



GIVING IN MINNESOTA

2020 REPORT

A Comprehensive Look at
Grantmaking in Minnesota



MINNESOTA COUNCIL
ON FOUNDATIONS

Introduction

After a six-year hiatus, MCF is happy to bring back MCF's Giving in Minnesota report, offering big picture insights on giving in our state.

This refreshed report is possible thanks to a new partnership with Candid, the merged Foundation Center and GuideStar that is committed to bringing the social sector the information we need to make change. Their research tools and staff offer us access to a deeper set of data than ever. This report is a retrospective look at giving, based on 2018 figures.

New this issue is MCF's 2020 Grantmaking and Practice Survey (pages 16-19), which highlights responses from Minnesota organizations that provided a glimpse into 2021 giving after 2020 events that impacted communities throughout the state.

We also owe thanks to our members, who demonstrated their commitment to data transparency by working with MCF and Candid to submit their grants and giving data for this report, and to be part of Candid's research tools now and in the future. Many also took the extra step of submitting real time data about their 2020 giving related to the coronavirus pandemic, helping the sector in Minnesota and nationally coordinate efforts and get a fuller sense of the response.

Thank you to them, and to all interested in data-informed giving!



► **Chris Oien**
MCF Communications
and Research Specialist

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Giving Insights

Individual Giving

Minnesotans' individual giving increased 20% from the 2014 Giving in Minnesota report, rising to \$5.0 billion in 2018.

However, that's a 2% decrease from 2017 individual giving of \$5.1 billion.

We can likely attribute this drop in large part to changes in federal tax law, which increased the standard deduction, thus decreasing the incentive to use the charitable deduction.



Giving Insights

Out-of-State Giving

We're tracking much more giving from organizations outside of Minnesota into our state than ever before. The top 25 largest givers from other states gave \$132.6 million into Minnesota, a 51% increase from six years ago.

In 2018, the top giving entities were W.K. Kellogg Foundation and Ford Foundation—both of which almost quadrupled their giving into Minnesota compared to 2012.

2018 Minnesota Giving Overview

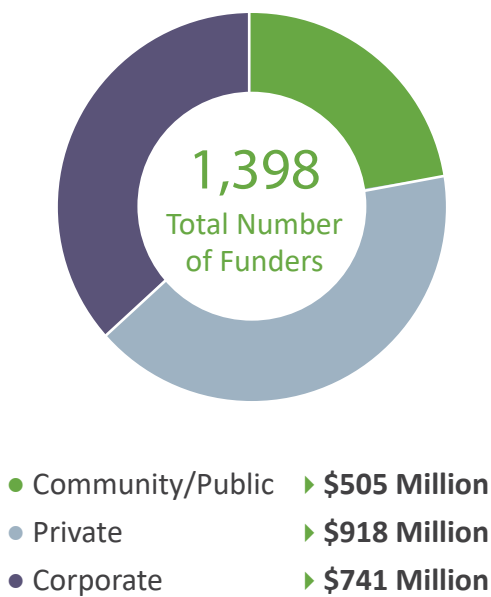
\$2.2 Billion

Giving Snapshot

In 2018, community/public, private and corporate foundations and giving programs in Minnesota gave a total of \$2.2 billion in charitable contributions, a 23% rise from 2012.

