

2023 IMPACT REPORT



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A Message from PFund's Executive Director

As we approach the end of 2023, it's a natural time to take stock of the accomplishments of the past year and look forward to the promise of the new one.

And PFund's accomplishments this year have been remarkable! Thanks to PFund's community of supporters, we have been able to make a difference in the lives of more queer people this year than in any year in PFund's history. In 2023, PFund awarded grants, scholarships, and sponsorships to more than 140 queer individuals and organizations from across PFund's five-state service area of the Upper Midwest.

We scaled up some of our signature programs this year, including expanding our Equity Fund small business grants to queer entrepreneurs from across the Upper Midwest. We also completed our first year of offering grants and training to rural-serving queer organizations via our PRISM Fund.

Additionally, we completed a first-of-its-kind research survey that explored the barriers that prevent queer people in our service region from accessing higher education.

PFund's team continues to grow. We recently welcomed a new executive assistant and senior director of programs. Together, our small-but-mighty staff is working with our broader queer community towards a region where queer people can thrive.

None of this would be possible without our incredible volunteers, donors, partnering organizations, and community members who support our work of building equity with and across LGBTQ+ populations. I feel so very proud of the work we've accomplished together and I'm looking forward to even greater opportunities to enact change in 2024.



Aaron Zimmerman

PFund 2023 Highlights

PFund Scholarships

PFund awarded a record \$132,000 in scholarships to over 50 queer students from across the Upper Midwest.



**SCHOLARSHIPS
FOR QUEER
PEOPLE**

**SMALL BUSINESS
GRANTS FOR QUEER
ENTREPRENEURS**



The Equity Fund

We received a \$750,000 appropriation from the state of Minnesota to dramatically expand our Equity Fund grants program.

The PRISM Fund
PFund completed its first year of providing grants and training to 17 rural-serving queer organizations via the PRISM Fund.



**RESOURCES FOR
RURAL QUEER
COMMUNITIES**

**FUNDS FOR
GENDER-
EXPANSIVE PEOPLE**



The TRANSCEND Campaign

Through peer-to-peer fundraising, we secured over \$135,000 to help our transgender neighbors access services.

Collaboration with MDH
Thanks to a grant from the Minnesota Department of Health, PFund promoted COVID-19 vaccines to roughly 5,000 people.



**PUBLIC HEALTH
MESSAGING**

**GROUNDBREAKING
RESEARCH**



2023 SLAY Survey and Report

We surveyed roughly 400 LGBTQ+ people to produce a first-of-its-kind report on barriers to higher education for queer individuals.

Lavender Legacy League
129 members of our community have pledged to support PFund via planned giving by joining the Lavender Legacy League.



**SECURING A
LEGACY**

**BUILDING A STRONG
REGIONAL LGBTQ+
COMMUNITY**



Sponsorships and Festivals

PFund sponsored 25 queer-focused events across the region and was present at eight Pride or community festivals.

Celebrating 36 Years of Queer Community

History

In 1987, four gay friends in Minneapolis pooled \$2,000 of their own money to establish a permanent endowment fund to provide support for gay and lesbian people in Minnesota experiencing hardships because of the AIDS epidemic.

The idea for the foundation originated during the process of estate planning. They approached local mainstream community foundations hoping they would provide the safekeeping and administration for such a cause. They were denied. The mainstream foundations' policies at the time did not include support for LGBTQ-specific causes, nor did they approve of terminology such as "gay, queer or homosexual" in the mission of naming funds. Not to be stopped, the four founders forged ahead and established the Philanthrofund Foundation—today is known as PFund Foundation.

Over the years, PFund has grown with the support of small, large, and sustaining contributions from individuals. Today, PFund has expanded beyond its modest roots to become the only queer community foundation serving the upper Midwest region of Minnesota, North Dakota, South Dakota, Wisconsin, Iowa and the First Nations therein.

Mission

PFund Foundation builds equity with LGBTQ+ communities across the upper Midwest by providing grants and scholarships, developing leaders, and inspiring giving.

Vision

PFund Foundation invests in thriving and more equitable communities for queer people in the upper Midwest.

Prioritized Communities

The LGBTQ+ community of the Upper Midwest is not monolithic. Factors such as age, race/ethnicity, geography, disability, income, and gender all influence the challenges facing queer individuals. PFund Foundation recognizes that some subpopulations of the queer community may need elevated levels of support to achieve equitable outcomes. To address this need, PFund Foundation has identified three prioritized communities who are especially important to our work.

Queer People of Color

Of the 145 awards PFund made this year, 86 of them were made to individual scholars or grant recipients (as opposed to organizations). 59% of 2023 individual grantees and scholars identify as Black, Indigenous or People of Color. 45% of 2023 PFund Scholars identify as Black, Indigenous, or People of Color. 70% of 2023 Equity Fund grantees identify as BIPOC.

Gender-Expansive People

Transgender, gender non-conforming, and nonbinary people are being made the targets of discriminatory legislation and scapegoating at the regional and national levels. 52% of 2023 PFund Scholars and 45% of 2023 Equity Fund recipients identify as transgender, nonbinary, or otherwise gender-expansive. 100% of TRANSCEND grants made in 2023 went to organizations supporting transgender and gender-expansive communities across the region.

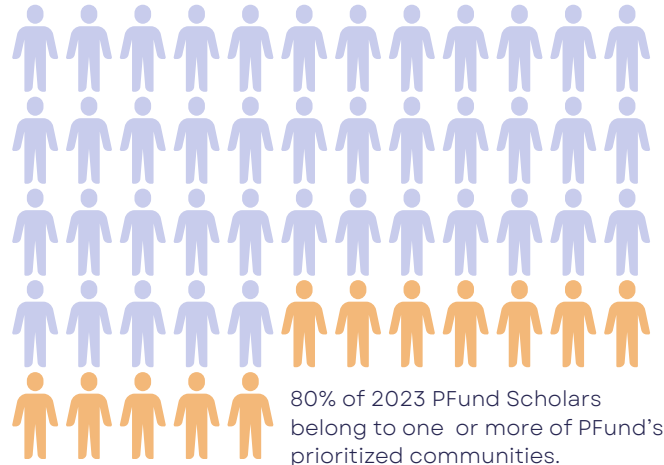
Rural Queer People

LGBTQ+ people living in North or South Dakota face a unique set of challenges, including the ongoing impacts of high COVID-19 rates, political environments actively hostile to queer and trans individuals, and fewer nonprofit resources for queer communities (especially outside of large cities). Based on census figures, PFund estimates that 31% of the population of its five-state service area are people living in town under 50,000. 25% of grants and scholarships distributed by PFund in 2023 were to individuals or organizations located in rural areas or small towns.

