



POWDERHORN PARK NEIGHBORHOOD ASSOCIATION

2020

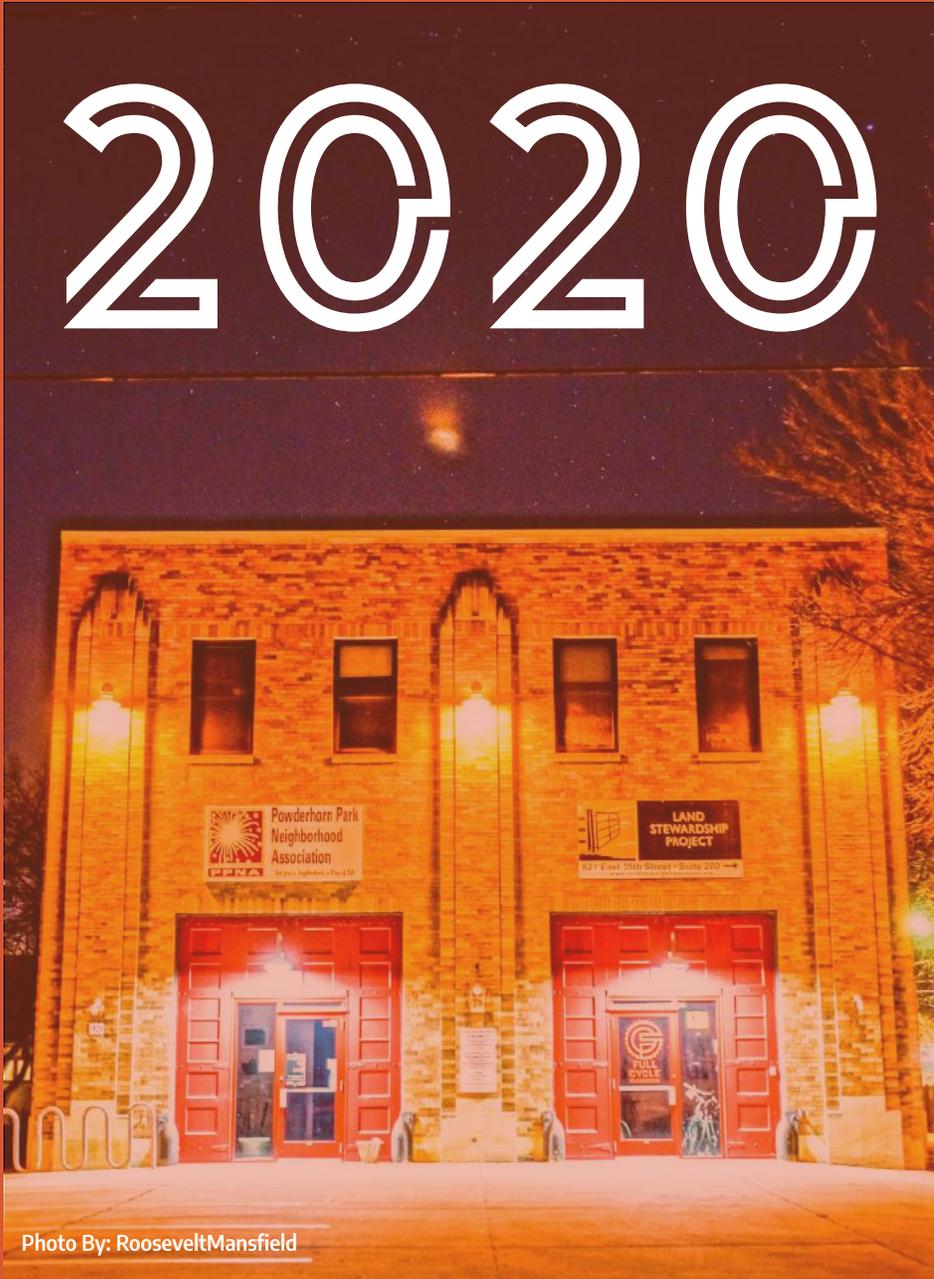


Photo By: RooseveltMansfield

ANNUAL REPORT

Powderhorn is special. There is no other conclusion I can reach. When I think about all the events of 2020, some of the things that come to mind most are the heartfelt, passionate, unwavering, sincere, deep, and ongoing response from the people, businesses, and organizations that make up this community.

