



2014

at a glance

 **POHLAD**
family foundation

The Pohlad Family Foundation is pleased to present this overview of activity in 2014.

We hope these stories and statistics provide insight into the Foundation’s vision through its funding priorities. Each program and project seeks to advance our mission of improving the quality of life in the Twin Cities and surrounding regions.

PROGRAM NAME	NUMBER OF NEW REQUESTS	NUMBER OF APPROVED GRANTS	TOTAL AMOUNT PAID
Arts & Culture	20	20	\$137,500
Challenge	60	11	\$110,000
Pohlad Scholars	897	294	\$574,000
Family Directed	23	17	\$1,328,000
Health & Human Services	19	19	\$500,000
K-12 Education	9	9	\$150,000
Large Capital	10	8	\$675,000
North Minneapolis	22	21	\$600,000
Other	42	27	\$2,493,602
Small Capital	35	23	\$500,000
Summer Camp Scholarship	60	47	\$438,048
Summer Youth Employment	6	6	\$429,515
Twins Community Fund	1	1	\$25,000
Employee Matching Gifts	403	277	\$83,596
Payments on 19 grants approved prior to 2014	N/A	N/A	\$3,966,500
TOTAL:	1607	763	\$12,010,762



MLB ALL-STAR GAME – Community Legacy Projects

In conjunction with the 2014 Major League Baseball All-Star Game at Target Field, the Pohlad Foundation contributed \$2.3 million to an **All-Star Game Legacy Fund** at the Minneapolis Foundation. The goal of the \$5.3 million contributed to the fund by the Pohlad family, MLB, and the Minnesota Twins was to support local nonprofits’ capital projects that benefit the game’s host community (see sidebar). The Minnesota Twins and MLB

announced that 2014’s total contribution represented “the most extensive community legacy effort in All-Star Game history.”

Legacy projects included CommonBond Communities’ construction of affordable housing for homeless veterans, renovation of youth baseball fields, and a natural habitat restoration project at the Trout Brook Sanctuary in St. Paul in cooperation with Great River Greening. The Foundation recruited more than 100 Pohlad Companies employees to help dig, plant, and water more than 1,600 native trees and shrubs in a former rail yard. The project is part of a larger “vision to connect the heavily-urbanized North and East side neighborhoods of St. Paul to the Mississippi River,” according to Great River Greening’s website.

The community benefits of each 2014 Legacy project will be felt far beyond Target Field and for years after the All-Star Game.

LEGACY FUND GRANT RECIPIENTS

Boys & Girls Clubs of the Twin Cities

Channel One Regional Food Bank

CommonBond Communities

Great River Greening

Hennepin County Youth Sports

Minneapolis Park & Recreation
Board

Phillips Eye Institute

Ronald McDonald House

Saint Paul Parks and Recreation

The Miracle League

NORTHSIDE HOME – *Stable, Affordable Housing*

As part of a larger commitment to improve quality of life in the underserved north Minneapolis area, the Pohlad Foundation recognizes stable occupancy and paths to affordable home ownership as key components of a healthy community. A Pohlad grant for a block-by-block Housing Market Index study in 2011 revealed a more diverse and dynamic housing market than many had assumed. Building on the report's findings and on existing relationships with nonprofits already working on affordable housing development and renovation on the north side, the Foundation helped create and invested in **Northside Home**—a joint venture between Urban Homeworks and Project for Pride in Living that intends to create safe and affordable home ownership options in north Minneapolis.

The Foundation's commitment to Northside Home includes a \$4 million program related investment (PRI), which is a low-interest loan that private foundations can make to a project related to their mission. The Pohlad Foundation's goal is to use PRI and grant funds so Northside Home can purchase and renovate houses (utilizing local labor), and provide families with two options: a direct path to homeownership, or a lease-to-own phase with financial counseling to help families successfully move from tenancy to ownership. An indirect benefit of this house-by-house approach is to stabilize and improve the overall real estate market in north Minneapolis.

Gaining momentum in 2014, by year's end Northside Home owned 17 homes—ten of which were fully renovated. Seven were home to renters through the lease-to-own program and several more were being marketed as lease-to-own options or as sales directly to a buyer. In providing work for contractors and affordable housing to families, Northside Home will continue to help make north Minneapolis a desirable place to put down roots.



PROGRAM SPOTLIGHT

The **Summer Camp Scholarship** is the Foundation's longest-running program. Dating to 1999, it provides grants to help an average of 1,200 financially disadvantaged youth ages 7 to 16 attend residential summer camps throughout Minnesota. Organizations selected to receive grants have strong relationships with the children and families they serve and assist youth in researching, selecting, preparing for, and attending camps that enrich young peoples' life experience.

Despite being well-established, staff continually strive to improve the program to better serve and support youth, families, and grantees. A 2013 survey indicated a desire among grantees for shared learning. In 2014, three conference calls allowed experienced and high-performing Summer Camp grantees to share ideas and insights on topics including negotiating discounts with camps, finding camp supplies and donations, and arranging transportation for youth. Grantees implemented ideas that sent more youth to camp, secured more supplies for youth in need, and incorporated new opportunities for youth to learn and grow.

The stories shared with the Foundation by campers each fall remind us how thankful families are to give their children developmental experiences they could not otherwise afford.



THE GOOD ACRE – *A New Way of Sharing Local Food*

Beginning in 2011, the third generation of Pohlads began to engage in the family's tradition of giving by learning more about the Foundation's priorities and asserting their own philanthropic interests. In 2012, several younger family members expressed concern about the lack of healthy food for all; regardless of income, and a desire to address limitations in the local food system. Discussion and research led to the establishment of a non-profit enterprise that would promote and demonstrate new economic models of sustainable, healthy food production. The resulting project is **The Good Acre**, a planned food hub for aggregating and distributing local produce, located next to and in partnership with the University of Minnesota's College of Food, Agriculture, and Natural Resource Science. Initially funded by the Pohlad Foundation, The Good Acre is scheduled to open by October, 2015.



The Good Acre's mission seeks to enhance how food is grown and shared in the Twin Cities region, improve marketplace opportunities for diverse independent farmers, and increase access to local fresh produce for all. "The Good Acre is an investment in how food is grown and shared in the Twin Cities. This includes supporting diverse emerging farmers, facilitating education and training and distribution through The Food Group—formerly the Emergency Food Network—to reach low income families," said Rhys Williams, The Good Acre's general manager. For more information, visit **TheGoodAcre.org**.

FINANCIAL POSITION	12/31/2014
Cash	\$ 8,298,776
Investments	\$107,603,894
Buildings, Land	\$1,513,609
Program Related Investments	\$4,641,658
TOTAL ASSETS	\$122,057,937
Accounts Payable	\$3,454
Outstanding Grants	\$9,850,000
Unrestricted Net Assets	\$112,204,483
TOTAL LIABILITIES	\$122,057,937
ANNUAL FINANCIAL ACTIVITY	
Gifts	\$6,010,732
Dividends and Interest Income	\$1,264,172
Capital Gains/Loss	\$2,736,876
Other	\$211
TOTAL INCOME	\$10,011,991
Grants Paid	\$12,010,762
Administration and Operations	\$1,192,126
Investment Expenses	\$333,420
TOTAL EXPENSE	\$13,536,308
NET INCOME	(\$3,524,317)



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