

The background of the entire page is a vibrant, multi-colored rainbow. The colors transition from purple on the left, through blue, green, yellow, and orange, to red on the right. The stripes are diagonal, running from the top-left towards the bottom-right. The colors have a slight gradient and a soft, glowing effect.

PFund Foundation

**Impact
Report
and
Strategic
Plan**

2021

A Message from PFund's Executive Director

Hello! My name is Aaron Zimmerman (he/him) and I'm the new executive director for PFund Foundation. After being named interim executive director by the foundation's board of directors in fall 2020, I was thrilled to accept the permanent position earlier this year. Prior to leading the organization, I was PFund's Director of Development.

I'm both humbled and excited by the prospect of leading the upper Midwest's only LGBTQ+ community foundation. As our society changes and adapts to the ongoing reality of the pandemic, so too is PFund adapting. We've made some major changes in the last year, including:

- A renewed focus on scholarships as the key way that the foundation supports the LGBTQ+ community in the region.
- Adding two new staff positions: a program coordinator and a director of foundation relations and strategic communications.
- Bringing our communications back in-house to improve direct communication with our key audiences and constituencies.
- De-emphasizing a physical office in favor of virtual collaboration as the foundation continues to adapt to ongoing COVID-19 pandemic.



As we look forward to 2022, I am dedicated to carrying forward the foundation's legacy, while ensuring that we continue to be flexible and innovative in responding to the needs of the regional queer community.

While one of the hallmarks of living with the coronavirus has been uncertainty, as the year comes to a close I know this: the LGBTQ+ community is as resilient as ever. Whatever the future holds, PFund Foundation will continue to support and uplift our region's queer community.

With gratitude,

Aaron

Generosity is the center of everything we do.

Our History

Nearly thirty-five years ago during the height of the AIDS epidemic, four gay friends in Minneapolis pooled \$2,000 of their own money to start a grant fund for local LGBTQ+ people. They approached local community foundations to hold the funds but were either turned away or told that they were not allowed to promote the scholarship fund as being LGBTQ-specific.

Instead, the four founders established Philanthrofund Foundation, today known as the PFund Foundation. As the only queer community foundation serving Minnesota, North Dakota, South Dakota, Iowa, and Wisconsin, PFund is dedicated to working collaboratively across regions and sectors to sustain, support, and strengthen the LGBTQ+ community of the upper-Midwest.

Our Mission

PFund Foundation serves as a vital resource and community builder for lesbian, gay, bisexual, transgender, queer and allied communities by providing grants and scholarships, developing leaders, and inspiring giving.

Our Vision

PFund Foundation is a catalyst in building communities in Minnesota and the upper Midwest where lesbian, gay, bisexual and transgender people are celebrated and live free from discrimination, violence, invisibility, and isolation.

Since 1987,
PFund has
increased its
annual
scholarship
awards by
5,000%

PFund Foundation has distributed over a million dollars of scholarship funds to help support LGBTQ+ students in Minnesota, Iowa, Wisconsin, and the Dakotas.

In 2021, PFund awarded \$75,000 in funds to 24 students.



Grassroots Grantmaking

PFund Foundation is the only community foundation with a focus on philanthropic grantmaking to LGBTQ+ communities in the upper Midwest.

In addition to providing scholarships to LGBTQ+ individuals, PFund Foundation is committed to supporting the network of queer businesses, community groups, and nonprofit organizations that work every day to make our region more welcoming for queer citizens. PFund scholarship and grant selection process is community-driven and built upon the foundations of mutual aid and community solidarity that helped the queer community survive the AIDS crisis of the late 20th century.