In 2020, Powderhorn stood up to a global pandemic alongside the world. We slowed down. We learned to social distance. We put on face masks and washed our hands more. Others shopped for and checked on neighbors more vulnerable to the COVID-19 virus. We shifted how we work and serve, and this response continues throughout the community today as we navigate the ongoing impacts of this pandemic.

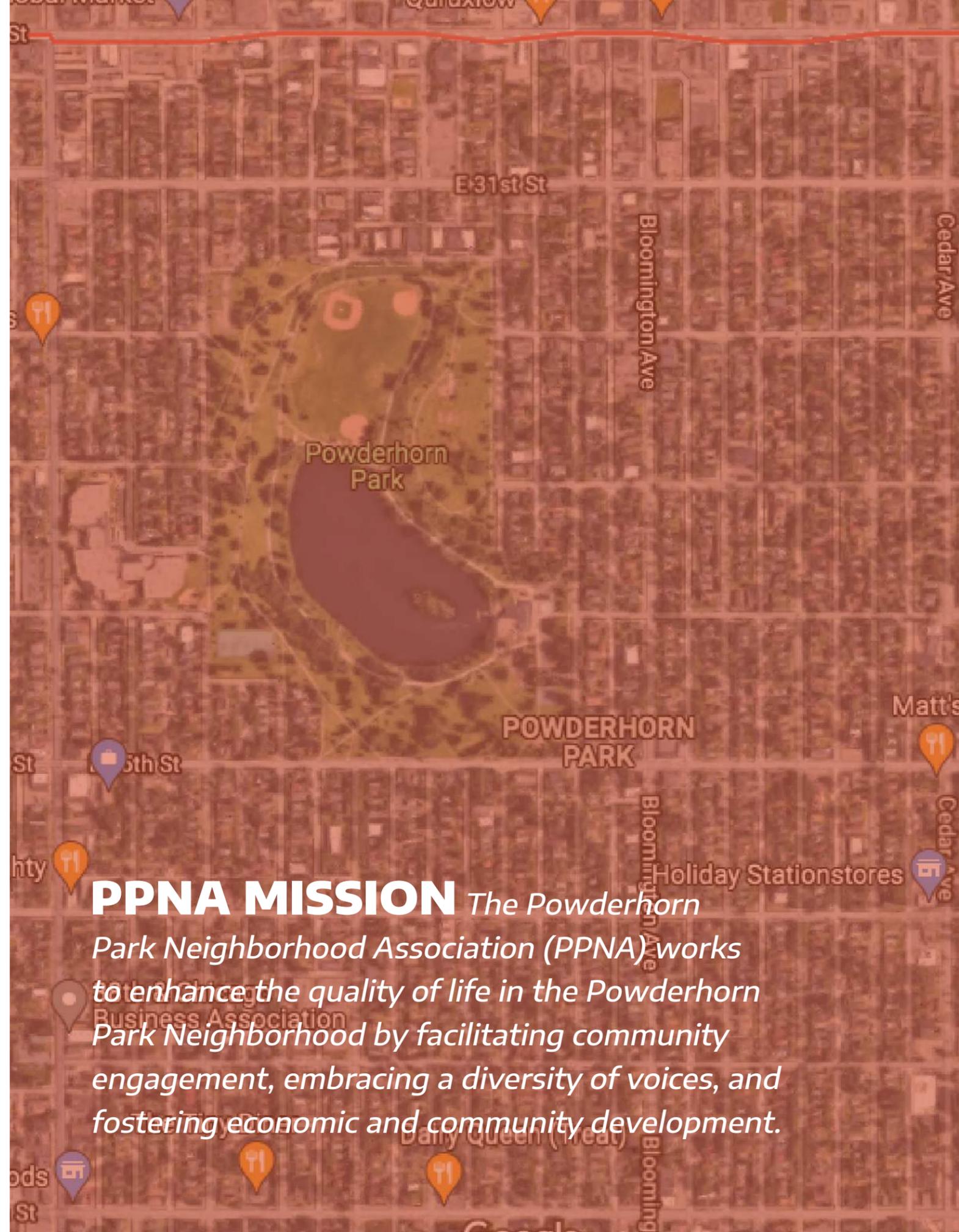
In 2020, our community was shaken by the heinous murder of George Perry Floyd Jr. while in police custody at the corner of 38th & Chicago. The unnecessary and tragic taking of Mr. Floyd's life set off a chain of events that continue to reverberate around the world. Renewed calls for equity and justice within black and brown communities erupted. A reimagining of a community without police awoke. A global outcry of Justice for George Floyd began. And a wave of civil unrest that drove a range of productive and destructive responses engulfed the community.