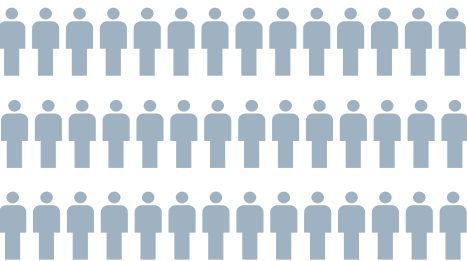


Charitable Giving by Organization Type, 2018



\$5.0 Billion

Individual Giving

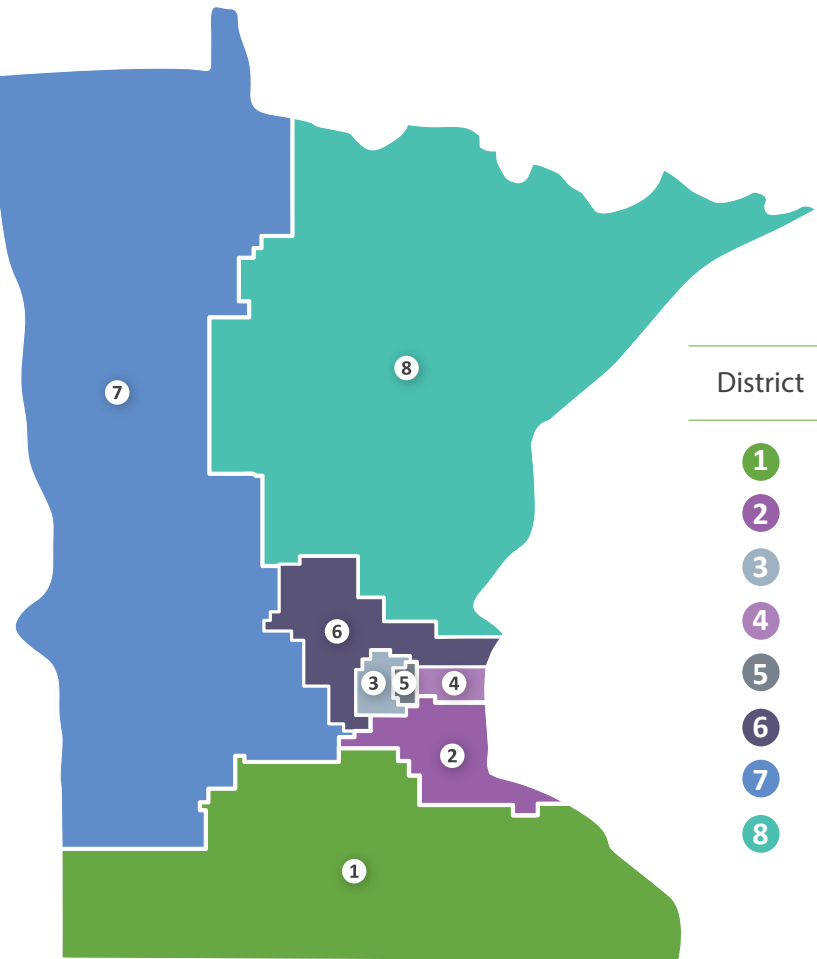


Top 5 Largest Givers in Minnesota and Amounts*

- 1. Wells Fargo Foundation ▶ \$322 Million
- 2. Margaret A. Cargill Philanthropies ▶ \$275 Million
- 3. General Mills Foundation & Corporation ▶ \$91 Million
- 4. McKnight Foundation ▶ \$89 Million
- 5. Saint Paul & Minnesota Foundation ▶ \$80 Million

*By Amounts Given in 2018

Grantmakers by Congressional District



District	#of Grantmakers	Grants Paid
1	93	▶ \$152 Million
2	63	▶ \$16 Million
3	268	▶ \$471 Million
4	246	▶ \$394 Million
5	370	▶ \$1.03 Billion
6	39	▶ \$12 Million
7	71	▶ \$13 Million
8	84	▶ \$65 Million

Grantmakers by Congressional District

The giving reported here represents the location of the organization. In 2018, congressional district 5 had the largest number of organizations and grants given state-wide.

Out-of-State Giving Into Minnesota

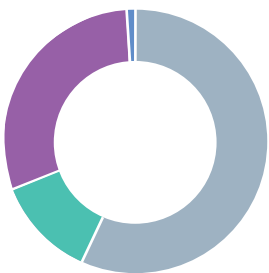
Giving in Minnesota primarily analyzes charitable giving from Minnesota-based organizations. But some organizations outside of the state also give generously to Minnesota-based recipients. The following 25 non-Minnesota-based givers awarded the most grant dollars to Minnesota-based recipients in 2018. According to Candid, out-of-state giving to Minnesota-based recipients totaled \$336 million.