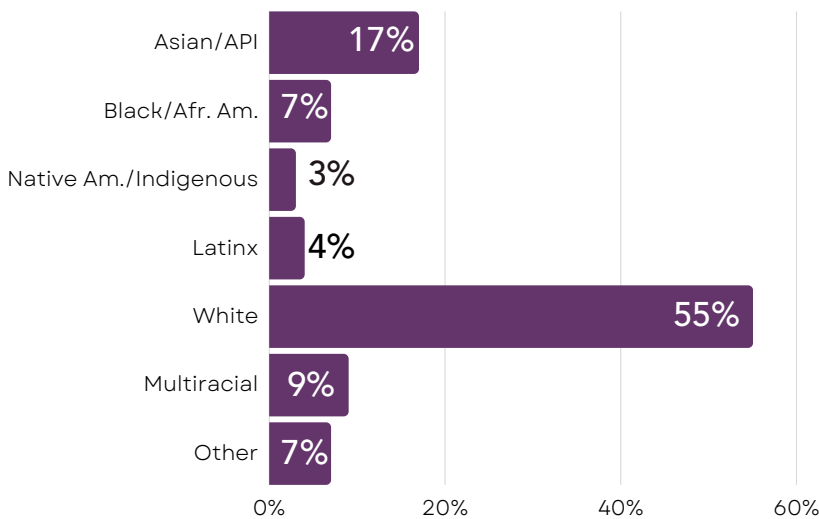
'23 Scholars Snapshot

In 2023, PFund awarded a **record \$132,000** to more than 50 queer scholars.

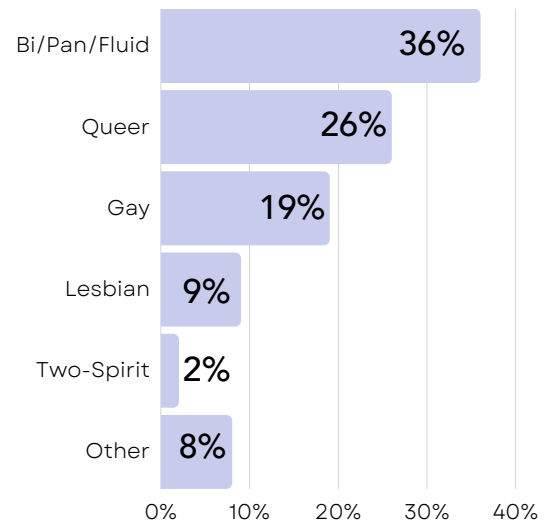
Prioritized Communities



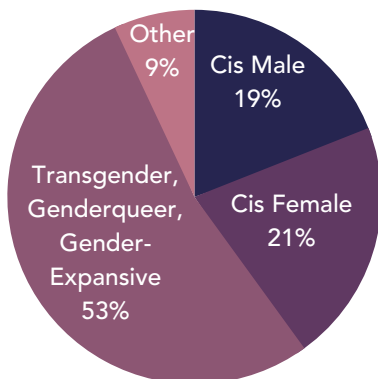
Racial & Ethnic Background



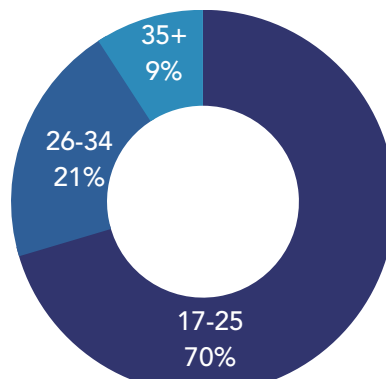
Sexual Orientation



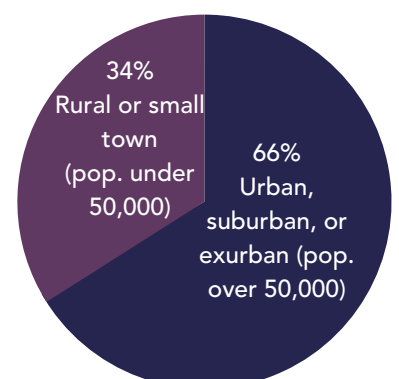
Gender Identity



Age



Community Type



Scholarship Impact

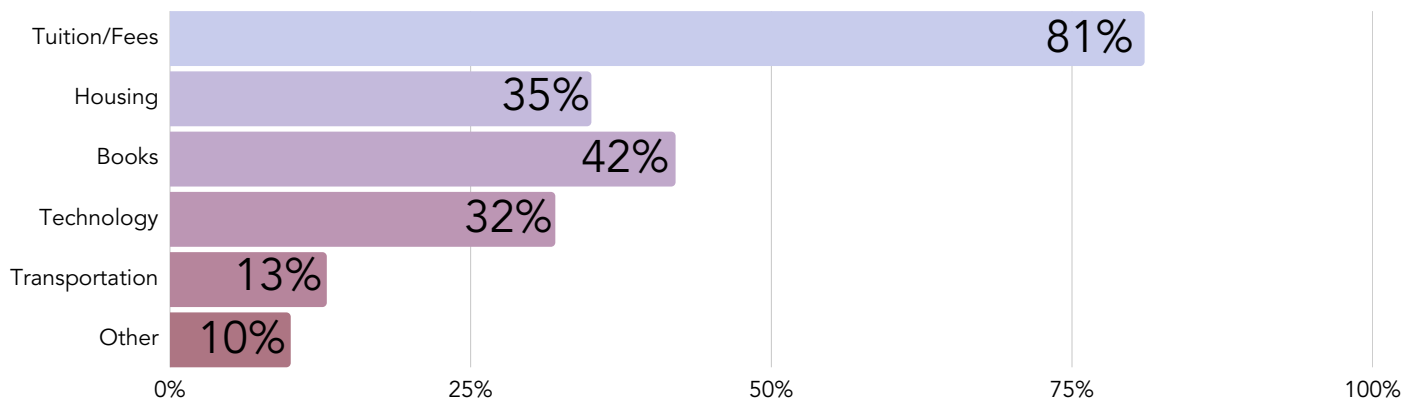
“I planned my entire college career with the expectation that I would be solely be surviving off loans and TV dinners, so to receive such an amazing scholarship is the greatest thing I could have hoped for.”