The challenges, heart ache, and loss of 2020 are nearly incalculable. Though I also believe the overall response of the Powderhorn community, and communities across this state, country, and world, rose-up and met the demands of the moment. PPNA recognizes there are significant resources, systems, and policies needed to further our collective well-being, and yet is inspired by all the ways this community continues to work together and use its voice to influence a more equitable and just future for all. In our 2020 Annual Report, we attempt to capture some of the ways the community and association positively and constructively showed up.

Forward,

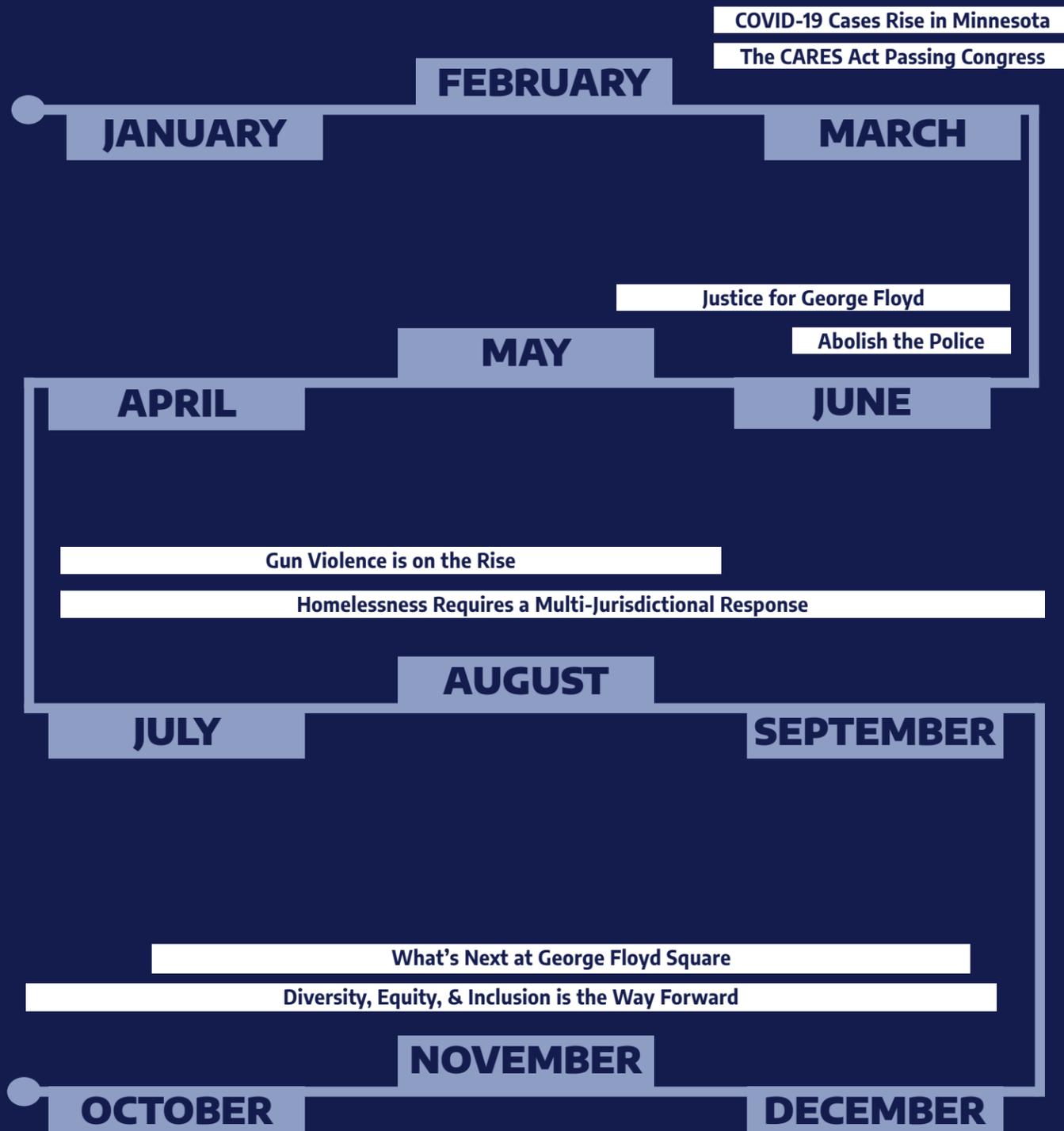


Tabitha Montgomery
Executive Director



PPNA MISSION *The Powderhorn Park Neighborhood Association (PPNA) works to enhance the quality of life in the Powderhorn Park Neighborhood by facilitating community engagement, embracing a diversity of voices, and fostering economic and community development.*

2020 COMMUNITY HEADLINES



NEIGHBORHOOD RESPONSE

Although we're unable to capture all meaningful headlines from 2020, those highlighted reflect some of the most notable circumstances that took place last year. Considering most, if not all, of the things connected to the headlines overlapped, it's worth noting a few keyways the association and community responded.

INFORMATION SHARING

PPNA

The association relied heavily on its digital communication channels to help share information with the community. This included maintaining its weekly email communications, social media presence, and frequent blog posts. In 2020, we reached an average of 646 folks through email 92 times, over 400,000 on social media, and over 4,000 with our blog.

COMMUNITY

Online platforms like Nextdoor and Discord created an opportunity for more significant and block-by-block updates and exchanges between community members. During the height of the destructive aspects of the civil unrest, communications across these platforms seemed to be instrumental in helping many neighbors feel more connected and supported during what felt like an unprecedented combination of hardships across the community.

MUTUAL AID

PPNA

In support of efforts to aid residents experiencing homelessness, the association secured support from its office property owner, The Land Stewardship Project, to allow the conference room to serve as a supply depot for donations being coordinated by community volunteers. This space was able to support community efforts for over 10 months.