Top 25 Giving Organizations Based Outside of Minnesota

Rank	Foundation Name	State	Amounts Given*
1	W.K. Kellogg Foundation	MI	\$15,888,205
2	Ford Foundation	NY	9,610,000
3	Anna-Maria & Stephen Kellen Foundation, Inc.	NY	8,918,809
4	Walton Family Foundation	AR	8,678,436
5	The Robert Wood Johnson Foundation	NJ	8,283,255
6	The Andrew W. Mellon Foundation	NY	7,416,000
7	NoVo Foundation	NY	5,770,000
8	Silicon Valley Community Foundation	CA	5,378,856
9	The Chicago Community Trust	IL	5,124,342
10	David F. & Margaret T. Grohne Family Foundation	IL	5,000,000
11	Dalio Foundation, Inc.	CT	5,000,000
12	David & Janis Larson Foundation	SD	4,885,000
13	The Leona M. and Harry B. Helmsley Charitable Trust	NY	4,609,541
14	Fulk Family Foundation, Inc.	IL	4,054,315
15	Omaha Community Foundation	NE	3,813,355
16	The Sherwood Foundation	NE	3,782,616
17	The Joyce Foundation	IL	3,372,000
18	The Kresge Foundation	MI	3,277,100
19	Ashley Charitable Foundation, Ltd.	WI	3,269,454
20	The PepsiCo Foundation, Inc.	NY	3,100,099
21	John S. and James L. Knight Foundation	FL	3,059,000
22	The William and Flora Hewlett Foundation	CA	2,890,000
23	Wellspring Philanthropic Fund, Inc.	NY	2,635,405
24	Bloomberg Philanthropies, Inc.	NY	2,418,849
25	Firefly Scientists Foundation	MO	2,400,000

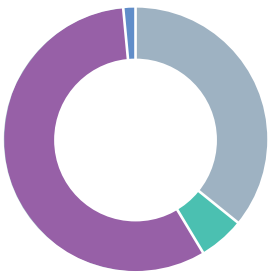
*Dollars Given to Minnesota-Based Recipients

Grantee Locations of Minnesota-Based Foundations



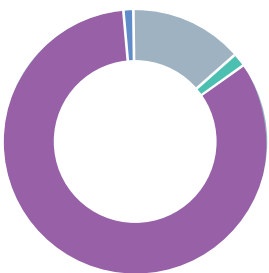
Community/Public Foundations

- 58.1% Twin Cities
- 12.9% Greater Minnesota
- 28% Outside of Minnesota (U.S.)
- 1% International



Private Foundations

- 38.4% Twin Cities
- 7.6% Greater Minnesota
- 52% Outside of Minnesota (U.S.)
- 2% International



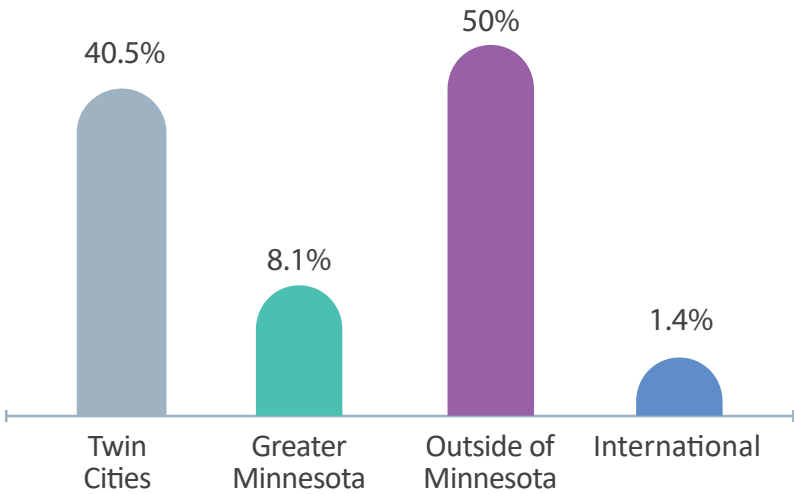
Corporate Foundations/Giving Programs

- 14.5% Twin Cities
- 1.1% Greater Minnesota
- 83.4% Outside of Minnesota (U.S.)
- 1% International

Total Giving

► By Grantee Locations of Minnesota-Based Foundations

Approximately half of the dollars given by Minnesota grantmakers stay in Minnesota.



Community and Public Foundation Giving

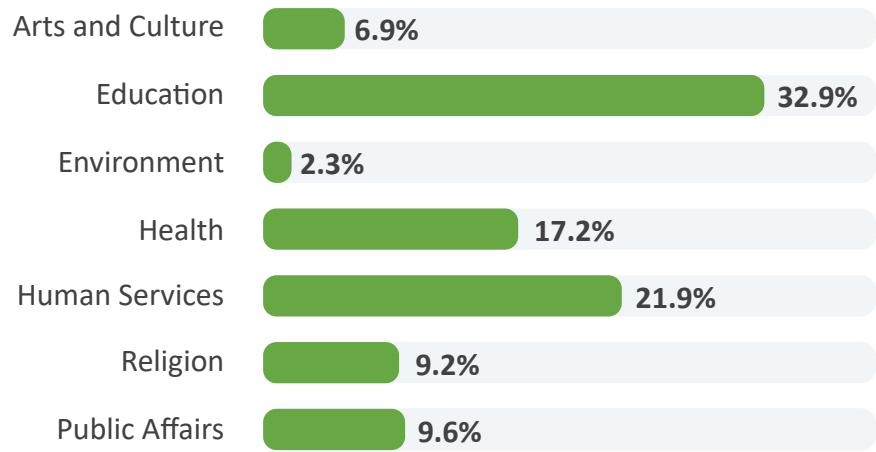
Community/public foundations are publicly supported organizations operated by and for the benefit of a specific community or population, area of interest or geographic area. Community and public giving totaled \$505 million in 2018, an increase of 68% from 2012.