–2022 PFund Scholar Roman Valentine

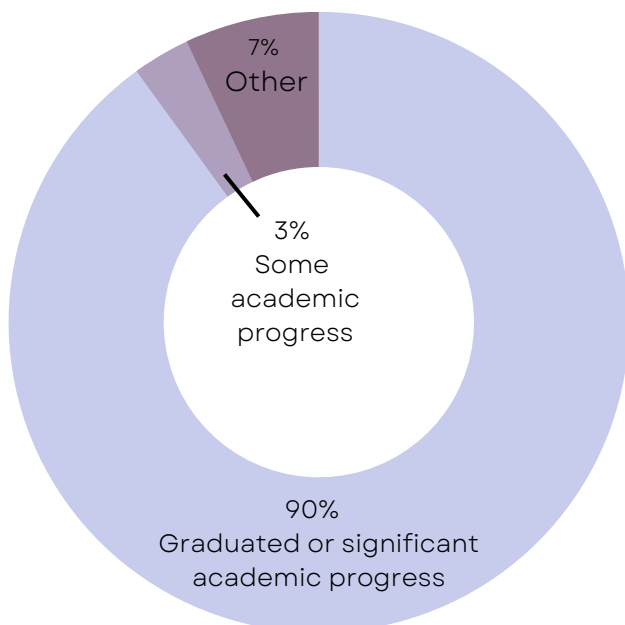
\$38,387

estimated mean student debt load reported by 2022 PFund Scholars.

Percentage of 2022 Scholars Who Reported Using Scholarship Funds to Pay for Each Expense



Reported Academic Progress of 2022 Scholars



90%
of 2022 PFund Scholars reported reduced financial stress related to their educations as a result of their scholarships.

Scholarship Funds '23

All God's Children Award
Beverly Cory Women in Business Award
Cargill Award
Claire Selkurt & Dianne Legg Creative Arts Scholarship
Daniel Morgan Duty III Study Abroad Award
Gilligan-Pospisil Award
Holland-Federhart Award
Howard Liebhaber Human Rights Award
Human Service Award
James Quinn Scholarship
James T. Lerold Memorial Award
Jamie Lee Wounded Arrow Memorial Award
Jelani C. Grevious #BlackBoyJoy Memorial Scholarship
Kerstin & Winn Wyman Memorial Award
Knabel-Allin Academic Achievement Award
Lavender Magazine Award
Lee Roehl Award
LGBTQ Technical Occupation Scholarship
Linde-Ostrander Building Bridges Award
Linde-Ostrander Gay Male Leadership Award
Livak Charitable Trust Award
Lyle Rossman Memorial Senior Award
Manahan-Bohan Rural Lesbian Award
Meuwissen-Werb Award
PFund Award
Project Management Institute-Minnesota Award
Quinn Liberal Arts Award
Quorum Scholarship
Richard L. Long Scholarship
Southeast Minnesota Award
Union Pacific Building Pride Scholarship

2023 Scholar Profile



Like many people, the pandemic changed things for 2023 PFund Scholar Kai. Kai, who describes themselves as a nonbinary sapphic queer person, was one of the millions of Americans who was laid off during the worst months of COVID-19. They had an undergraduate degree in journalism and had worked in their field writing for various magazines based in Minnesota, but suddenly found themselves laid off. “I needed to leave journalism for something more pandemic-proof,” they shared with PFund during a Zoom interview held in August (their very cute gray cat Bast also joined the call as a special guest star).

Kai had minored in psychology as an undergraduate and was interested in potentially doing something in the human-services field job-wise, so they decided to pursue a master’s in social work (MSW) degree, with the goal of becoming a therapist.

“I’ve always been interested in what makes people tick and how they function,” Kai stated. According to them, “having the undergraduate minor in psych made me realize I don’t want to pursue classic psychology,” but a MSW degree seemed like a way to help people and combine Kai’s interests in psychology, social justice, and queer issues. They enrolled in graduate school at a large public university in Minnesota in fall 2022.

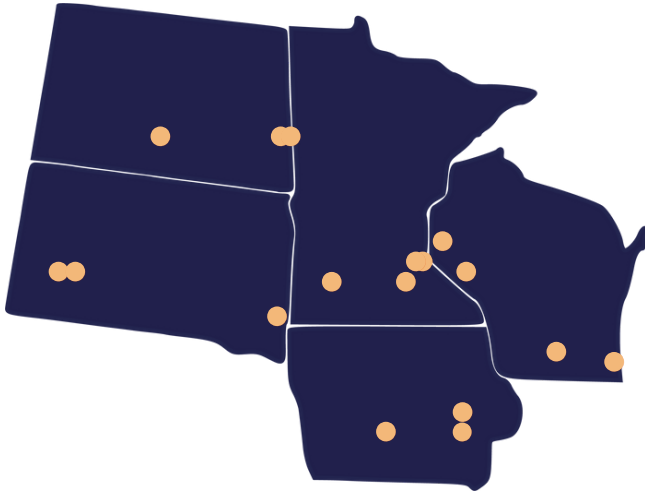
Throughout their studies, Kai has had to navigate the ways in which their chosen field has been (and still is) oppressive, damaging, and exclusionary to queer people. “Homophobia and transphobia are very much alive in the field, unfortunately,” they noted, but added that they were drawn to psychology by the prospect of serving as a mental health professional who is fluent in issues related to sexual orientation and gender identity. They are especially interested in making therapy resources more accessible to LGBTQ+ individuals, rural individuals, and communities impacted by religious trauma.

During the 2023-24 academic year, Kai will begin offering therapy to clients under the watchful eye of a licensed supervisor. Once they complete their coursework and practicum, they will graduate in the spring of 2024 and take the licensing exam to become a Licensed Social Worker (LSW). After earning 4,000 hours of clinical supervised practice (and a bunch of paperwork), they will take another licensing exam and they should be fully-credentialed as a Licensed Independent Clinical Social Worker (LICSW) to start working independently under their own license.

Kai has been steadily working to this goal, but the required time commitment is intense. In order to complete an MSW degree, there’s a large amount of work via required practicum placements. “There’s at least 1,020 hours of unpaid labor,” Kai stated. “I’ve already done 420 of those hours in my first year of practicum, but in this coming year I need to complete an additional 600 hours.” This is on top of the required course load of 12-14 graduate-level credits that must be completed each semester. Kai also works 20 hours a week to support themselves while completing their graduate degree.

When asked about what they’d like to achieve through their work in mental health, Kai has a clear vision of the kind of change they could be a part of moving forward. “I’d like to see less working with patients in isolation. Healing doesn’t happen in isolation. Healing happens through community and connection.”