COMMUNITY

We estimate that a few thousand Powderhorn residents engaged in various forms of mutual aid support during 2020. Some of these efforts were aided by mutual aid forms and online apps that helped community members understand what needs folks were having. Within George Floyd Square alone, there are nearly a dozen groups and organizations that have consistently served the memorial, community, and visitors to the area.

2020 EVENTS IN REVIEW *A few event stats!*

JANUARY

Martin Luther King Jr. Celebration

- Welcomed and provided lunch to an estimated 850 guests
- Partnered with Njigia Bisong, Nicoshia Wynn, & Twin Cities Gay Men's Chorus
- 68 community partners supported our 91 Strong campaign, in honor of MLK's life and legacy

MARCH

POWDERHORN ART & SOUL FUNDRAISER

- Quickly shifted to an online only event and auction given statewide COVID-19 guidelines
- Raised just under \$1,500 from ticket and auction item revenue from 24 participants
- Generously received over 40 pieces of fine arts and crafts from local artists

MAY

POWDERHORN SHARK TANK

- Revamped event from a competition to an awards drawing in response to COVID-19
- Awarded three businesses an opportunity to participate in several of our 2021 events
- During numerous competing priorities for their business, we received 8 of entries

JUNE

WE WILL RISE...GRADUATES & RESILIENCE CELEBRATION

- Given impact of pandemic and unrest on graduates, hosted an outdoor celebration
- Connected with several dozen graduates and gave out flowers in honor of their success
- A group of community members with art-cars joined in with a car parade in their honor

AUGUST

POWDERHORN ART FAIR

- Moved the art-fair online and fully supported an e-commerce experience for visitors
- Featured 88 local and regional online, each juried into the show by a panel of judges
- Facilitated nearly \$24,000 in sales revenue that went directly to artists for their artwork

SEPTEMBER

POWDERHORN PORCHFEST

- Maintained outdoor concert but made significant changes in response to the pandemic
- Held event in the lots of Frostbeard Studio & Pillsbury House + Theatre, and live streamed
- Partnered with 15 local performing and production artists and streamed to over 1,000 folks

OCTOBER

Annual Gathering

- Held annual meeting online over Zoom considering pandemic guidelines
- Featured 14 community members who sought election to the PPNA board
- Received 404 eligible votes from community members for slate of board members

