and meal programs that reflect the unique needs of their communities. And we support many of our partners in taking that next step toward true food justice.

All of this work is amplified through innovative efforts such as **Full Lives**, advocacy and volunteering – working to transform the landscape of food access so all can thrive.



“The effects of a strong local food system are felt throughout communities – nourishing families, supporting children’s educational success and creating meaningful jobs for our neighbors. This is the kind of wide-reaching impact that United Way is uniquely positioned to offer.”

– HO NGUYEN, PROGRAM OFFICER, FOOD SECURITY



5,000

NUMBER OF PANTRY PACKS THAT FLAVORS OF OUR COMMUNITY VOLUNTEERS CREATED, EACH FILLED WITH FOOD ESSENTIALS SUPPORTING LOCAL SOUTHEAST ASIAN, AFGHAN AND LATINX COMMUNITIES



PARTNER SPOTLIGHT

Hmong American farmers are vital to our local food systems, making up more than half of the growers at Twin Cities farmers markets. Since 2011, the **Hmong American Farmers Association (HAFA)** has worked to support Hmong American farmers in the Twin Cities by providing access to land, financing, training, research and distribution channels. HAFA manages a 155-acre farm in Dakota County where families can lease land, hone their business and agricultural practices, and sell produce.

United Way is a proud partner of HAFA, supporting its operations and programs through its Community Investments portfolio. This partnership has helped HAFA continue to expand its support for farmers. In 2022, HAFA closed on the purchase of its farmland, ensuring that HAFA can remain a strong leader for food access and food justice in the years ahead.



741,802

INDIVIDUALS RECEIVED SUPPORT ACCESSING FOOD

ADVOCACY SPOTLIGHT

Food Access at the Legislature

Our public systems play a vital role in ensuring that everyone can access the food they need to thrive. That’s why in the 2022 legislative session, we were proud to endorse initiatives that aimed to widen our communities’ access to nutritious meals. Our efforts paid off with the passage of expanded eligibility for SNAP benefits, helping more people use public assistance to meet their nutritional needs. **This impact is possible because of your generous gifts to our annual fund.**

440,434

OUR PARTNERS PROVIDED HEALTH AND NUTRITIONAL SERVICES TO 440,434 PEOPLE

INNOVATION IN ACTION: FULL LIVES

In 2020 and 2021, our **Full Lives** initiative provided funding to seven partner organizations in North Minneapolis – with the goal of supporting a healthy, equitable and resilient local food system in the community. As those grants concluded, 2022 saw promising discussions of **Full Lives’** next stage: building on these local successes and scaling up our impact to a regional level. These conversations set the stage for the relaunch of **Full Lives**, currently slated for 2024.



OUR IMPACT

Early Childhood Education

SUPPORTING YOUNG LEARNERS WHEN THEY NEED IT MOST

So much happens in a child’s first years. Long before kindergarten, children begin to see the world, forming the patterns of thought and behavior that will shape the rest of their lives. In that time, trusted caregivers and familial support can make a huge difference.

Our early childhood education partners are working to ensure that both parents and children are ready for kindergarten and a bright future.

They are creating spaces where families know they matter – and ultimately supporting families to contribute to a thriving regional economy.

We’re amplifying this critical work through our involvement with the **Start Early Funders Coalition**, a group of likeminded philanthropic partners working to drive investment in our state’s early child care sector. In 2022, we deepened our investment with the launch of our **80x3** initiative, building a new ecosystem of organizations working to support child care professionals and advancing trauma-sensitive care.



“We and our partners know how important it is that families can access quality care that meets them where they’re at – with trauma-informed services to support children’s mental health, and culturally responsive practices that affirm children’s sense of identity. It’s the right thing to do, and it makes economic sense.”

– CARRIE ZELIN JOHNSON, PROGRAM OFFICER, EARLY CHILDHOOD EDUCATION



2,359

NUMBER OF PARENTS WHO DEEPEDED THEIR PARENTING SKILLS AND RESOURCES

ADVOCACY SPOTLIGHT

SUPPORTING THE CHILD CARE SECTOR

United Way is a proud member and convener of the **Start Early Funders Coalition**, a group of early childhood education funders working to advance public policy and community support for affordable, accessible, high quality care in Minnesota. Through partnership, the group has successfully advocated for greater public investment in the early childhood sector – including **\$97 million** in emergency grants for child care providers at the height of the COVID pandemic.

In 2022, the coalition held its annual **Advocacy for Children Day** rally. Speakers highlighted opportunities for wider public support of families and child care providers, including increased funding for early learning programs; new tax credits for families; and expanded tuition assistance, compensation support, and mental health and wellness resources for professionals in the field. This online event brought together more than 160 supporters to advocate for change.