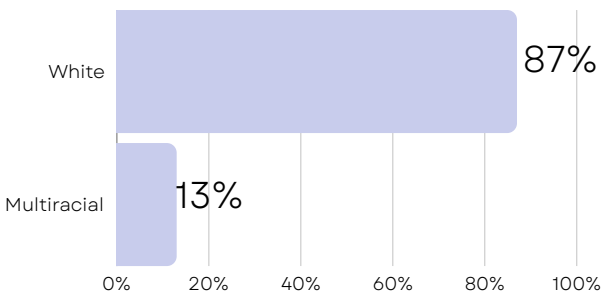
The PRISM Fund



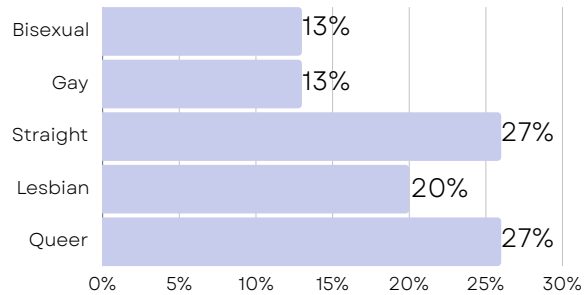
PFund awarded its first-ever round of PRISM grants in fall 2022 to 17 queer organizations located across the foundation's five-state service area. Grantees received funds to support capacity building and professional development. Grantees also and participated in eight PRISM Alliance virtual trainings plus an online virtual intensive in August 2023.

All demographic information shared here is taken either from grantee application materials or from mid-program evaluation surveys that representatives from PRISM grantee organizations completed in summer 2023. All figures have been rounded to the nearest percentage point.

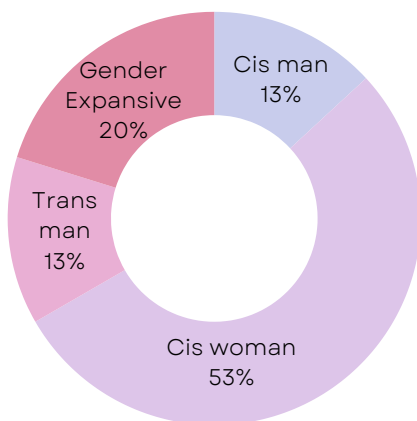
Racial & Ethnic Background 2022-23 PRISM Alliance Participants



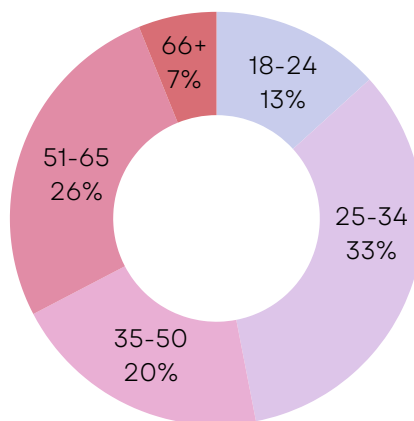
Sexual Orientation 2022-23 PRISM Alliance Participants



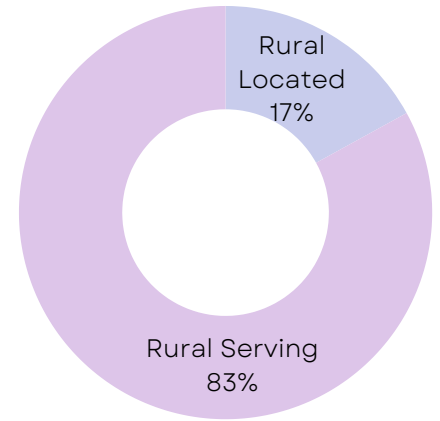
Gender Identity 2022-23 PRISM Alliance Participants



Age 2022-23 PRISM Alliance Participants



Rural serving vs. rural located 2022-23 PRISM grantee organizations



2023 Grantee Profile



“Move to the nearest big city.” It’s a piece of advice so common to young people in the queer community (especially young LGBTQ+ individuals in rural areas) that over the decades it has become a cliché that passes for conventional wisdom. But this advice often ignores the complexities of why people live where they live, the different kinds of communities available, and the fact that many queer people prefer living in small towns or rural areas as opposed to cities, suburbs, or exurbs.

Of course, rural areas bring their own set of challenges for queer individuals. From conservative politics, hostile religious denominations, and lack of access to affirming medical providers, rural life can at times feel lonely to LGBTQ+ folks.

One organization helping make rural spaces feel more comfortable for all residents—including the full spectrum of orientation and gender identity—is the LGBT Center of SE Wisconsin. Founded in 2009, the nonprofit provides a variety of services on behalf of Wisconsin’s queer residents.

PFund recently had a remote interview with the center’s executive director, Barb Farrar. Farrar is a queer Iowa native who lived for years in San Francisco before returning to the Midwest; she has been running the center for the past five years. “I realized from my time in San Francisco that I had absorbed a lot of information about the queer community and organizing, so when I moved back to the Midwest, I started by joining the LGBT Center’s board,” she stated over a Zoom call where we got to know her better. At the time, the center was running on a very tight \$80,000 annual budget and had no executive director or paid staff.

Under Farrar’s leadership, the organization has expanded its budget and programming and now provides four key programs that the center considers pillars of its work. These include safe zone trainings provided across the region, various queer support groups, youth programming including an annual Equality Prom, and a new equity program called Colorful and Connected that focuses on queer communities of color.

The LGBTQ Center of Southeast Wisconsin is a 2022 - 23 PRISM grantee and received \$3,000 from PFund to build its capacity and keep offering its vital programming. Farrar first learned about the PRISM grants via CenterLink, a nationwide coalition of queer community centers. “When I saw the rural emphasis of PRISM grants, I said ‘oh my gosh, this speaks to me,’” said Farrar. She added, “we are using the PRISM grant funds to build our social media and to expand our existing programs across Wisconsin.”

On our interview call, Farrar was keen to outline the ways that the LGBT Center of SE Wisconsin differs from the queer community centers commonly found in urban areas. “Even though we are a small center, we have a large region that we serve. We see a lot of our services being virtual and available across the entire state.” Throughout its work, the LGBT Center of Southeast Wisconsin is dedicated to serving as a resource for the queer communities found outside of urban centers. “We forget that where you live is really a choice and a lot of people choose to stay in their hometown. And there’s nothing wrong with that.”

The Equity Fund

The Equity Fund for Queer Entrepreneurs of Color (originally known as the Twin Cities Queer BIPOC Business Capacity Fund) was created in 2020 in direct response to the dire economic circumstances created by COVID-19 and the civil unrest and burning of Lake Street following the murder of George Floyd.