GRANT PROGRAM	COMMUNITY SERVED	FUNDING DETAILS
<i>Minneapolis BIPOC Business Capacity Fund</i>	Queer business owners of color in Minneapolis impacted by COVID-19 and/or the ongoing civil unrest.	15 grants awarded in 2021 for a total distribution of \$90,000.
<i>COVID-19 Emergency Fund</i>	LGBTQ businesses, families, and nonprofits impacted by COVID-19 and in need of microgrants for basic needs.	127 emergency grants distributed since March 2020 for a total distribution of \$215,000.
<i>Readiness and Resilience Fund</i>	LGBTQ communities impacted by emergent or ongoing emergencies or systems of oppression.	New fund has been seeded with \$7,500 for distribution; ultimate goal is to raise \$50,000.

Prioritized Communities

- Queer people of color

PFund recognizes that LGBTQ+ people who also belong to minority racial and ethnic groups experience additional oppression and discrimination--both inside and outside of queer communities. 51% of 2021 PFund Scholars identify as Black, Indigenous, or People of Color. During the worst months of the COVID-19 pandemic and related recession, PFund Foundation launched a \$90,000 emergency fund for queer business owners of color in Minneapolis to help their businesses survive the economic impacts of the coronavirus and unrest following the murder of George Floyd.

- Genderqueer people

Transgender, gender non-conforming, and nonbinary people are being made the targets of discriminatory legislation and scapegoating at the regional and national levels. The pandemic has also disproportionately impacted transgender and gender non-conforming college students: the Williams Institute at UCLA found that transgender students were six times more likely to have been seriously ill or hospitalized with COVID-19 than their cisgender peers. Two-thirds of 2021 PFund Scholars identify as transgender, gender non-conforming, genderqueer, or nonbinary.

- Queer Dakotans

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. PFund estimates there are at least 82,000 queer individuals living in the Dakotas and the foundation is in the process of building a new targeted outreach program to LGBTQ+ people in rural areas and the Dakotas in 2022.

Strategic Plan

Key Performance

Indicators

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BUILDING CAPACITY

- PFund established a new Readiness and Resilience fund in 2021 to better respond to the needs of the LGBTQ community in uncertain times.
- In 2021, PFund increased scholarship funding to \$75,000 annually, a 25% jump over 2020.
- PFund is in the process of strengthening its network beyond Minnesota, and by 2023 will have active grantmaking practices in all five states of the upper Midwest.
- PFund increased membership in its planned giving society by 7% in 2021.

2

DEMONSTRATING IMPACT

- PFund will increase its annual scholarships and grantmaking to \$200,000 by 2023.
- In 2021, 51% of PFund Scholars were BIPOC.
- PFund will increase the number of PFund Scholars and grant recipients by 30% over 2019 levels by 2023.
- PFund will have board members from all five states by 2023.

Strategic Plan

Key Performance

Indicators

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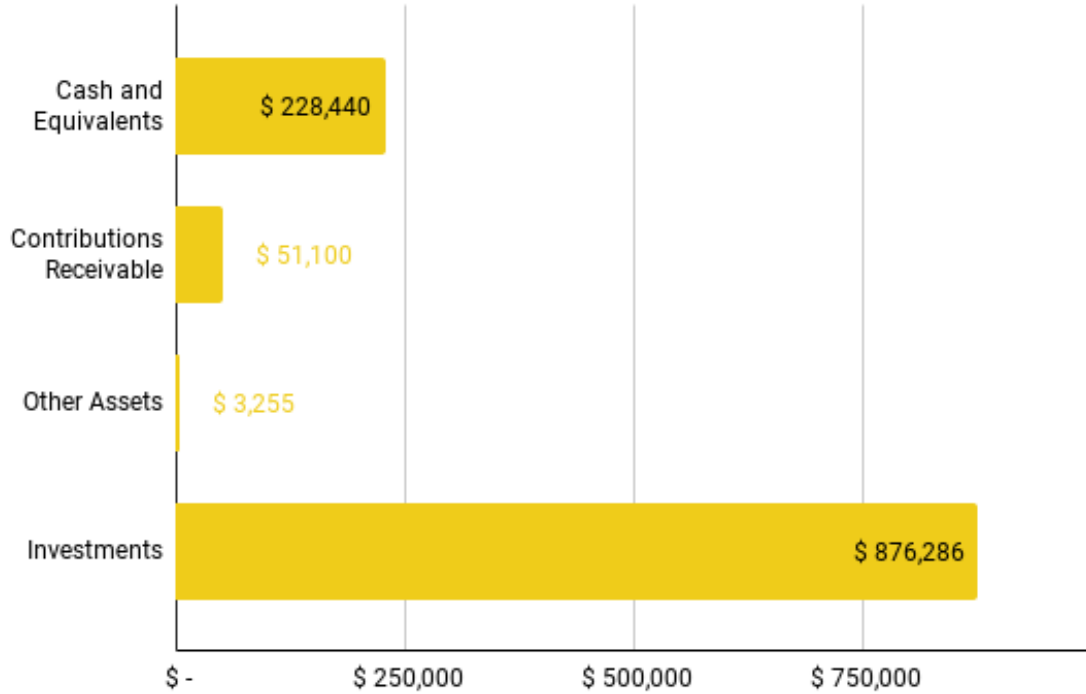
COMMUNICATING RESULTS