INNOVATION IN ACTION: 80x3

In 2022, we unveiled our new early childhood initiative, **80x3: Resilient from the Start**. 80x3 takes its name from the fact that 80 percent of brain development happens before age three – a period in which children are especially sensitive to trauma and adverse experiences.

80x3 partners with organizations throughout the early childhood education sector to support children navigating this critical period, by embedding trauma-informed practices that mitigate the effects of childhood trauma and by developing new approaches to ensure caregiver wellness and the sustainability of child care as a profession. **In 2022, we disbursed \$1.2 million in grants to 9 partner organizations.**



LEARN MORE about the impact of 80x3

28

NUMBER OF EARLY CHILDHOOD PARTNERS IN UNITED WAY’S COMMUNITY INVESTMENTS PORTFOLIO



PARTNER SPOTLIGHT

Baby’s Space is a long-standing partner of United Way in early child care. Based in the Phillips community in Minneapolis, the staff, children and families of Baby’s Space are predominately Black and Indigenous – and the organization strives to honor the knowledge, intergenerational wisdom, and cultural identities of its community. Baby’s Space is preparing children to thrive in kindergarten and bringing families along as active partners in children’s success.

Baby’s Space exemplifies the transparency and trust that makes this work possible. Drawing on decades-long personal and professional relationships with United Way, leaders and staff at Baby’s Space feel comfortable sharing feedback, raising questions and asking for support. In 2022, United Way was excited to take this partnership to the next level, **naming Baby’s Space as an inaugural partner in 80x3**. Baby’s Space also serves as a key advisor to the Start Early Funders Coalition.



OUR IMPACT

Career and Future Readiness

BUILDING FOUNDATIONS FOR YOUTH TO SUCCEED

For many in the field of education, 2022 was a rebuilding year. As the acute effects of the pandemic receded, its longer-term impacts became clearer. Our partners and colleagues faced an unprecedented challenge as they worked to help students recover from learning losses over the previous two years – and the impact of those losses was felt most directly by students who were already furthest from equity and justice in our educational system.

To address these challenges head-on, in 2022, our Community Investments portfolio reflected a more diverse and equity-minded approach than ever before. We built on long-standing partnerships in many of our communities and introduced new partners who are working to meet the moment, ensuring that all young people can develop the knowledge, skills and relationships they need to reach the future of their choosing.

We continue to build on this work with our **Career Academies** initiative, establishing new career pathways in our state that align the interests of students, educators and employers.



36,175

YOUNG PEOPLE BETTER PREPARED FOR THE FUTURE



PARTNER SPOTLIGHT

30,000 Feet (30K) is a youth development organization based in East St. Paul that empowers Black students through culture, art, technology and social justice. Supports include after-school programs, Black Tech Geeks youth employment, and artist residencies. Youth engage with these programs in 30K's new Black Arts Center, which celebrates Black culture and empowers Black youth to use art and technology as mediums to create positive change in their communities.

30K first connected with United Way as a young organization that was still building its operations. Before providing 30K with financial support, the United Way team – recognizing the promise of 30K's vision – eagerly provided technical assistance and community connections for the organization to develop its programming. 30K's executive director, Kevin Robinson, credits 30K's long-standing relationship with United Way as a key factor in 30K's growth. In 2022, United Way was honored to name 30K as a new partner in the Community Investments portfolio, helping 30K widen its reach and impact even further.

“Young people deserve the opportunity to realize their full potential and be voices for positive change. With our partners, we're stepping up to fill the gaps youth have experienced, so they can become changemakers in our communities.”

– STEVE WALVIG, PROGRAM OFFICER, CAREER AND FUTURE READINESS

INNOVATION IN ACTION: CAREER ACADEMIES

In 2022, **Career Academies** – and the statewide career pathways movement – flourished. Since Career Academies' inception in 2015, we've partnered with 19 school districts around the state to support career pathways for more than **13,000 students**. Last year, our team provided nearly **350 hours of training, consultation and operational support** to career pathways partners. And with the launch of Purpose Driven Paychecks in 2022 (see page 21), Career Academies expanded its reach among students who are typically excluded from career pathways.