From fiscal years 2020 - 2023, PFund has awarded \$195,000 across 30 Equity Fund grants. Grantees received flexible cash assistance to support their business operations and culturally-fluent capacity training resources.

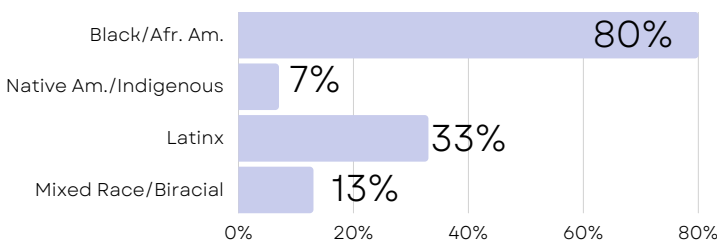
PFund partnered with Quorum, Minnesota's LGBTQ+ chamber of commerce, to provide in-person and remote training sessions to the first two cohorts of Equity Fund grantees. In addition to the curriculum, these trainings create spaces where queer entrepreneurs of color can discuss shared struggles and offer affirmation, advice, and support to one another.

Grantees received a free year-long membership to Quorum and access to its training and support resources. PFund staff also held virtual office hours over the course of the program to support grantees as needed.

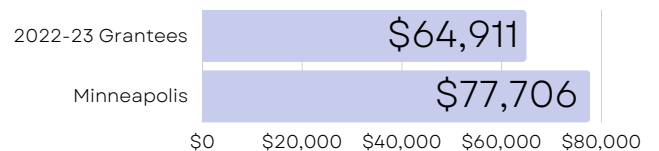
Grantee cohorts participated in a series of training sessions on vital business development topics such as human resources best practices, sources of capital, understanding legal liabilities and protections, and use of technology, leadership perspectives, sustainable leadership, mentorship mapping, strategic networking, and the essential of running a small business.

Thanks to a first-ever appropriation from the state of Minnesota in May 2023, PFund was able to dramatically expand the Equity Fund program during Fiscal Year 2024 and offer over \$400,000 in small business grants to queer entrepreneurs across the region. A full list of the 2023-24 Equity Fund grantees can be found [here](#).

Racial & Ethnic Background 2022-23 Equity Fund Grantees

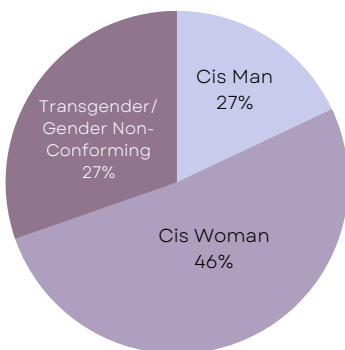


Comparison of Estimated Annual Median Household Incomes*

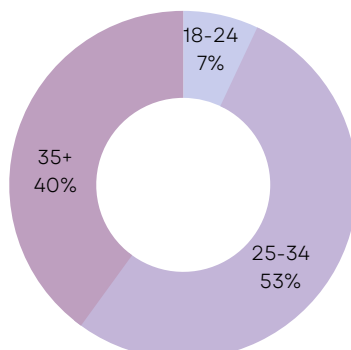


*Grantee household income estimates extrapolated based on ZIP code and census data. Median household income for Minneapolis based on 2021 U.S. Census figures.

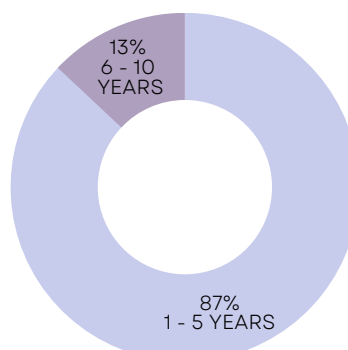
2022-23 Grantees Gender Identity



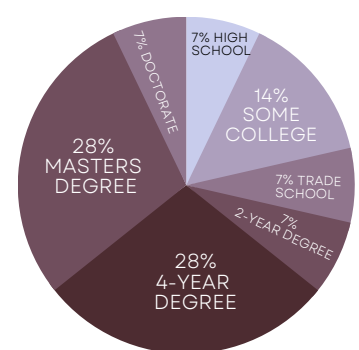
2022-23 Grantees Age



2002-23 Grantees Years in Business



2022-23 Grantees Education Level



2023 Grantee Profile



Photo credit: Diana Albrecht

Cándida González is one of those talented people for whom multiple hyphens are required to fully describe the breadth and depth of their professional practice. Cándida brings their lived experiences as a queer person of color to their work as an artist-teacher-organizer-entrepreneur.

It was in their capacity as a small business owner that Cándida crossed paths with PFund Foundation. At an Open Streets event last summer, they received a flier about grants from PFund’s [Equity Fund](#). Launched in 2020, over the past three years the Equity Fund has distributed approximately \$190,000 to queer entrepreneurs of color in Minneapolis. Cándida applied and their company, [Las Ranas Jewelry](#), was awarded one of the largest grants in the 2022 Equity Fund cohort.

Cándida’s mixed-media jewelry is a bewitching combination of found objects, often tied to themes from astrology, tarot, and the zodiac. “When I was growing up, I always made jewelry for myself or my friends,” Cándida told PFund in a recent Zoom interview. “When I was unexpectedly unemployed in 2018, I felt the need to develop my individual creative work so I started

making jewelry again and trying to sell it. It took me half a year to find the authentic voice in what I was making, but then it just took off.”

Cándida considers QTBIPOC communities their primary audience, saying, “It really has been the community that has embraced my work. QTBIPOC people are able to see themselves in the work I am doing, which in turn makes me feel seen.”

Cándida relied on Las Ranas for financial support during the pandemic when their other in-person consulting work in the arts and educational sectors dried up. As a single parent, Cándida needed to balance their caregiving responsibilities with making a living during the worst of lockdown. Making jewelry could be done from home on a flexible schedule, so Cándida started selling their work on Etsy. Today, they sell their work at a half-dozen stores across the Twin Cities area in addition to their online shop.

Cándida used their Equity Fund grant to set up an expanded studio space. Prior to the PFund grant, they were limited to fabricating jewelry via mixed-media assemblage, but with the infusion of funds, they were able to begin exploring metalworking. They took classes at the [Chicago Ave Fire Arts Center](#) and began building themselves a proper fabrication space. “I was slowly trying to buy things, but it’s really expensive to set up a metalworking studio. All of sudden with the grant funds I could buy everything. It was amazing.”