NOVEMBER

SOUTHSIDE SUMMIT

- Held first-annual Southside Summit virtually over a three-day period on Nov 9th, 11th, & 13th
- Welcomed 182 attendees across the 6 workshop sessions
- Featured 15 community partners focused on matters like housing and education justice

2020 PROGRAMS IN REVIEW

Renter Support Fund

- Received 275 applicants from cost-burdened renters across Minneapolis
- Provided 55 households with \$900 of cash assistance to support their needs
- Distributed \$49,500 to 92.6% of folks who identify as a person of color

Coalition Engagement

- Maintained engagement in 6 community coalitions aimed at various community needs
- In response to civil unrest, joined two coalitions aimed at business and community recovery
- Supported approximately 312 meetings across all coalitions among several PPNA staff

RACIAL EQUITY & COMMUNITY HEALTH (R.E.A.C.H) TWIN CITIES

- Partnered with the Lake Street Leadership Recovery Coalition to design this initiative
- R.E.A.C.H aims to become an online hub featuring initiatives that center equity
- Secured \$75,000 across grant and organization contributions to advance work in 2021

“This was a life saver for my family. I lost my job and my fiancé lost her job 2 weeks after, both without unemployment options...and now we both got back on our feet with this rent support! We both have new jobs and still have a ton of debt and are still drowning and scared but we are much more stable and are very grateful.”

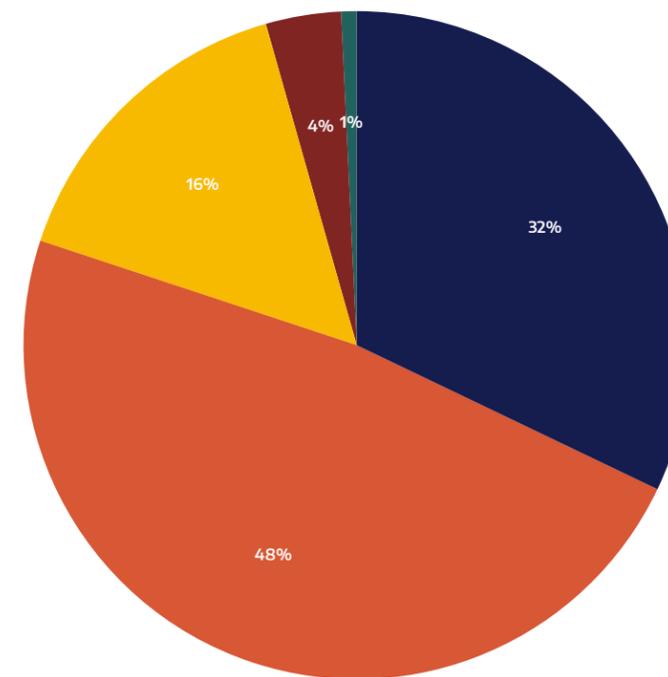
- Renter Support Fund Recipient

FINANCIAL HIGHLIGHTS

PPNA’s overall financial position was positively and materially supported by individual and organizational donors during the year. In the midst of the pervasive and concurrent challenges that arose from the pandemic and heinous murder of George Floyd, people locally, and from across the country generously gave just over \$56,000 in individual donations to support the organization’s ongoing advocacy and programmatic efforts. These contributions came from just over 600 people.

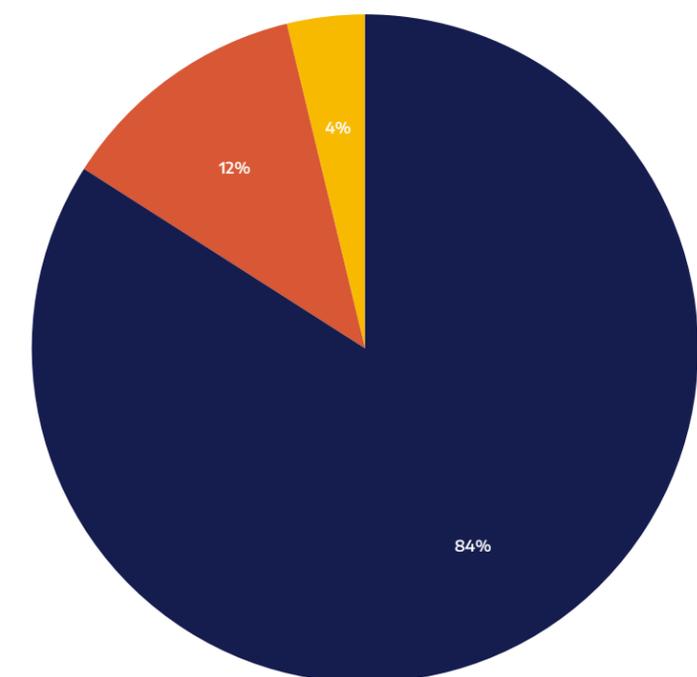
Additionally, PPNA’s financial position was lifted by an extremely generous one-time grant from the Jay & Rose Phillips Family Foundation of \$45,000. And the association was eligible for, and received, a Federal Paycheck Protection Program (PPP) forgivable loan in the amount of \$33,400. These resources, and the organization’s ability to still generate just under \$78,000 in earned revenue enabled the organization to end the year with positive net income of \$50,348.