- All communication responsibilities have been returned to in-house specialists employed by PFund for better communication directly to the foundation's key audiences and constituencies.
- In 2021, PFund's senior staff were accepted to the Lightful BRIDGE program, a one-year intensive digital communications training underwritten by the Gates Foundation.
- PFund Foundation has set a goal of doubling its web traffic and tripled the number of followers on social media by the end of 2022.
- PFund hired an adjunct faculty member from the University of Minnesota's College of Continuing Professional Studies who specializes in remote instruction and applied business classes to reimagine and revitalize the foundation's online learning and training resources in 2022.
- After a 2020 pandemic hiatus, PFund was able to hold a virtual event to connect PFund Scholars with donors in October 2021.

Statement of Financial Position

Fiscal Year 2021 (7.1.20 – 6.30.21)

Assets: \$1,159,081



Liabilities: \$69,226



Net Assets: \$1,089,855

Statement of Activities

Fiscal Years 2021 (7.1.20 – 6.30.21) and 2020 (7.1.19 – 6.30.20)

	FY21	FY20
Revenue		
Contributions	\$ 734,074	\$ 599,240
Special Events (<i>net</i>)	\$ 15,330	\$ (7,326)
In Kind Support	\$ 7,061	\$ 7,627
Miscellaneous	\$ 4,187	\$ 6,376
Investment Income (<i>net</i>)	\$ 131,525	\$ 41,441
Total Revenue	\$ 892,177	\$ 647,358
Expenses		
Management	\$ 94,011	\$ 88,724
Fundraising	\$ 43,789	\$ 47,376
Programs, Grants, & Scholarships	\$ 582,480	\$ 402,360
Total Expenses	\$ 720,280	\$ 538,460
Change in Net Assets	\$ 171,897	\$ 108,898
Net Assets at Beginning of Year	\$ 917,958	\$ 809,060
Net Assets at End of Year	\$ 1,089,855	\$ 917,958

Other highlights

\$315K

In COVID-19 relief funds distributed since the start of the pandemic.

25%

Increase in scholarship funds awarded from FY20 to FY21

28

Grants and sponsorship requests submitted by PFUnd to local, state, and national funders in 2021

Acknowledgements

PFund Foundation Board of Directors 2021

Scott Cabalka

Lois Carlson, President

Tito Catuncan

Dr. George Hoagland

Sarah Julius

Chong Moua

Patricia Nelson

Linda Theis

Kay Waggoner-Johnson

Ralph Wyman

Strategic plan developed and written by:

Aaron Zimmerman, Kate Mohn, and the PFund
Foundation Board of Directors

Impact report edited and designed by:

Kate Mohn



Investing in **bold** leaders &
thriving LGBTQ communities

PFund Foundation
P.O. Box 3640
Minneapolis, MN
(612) 870-1806
www.pfundfoundation.org