Top 5 Community/Public Giving and Amounts

- | | | |
|----|-----------------------------------|----------------|
| 1. | Saint Paul & Minnesota Foundation | ▶ \$80 Million |
| 2. | The Minneapolis Foundation | ▶ \$63 Million |
| 3. | Greater Twin Cities United Way | ▶ \$29 Million |
| 4. | InFaith Community Foundation | ▶ \$28 Million |
| 5. | The Hormel Foundation | ▶ \$21 Million |



Giving by Subject Area



Private Foundation Giving

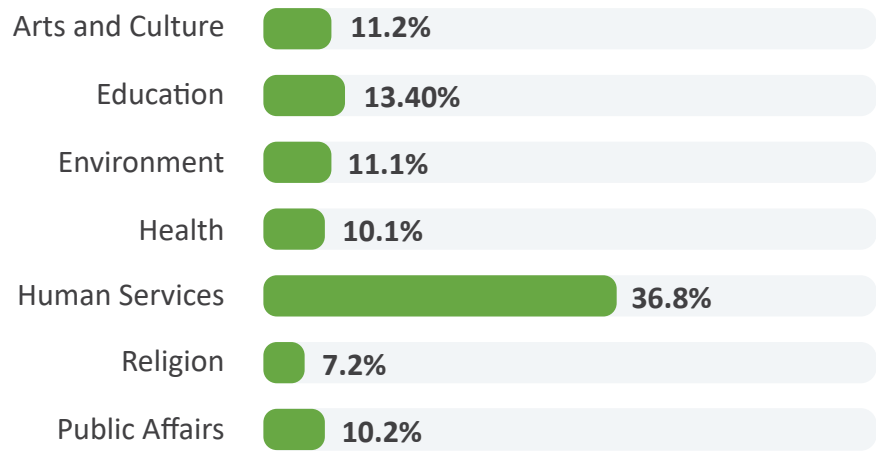
Generally founded by an individual, a group of individuals or a family, private foundations can be categorized as family or independent. Private foundation giving totaled \$918 million in 2018, an increase of 46% from 2012.

Top 5 Private Giving and Amounts

- | | | |
|----|--------------------------------------|-----------------|
| 1. | Margaret A. Cargill Philanthropies | ▶ \$275 Million |
| 2. | McKnight Foundation | ▶ \$89 Million |
| 3. | Bush Foundation | ▶ \$51 Million |
| 4. | Otto Bremer Trust | ▶ \$50 Million |
| 5. | Richard M. Schulze Family Foundation | ▶ \$42 Million |



Giving by Subject Area



Corporate Foundations and Corporate Giving Programs

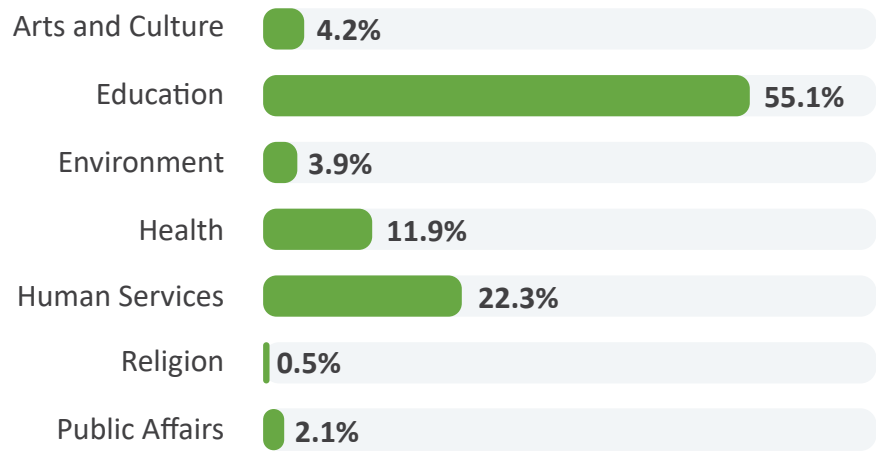
Some corporations establish endowed foundations while others contribute through an annual giving program, while some operate both a foundation and a corporate giving program. In 2018, corporate foundation and giving programs contributed a total of \$741 million, a decrease of 8% from 2012.