When asked what they would tell other queer small business owners of color interested in applying for a grant, Cándida noted, “This is an incredible opportunity to participate in a program that is going to give you a cash infusion into your business and a chance to build community with other QTBIPOC business owners in the Twin Cities. It’s invaluable to not feel alone and have others in the community to talk to about the struggles and rewards of running a business.”

The Readiness & Resilience Fund

The Readiness and Resilience fund was created by the PFund board of directors during the pandemic as a successor to the foundation's COVID-19 Rapid Response Fund. The fund provides community leaders, board members, and other stakeholders with the flexibility and agility to support queer communities facing and responding to crises. These include emergencies or ongoing systems of oppression.

Readiness & Resilience grants are made at the discretion of the PFund board of directors. For 2023, the Readiness and Resilience fund served as the mechanism for grants made via the TRANSCEND campaign, which is detailed on the next page of this report.

The Bisexual+ Fund

Originally started in the late 1990s, PFund Foundation's Bisexual+ Fund grants have been awarded to dozens of bisexual-led and -serving organizations across the upper Midwest. In 2023, \$6,000 total in Bi+ Fund grants were awarded to the Bisexuality Organizing Project, the LGBT Center of SE Wisconsin, the Equality South Dakota Institute, and Lost&Found.

Sponsorships

PFund has limited funds available to support a variety of queer-focused events across the region each year. In 2023, PFund distributed a total \$20,050 to 25 events across the region. Sponsorship this past year include events such as the Raedial Book Fair (including a Drag Queen Story Hour), Flip the Script Festival, the Gender Justice Brunch, the Grand Forks Transgender Day of Remembrance, a concert by Fargo Moorhead Gay Men's Chorus, Uniting Resilience's Two Spirit Pow-Wow, and a variety of local and regional Pride festivals.

The TRANSCEND Campaign

2023 was a particularly ghastly year for state legislatures passing anti-queer and anti-trans legislation designed to make obtaining affirming medical care difficult or impossible. Within PFund’s service region, North Dakota, South Dakota, and Iowa all passed trans healthcare bans during their 2023 legislative sessions.

To respond to this urgent need, PFund’s staff and board of directors created a rapid-response peer-to-peer funding campaign in spring of 2023. Known as TRANSCEND, the campaign raised over \$135,000 in under 90 days to support transgender and gender-expansive youth and their families in access affirming medical care, safe learning environments, and other supportive services. Funds were also contributed to a multi-agency effort led by Twin Cities Pride to track transgender and gender-expansive individuals relocating to Minnesota from other states to access services.

A total of \$50,000 in TRANSCEND funds were distributed to nine organizations in 2023; the remaining approximately \$85,000 in grant funds will be distributed in 2024.

2023 TRANSCEND Campaign Grantees

- Family Tree Clinic | Minnesota | \$5,000
- Minnesota Online High School | Minnesota | \$5,000
- North Dakota Human Rights Coalition | North Dakota | \$5,000
- One Iowa | Iowa | \$5,000
- OutFront Minnesota | Minnesota | \$5,000
- Twin Cities Pride | Minnesota | \$10,000
- RECLAIM | Minnesota | \$5,000
- The Transformation Project | South Dakota | \$5,000
- Transforming Families | Minnesota | \$5,000

2023 SLAY Survey



Overview

PFund Foundation worked with a team of research professionals to conduct a survey of approximately 400+ LGBTQ+ people from across the Upper Midwest for our first ever SLAY (Study of LGBTQ+ Academic Yield) Survey. Our goal was to use data to better understand if and how queer folks are able to access higher education.

Barriers to Access

Cost is the top barrier cited by queer people who would like to enroll in postsecondary education but have been unable to do so. Time commitment was the second most common reason given. Lack of guidance in how to enroll in college or select an area of study is also an issue.

Sense of Belonging on Campus

National surveys of college students have found that feeling a sense of belonging at their schools is a major factor in whether they complete their college educations. The SLAY Survey found that BIPOC queer students reported a stronger sense of belonging on campus than their White queer peers.

Student Debt Impact

Queer people in the Upper Midwest reported an estimated average student debt of \$39,123. This translates to an average monthly payment of \$350. When asked on a scale of 1 - 4 how concerned they were about the impacts of student debt, the average score was 3.1. This indicates a high level of concern for both current LGBTQ+ students and queer folks who have completed their studies.

Implications and Recommendations

1. We need more scholarships for queer people in the region.
2. We need more queer-specific resources and guidance to help LGBTQ people navigate the high-stakes and confusing process of applying to college and choosing an area of study.
3. We need to cultivate campus climates where queer people feel safe and affirmed in their identities.
4. We need to invest in higher education as a public good across the region.

Learn More

The full 2023 SLAY report is available online at www.pfundfoundation.org/slay.

2023 Lavender Legacy League Members

| | | | |
|---------------------|--------------------|---------------------|-------------------|
| Edward Alch | Sue Guesnard* | Paul Mittelstadt | Marcus Waterbury |
| Gregory Baskin | Glenn Hanna | Mary Alice Mowry | Darrel Waters* |
| David Berchenbriter | Teresa Hanratty | Michael Muehlbach | Miriam Weinstein |
| David Bjork | Mel Harrington | Michael Nagell* | Pamela Werb |
| Bradley Boogren | Jed Hastings | Rodney Nelson | Robert Werner |
| Dean Borghorst | Mark Haynes | Kathleen Ogle | Gregory White |
| Tom Borrup | Stephen Henderson | Charles Peterson | Gregory Wildhaber |
| Alan Braun | Arthur Higinbotham | Tamara Peterson | Ronald C Wilson* |
| John Brentnall | Joan Higinbotham | Joseph Plante | Ron Zweber |
| Kathryn Briem | Marjean Hoeft | Steve Pospisil | |
| Chad Brown | Douglas Howard | Margaret Purcell | *Deceased |
| Steven Buck | Jason Howard | James Quinn | |
| Richard Burbach | Amy Johnson | Dean Raders | |
| Lois Carlson | Paul Kaminski | Robert Ridenour* | |
| Michael Chatt | Jim Kaplan | Ian Ritchie | |
| Scott Clugston | Darla Kashian | Lee Roehl* | |
| Diane Collins | Bonnie Kelterborn* | Jaron Roering | |
| Richard Cook | Van Keszler* | Richard Scott | |
| Catherine Croghan | William King | Thomas Scott | |
| Carol Cummins | Ryan Kroening | Myke Selha | |
| Eugene Danilenko | Lindsay Kruh | Allan Spear* | |
| Douglas Dekker | Ed Kulik | Philip Spoehr | |
| Gary Diamond | Dawn LaDassor | Rob Strusinski | |
| Arlan Dohrenburg | William Lampe | John Sullivan | |
| Gary Domann | John Larsen | Eric Sullivan | |
| Timothy Dordell | Barry Lau | Wallace Swan | |
| Dallas Drake | Kate Lehmann | Shane Swanson | |
| Susan Duffy | Ron Linde | Merle Sykora | |
| Shirley Duke* | Glenn Lindsey | Bruce "Buzz" Taylor | |
| Daniel Eitingon | Nancy Manahan | Leo Tibesar* | |
| Kathryn French | Paul Marystone* | Thomas Trisko | |
| Linda Ganister | Michael Matson* | Tom Vance | |
| Judith Gavin | Roger Mattson* | Bill Venne | |
| Brian Gilligan | David Mayo | Ann Viitala | |
| Gregory Grinley | Dennis Miller* | Phillip Voight | |
| James Groskopf | Anna Min | Velma Wagner | |