SUPPORT & REVENUE



- Government Awards
- Public Support
- Special Events
- Outreach Contracts
- Fiscal Sponsor Fees
- Other Income

TOTAL EXPENSES



- Program Expenses
- Administrative
- Fundraising

FINANCIALS

Statement of Activities

Year Ended December 31, 2020

SUPPORT & REVENUE			
	Support		2020
		Government Awards	\$ 125,347.91
		Public Support	\$ 187,347.43
		Total Support	\$ 312,695.34
	Revenue		
		Special Events	\$ 60,653.10
		Outreach Contracts	\$ 14,260.00
		Fiscal Sponsor Fees	\$ 2,909.06
		Programs	-
		Other Income	\$ 27.72
		Total Revenue	\$ 77,849.88
		TOTAL SUPPORT & REVENUE	\$ 390,545.22
EXPENSES			
	Program Expenses		
		Program Expenses	\$ 285,856.85
		Total Program Expenses	\$ 285,856.85
	Supporting Services		
		Administrative	\$ 41,491.04
		Fundraising	\$ 12,849.12
		Total Supporting Services	\$ 54,340.16
		TOTAL EXPENSES	\$340,197.01
NET ASSETS			
		Change in Net Assets	\$ 50,346.00
		Net Assets, Beginning of Year	\$ 10,399.00
		Net Assets, End of Year	\$ 60,745.00

ABOVE FINANCIALS PENDING 990 FILING

Statement of Financial Position

As of December 31, 2020

ASSETS			
	Current Assets		2020
		Cash & Cash Equivalents	\$ 38,750.00
		Accounts Receivable	\$ 35,872.00
		Grants & Contracts Receivable	\$ 32,102.00
		Total Current Assets	\$ 106,724.00
	Fixed Assets		
		Office Equipment	\$ 5,500.00
		Accumulated Depreciation	\$ (5,500.00)
		Total Fixed Assets	\$ -
		TOTAL ASSETS	\$ 106,724.00
LIABILITIES & NET ASSETS			
	Current Liabilities		
		Accounts Payable	\$ 2,741.00
		Forgiveable Loan	\$ 33,400.00
		Wages & Payroll Liabilities	\$ (642.00)
		Fiscal Agent Funds	\$ 10,480.00
		Total Current Liabilities	\$ 45,979.00
	Net Assets		
		Unrestricted	\$ 60,745.00
		Temporarily Restricted	\$ -
		Total Net Assets	\$ 60,745.00
		TOTAL LIABILITIES & NET ASSETS	\$ 106,724.00

Above financials pending 990 filing

2020 BOARD OF DIRECTORS

Kevin Ely
Board Chair

Mawerdi Hamid
Vice Chair

Kelly Piatt
Treasurer

Louie McCoy
Secretary

Huda Bashir
General Member

Sarah Bagwell
General Member

Tara Beard
General Member

Megan Hernick
General Member

Lynn Hu
General Member

Greg Leierwood
General Member

Mickella Rolfes
General Member

Nicole Duxbury
Elected Oct. 2020

Shanene Herbert
Elected Oct. 2020

Sota Koy
Elected Oct. 2020

Lilly Lamb
Elected Oct. 2020

Rose Tang
Elected Oct. 2020

STAFF

Grace Berke
Community Coordinator

Ashley Bradford
Events & Office Coordinator

Hannah Kamath
Marketing Manager

Tabitha Montgomery
Executive Director