Top 5 Corporate Foundations/Giving Programs and Amounts Given

- | | | |
|----|---|-----------------|
| 1. | Wells Fargo Foundation | ▶ \$322 Million |
| 2. | General Mills Foundation & Corporation | ▶ \$91 Million |
| 3. | UnitedHealth Group and United Health Foundation | ▶ \$70 Million |
| 4. | Target Corp. & Foundation | ▶ \$64 Million |
| 5. | Cargill, Inc. and Cargill Foundation | ▶ \$62 Million |



Giving by Subject Area



Giving Insights

Corporate Giving*

The corporate giving picture changed significantly in Minnesota compared to our last report.

Candid classifies Wells Fargo Foundation as based in Minneapolis, bringing their \$322 million of giving into our report.

Additionally, giving at corporations like Target has changed significantly in that time, in both scope and funding priorities.

**Following national best practices, donations such as gift cards are no longer counted as cash contributions and are not reflected within these figures.*



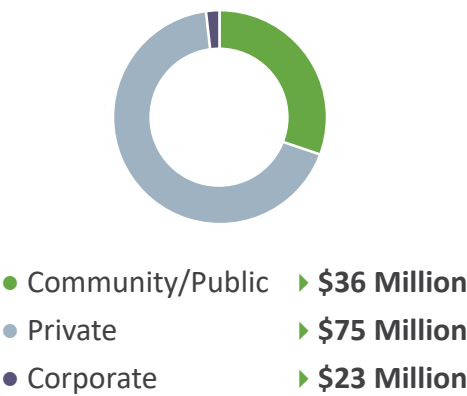
Giving by Subject Area

Arts and Culture ▶ \$134 Million

Top 5 Organizations and Amounts Given

- 1. Margaret A. Cargill Philanthropies ▶ \$20 Million
- 2. Saint Paul & Minnesota Foundation ▶ \$10 Million
- 3. McKnight Foundation ▶ \$9 Million
- 4. Bush Foundation ▶ \$7 Million
- 5. The Minneapolis Foundation ▶ \$6 Million

Giving by Organization Type

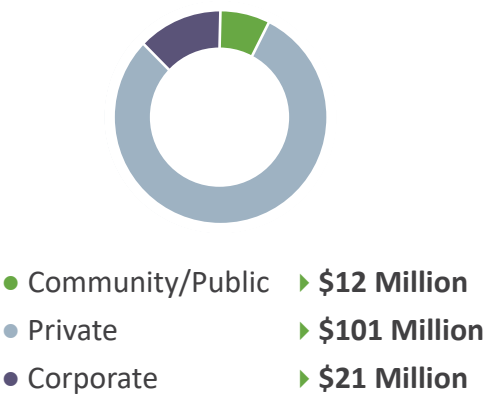


Environment ▶ \$134 Million

Top 5 Organizations and Amounts Given

- 1. Margaret A. Cargill Philanthropies ▶ \$50 Million
- 2. McKnight Foundation ▶ \$26 Million
- 3. Cargill, Inc. and Cargill Foundation ▶ \$7 Million
- 4. Ecolab Foundation ▶ \$5 Million
- 5. The Minneapolis Foundation ▶ \$5 Million

Giving by Organization Type

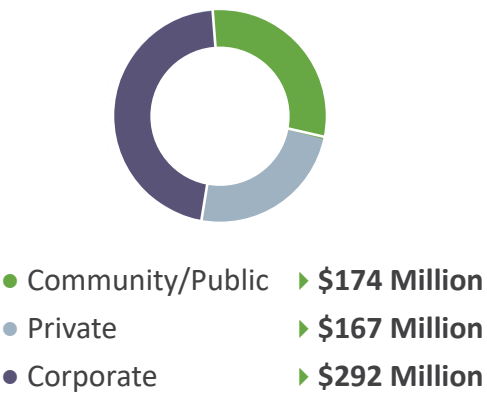


Education ▶ \$634 Million

Top 5 Organizations and Amounts Given

- 1. Wells Fargo Foundation ▶ \$230 Million
- 2. The Hormel Foundation ▶ \$20 Million
- 3. The Minneapolis Foundation ▶ \$17 Million
- 4. Saint Paul & Minnesota Foundation ▶ \$16 Million
- 5. Richard M. Schulze Family Foundation ▶ \$15 Million