The Lavender Legacy League is a group of over 120 loyal PFund supporters and community members who have decided to include the foundation in their estate plans. PFund Foundation is grateful to these individuals for being members!

Strategic Plan Metrics

The staff and board of directors of PFund Foundation work together diligently to set the strategic direction for the organization each year. Since 2020, PFund's board has been focused on three broadly flexible goals to increase the foundation's audience reach and programmatic effectiveness:

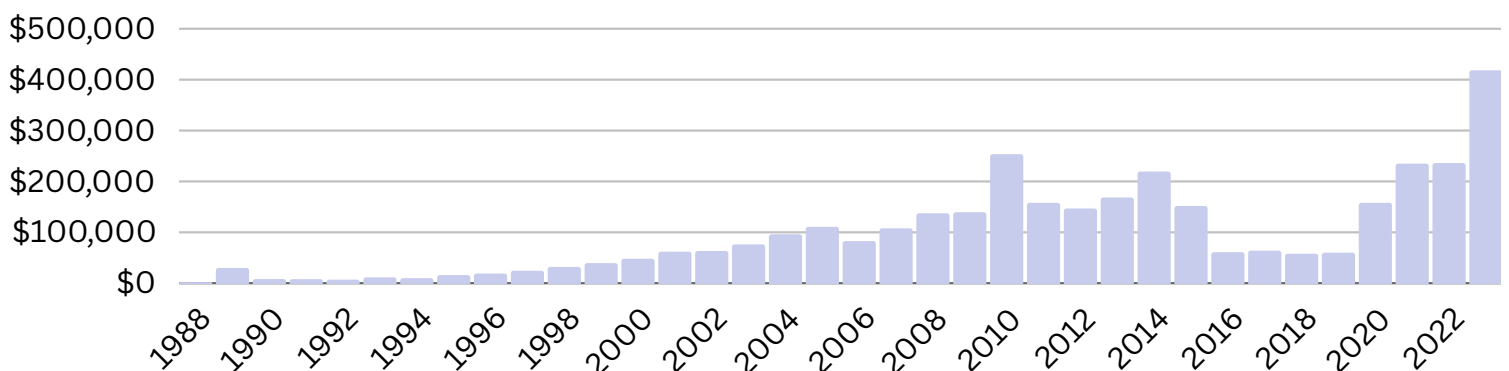
- **Build Capacity**
- **Demonstrate Impact**
- **Communicate Results**

Each of these three strategic buckets are meant to identify areas where the foundation has growth potential while still recognizing that the on-the-ground conditions can change rapidly and the foundation must be flexible enough to pivot when needed.

BUILD CAPACITY

- PFund received its first ever state appropriation from the Minnesota Legislature in May. The foundation received \$750,000 in funding in support of its Equity Fund small business grants program.
- PFund received \$375,000 in grant funding and over \$388,000 from 500+ people and places during Fiscal Year 2023.
- Lavender Legacy League membership increased to 129 donors (a 15% increase over last year) with estate plans benefitting PFund in 2023.
- PFund sponsored 25 queer-focused events across the region in 2023 and was present at eight Pride or community festivals.
- Seven new members added to PFund's board of directors.
- PFund received \$375,000 in grant funding and over \$388,000 from 500+ individual or institutional donors in Fiscal Year 2023.

Amount of Grants, Scholarships, and Sponsorships Distributed by PFund by Fiscal Year



DEMONSTRATE IMPACT

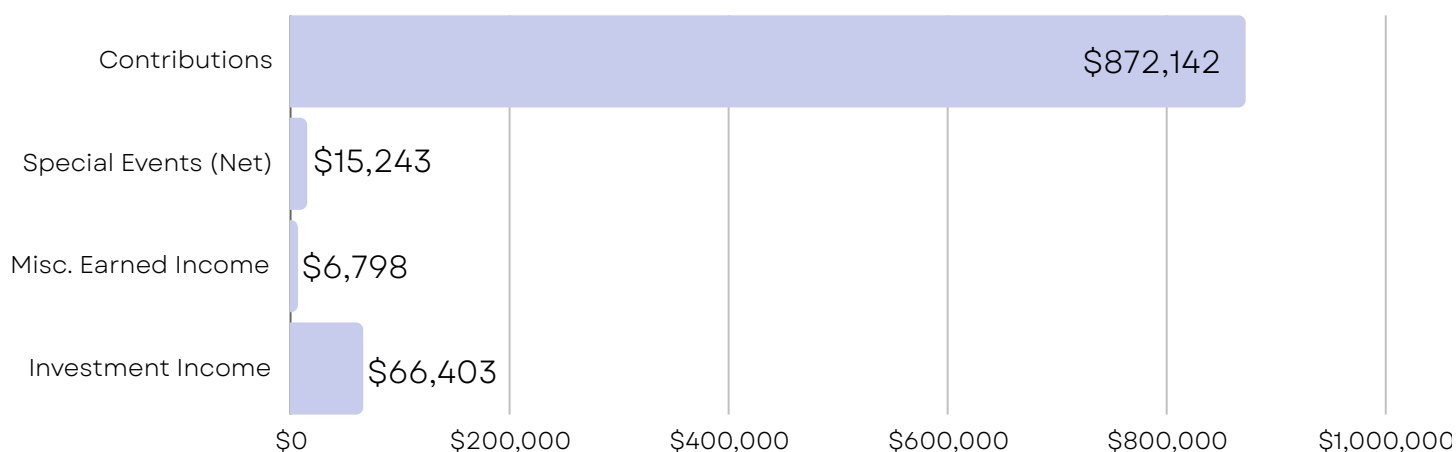
- A dozen volunteer peer-to-peer fundraisers inspired 347 people to donate to PFund's TRANSCEND campaign, which raised approximately \$135,000 in less than 90 days to assist transgender youth and their families needing to cross state lines to access gender-affirming healthcare or other support.
- A record \$132,000 in scholarship awarded to 53 LGBTQ+ students from across the Upper Midwest in June.
- \$432,000 in Equity Fund grants awarded to 33 queer-owned small business in November.
- \$260,000 in PRISM Fund grants awarded to 21 rural-located or rural-serving queer organizations from the Upper Midwest in November.
- Original research conducted via the SLAY survey and PRISM focus groups to better understand the needs of queer populations across PFund's service area.