HEAR WHAT ONE CAREER ACADEMIES STUDENT HAD TO SAY ABOUT THE PROGRAM IN A RECENT TESTIMONY AT THE MINNESOTA STATE CAPITOL

ADVOCACY SPOTLIGHT

BUILDING MOMENTUM FOR CAREER PATHWAYS

Supporting new, equitable career pathways in our region, and ensuring purposeful futures for students, requires public funding in addition to private. In 2022, we advocated at the legislature for increased flexibility of career pathways grants to eliminate barriers for historically excluded workers. **These efforts laid the groundwork for a first-of-its-kind \$1 million appropriation for Career Academies in the 2023 legislative session.**

6,000

HIGH SCHOOL STUDENTS PARTICIPATED IN CAREER PATHWAYS PROGRAMMING THROUGH CAREER ACADEMIES



OUR IMPACT

Economic Opportunity

COMMUNITIES WHERE ALL CAN THRIVE

Economic opportunity has always been at the center of our work. Yet with all that we’ve experienced since 2020, we knew that tackling our deepest racial and economic disparities required us to think bigger. **Meaningful careers and financial security matter, but wealth matters, too** – building wealth that passes down over generations, reverberating through entire communities. For too many and for too long, that dream has been out of reach.

In 2022, your gifts made it possible for our new Community Investments portfolio to demonstrate a broader vision of economic opportunity than we’ve ever articulated. For the first time, our long-standing partnerships to support career pathways and financial literacy were joined by new partners working to cultivate entrepreneurship and widen access to capital in Communities of Color.

At the same time, we worked to transform the landscape of economic opportunity in our state – building new partnerships to close gaps in our state’s public benefits systems, and supporting new, innovative career pathways for those who have historically been furthest from justice.



“Economic opportunity is everything. It’s a meaningful job, a safe place to live, a thriving community, and a feeling of hope. Every person and every family deserves that same chance to thrive.”

–EVA SONG MARGOLIS, PROGRAM OFFICER,
ECONOMIC OPPORTUNITY

29

WORKFORCE AND ECONOMIC DEVELOPMENT
ORGANIZATIONS INCLUDED IN UNITED WAY’S
COMMUNITY INVESTMENTS PORTFOLIO



AEDS

PARTNER SPOTLIGHT

African Economic Development Solutions (AEDS) is a community development organization based in St. Paul’s Midway neighborhood, with a mission to build wealth within African immigrant communities in the Twin Cities by promoting entrepreneurship, access to capital and community development strategies.

United Way first partnered with AEDS in 2020 for the **Twin Cities Rebuild for the Future Fund**, to help distribute funds to support BIPOC-owned small businesses affected by the unrest following the murder of George Floyd.

In 2022, AEDS became a partner in **United Way’s new entrepreneurship strategy**, supporting this growing organization as it took on new staff, moved to a bigger building and expanded its offerings. United Way also sponsored AEDS’s second annual **National African Leadership Conference**, bringing together African leaders from Minnesota and around the world for important discussions of issues impacting African communities.

ADVOCACY SPOTLIGHT

The Benefits Cliff

One issue we tackled in 2022 was the so-called “benefits cliff.” The benefits cliff is what happens when a person’s income increases slightly, causing them to lose eligibility for valuable public benefits – leading to a situation where, for example, an individual may have to turn down a promotion at work to maintain their family’s medical assistance.

Most legislators, policymakers and community advocates can agree that this is a problem, but the financial impact to families can be hard to convey. To address this, **in 2022 our advocacy team convened a coalition of partners to develop shared messages and data for a renewed push.** These efforts paid off in 2023, with big legislative wins around housing support and medical assistance that will enable smoother transitions for families.

INNOVATION IN ACTION: PURPOSE DRIVEN PAYCHECKS

Economic opportunity starts with education, yet our region’s education system has historically failed to equitably engage students who are Black, Indigenous, Latinx, Asian, Pacific Islander and/or Students of Color; students with a disability; and students from low-income households. In 2022, our Career Academies team launched Purpose Driven Paychecks (PDP) to address these inequities.

PDP works to build new partnerships among employers, nonprofits and educational systems to ensure that all students have access to wealth-building, purpose driven careers. **In 2022, we disbursed \$400,000 to nine partner organizations**, helping fund culturally specific approaches and supportive work environments for **600 young people** – and building a sustainable career pathways infrastructure that remains long after grant funding has ended.



LEARN MORE about the future of Purpose Driven Paychecks

Our partners supported more than 18,885 people in their financial and economic wellbeing, including:	1,409 PEOPLE RECEIVED NEW INDUSTRY CREDENTIALS	1,271 PEOPLE COMPLETED FINANCIAL COACHING	2,136 PEOPLE OBTAINED NEW EMPLOYMENT
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Change-
Maker



Change- Makers Unite

Our Mission

WE UNITE CHANGEMAKERS, ADVOCATE FOR
SOCIAL GOOD AND DEVELOP SOLUTIONS TO THE
CHALLENGES NO ONE CAN SOLVE ALONE.



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