COMMUNICATE RESULTS

- In Fiscal Year 2023, PFund received more than 190,000 impressions across all social media, web, and digital channels. This is a 200% increase in web traffic as compared to Fiscal Year 2022.
- The most popular PFund communications campaigns in Fiscal Year 2023 were promotion of the SLAY survey (49,700 impressions), general organizational communications (44,000 impressions) and marketing scholarships (40,000 impressions).
- Follower counts across all social media platforms increased 23% over the course of Fiscal Year 2023.
- PFund once again partnered with the Minnesota Department of Health to share vital public health messaging regarding COVID-19 vaccines with approximately 5,000 Minnesotans over the course of 2023.
- PFund launched a TikTok account in June 2023.

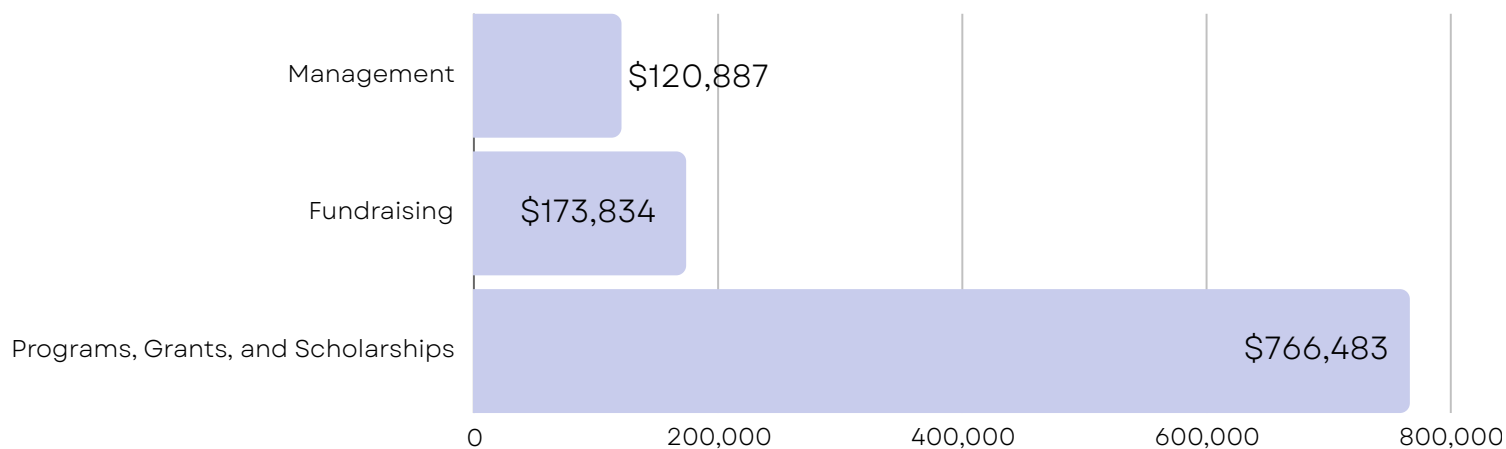
PFund Financials Fiscal Year 2023

Revenues and Support



Total Revenues FY23: \$960,586

Expenses



Total Expenses FY23: \$1,061,204

Total Net Income FY23: -\$100,618

Statement of Activities FY2023

| Revenue | FY23 | FY22 |
|----------------------------------|--------------------|-------------|
| Contributions | \$872,142 | \$887,235 |
| Special Events (net) | \$15,243 | \$13,601 |
| Miscellaneous | \$6,798 | \$3,400 |
| PPP Loan Forgiveness | N/A | \$39,575 |
| Investment Income | \$66,403 | -\$113,426 |
| Total Revenue | \$960,586 | \$830,385 |
| Expenses | | |
| Management | \$120,887 | \$107,561 |
| Fundraising | \$173,843 | \$96,755 |
| Programs, Grants, & Scholarships | \$766,483 | \$452,908 |
| Total Expenses | \$1,061,204 | \$657,244 |
| Change in Net Assets | | |
| | -\$100,618 | \$173,161 |
| Net Assets at Beginning of Year | \$1,263,016 | \$1,089,855 |
| Net Assets at End of Year | \$1,162,398 | \$1,263,016 |

Get Involved

PFund has a variety of ways for people in the community to get involved. Whether you're interested in applying for a scholarship or grant, volunteering as a community reviewer, or donating to PFund's programs and scholarships, there are plenty of ways to support PFund's mission of building equity with LGBTQ+ communities across the region.

Financial support for queer students, nonprofits, and businesses across the Upper Midwest

PFund provides scholarships to LGBTQ+ learners at all stages of their education from across the upper Midwest. Find what fits your needs and apply!

www.pfundfoundation.org/apply

Volunteer as a community reviewer

Every year, PFund Foundation awards dozens of scholarships to queer learners at all stages of their education across the upper Midwest. Rather than having staff review scholarship applications, volunteers from the community read all applications and then meet virtually to select scholarship recipients.

www.pfundfoundation.org/volunteer

Donate to PFund

By making a donation to the upper Midwest LGBTQ+ community foundation, you are investing in the power of community philanthropy. Your contribution to PFund Foundation is tax-deductible and makes an impact on the individuals, organizations, and communities advancing LGBTQ+ equity across Iowa, Minnesota, North Dakota, South Dakota, Wisconsin, and the First Nations therein.

www.pfundfoundation.org/donate

PFund Foundation 2022-2023 Board of Directors

Becky Smith, President

Sarah Julius, Vice President

Dan Livak, Treasurer

Wen Brovold

Austin Holik

Alissa Light

Chong Moua

Patricia Malter

Patricia Nelson

Sara Radjenovic, Secretary

Tony Rivera

Estefania Sedarski

Linda Theis

Kay Waggoner-Johnson

Contact us

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