Giving by Organization Type



Health ▶ \$275 Million

Top 5 Organizations and Amounts Given

- 1. Margaret A. Cargill Philanthropies ▶ \$36 Million
- 2. UnitedHealth Group and UnitedHealth Foundation ▶ \$33 Million
- 3. Fred C. and Katherine B. Anderson Foundation ▶ \$14 Million
- 4. Otto Bremer Trust ▶ \$11 Million
- 5. Prospect Creek Foundation ▶ \$8 Million

Giving by Organization Type



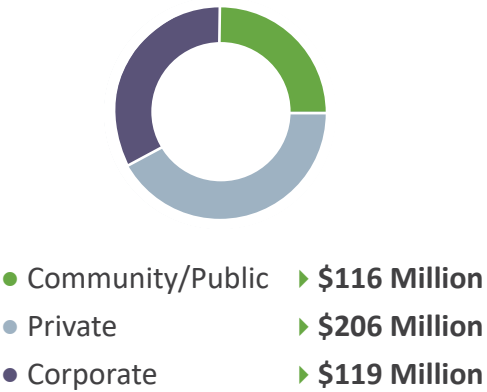


Human Services ▶ \$441 Million

Top 5 Organizations and Amounts Given

- 1. Margaret A. Cargill Philanthropies ▶ \$77 Million
- 2. Wells Fargo Foundation ▶ \$65 Million
- 3. Otto Bremer Trust ▶ \$23 Million
- 4. Greater Twin Cities United Way ▶ \$21 Million
- 5. Cargill, Inc. and Cargill Foundation ▶ \$18 Million

Giving by Organization Type

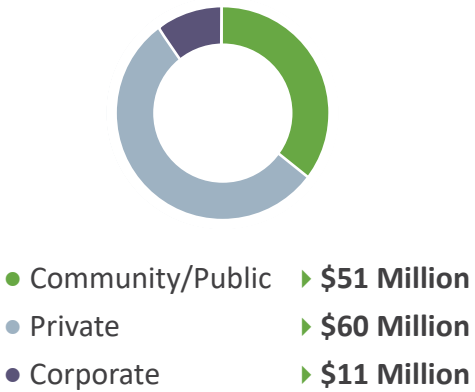


Public Affairs/Philanthropy ▶ \$122 Million

Top 5 Organizations and Amounts Given

- 1. McKnight Foundation ▶ \$28 Million
- 2. Bush Foundation ▶ \$16 Million
- 3. CommunityGiving ▶ \$9 Million
- 4. Saint Paul & Minnesota Foundation ▶ \$6 Million
- 5. ECMC Foundation ▶ \$4 Million

Giving by Organization Type

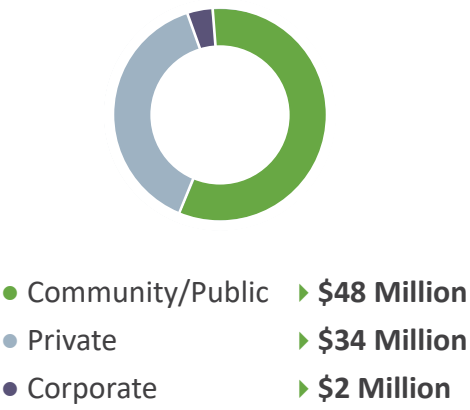


Religion ▶ \$86 Million

Top 5 Organizations and Amounts Given

- 1. InFaith Community Foundation ▶ \$15 Million
- 2. Catholic Community Foundation of MN ▶ \$6 Million
- 3. GHR Foundation ▶ \$6 Million
- 4. Richard M. Schulze Family Foundation ▶ \$5 Million
- 5. The Minneapolis Foundation ▶ \$5 Million

Giving by Organization Type



Giving Insights

Giving Toward Religious Causes

Giving in the Religion category increased significantly, more than doubling the \$31 million given in 2012.

This was led by InFaith Community Foundation, which increased giving in this category by \$10 million since the previous report.

HOPE

2020 Grantmaking and Practices Survey

The year 2020 has been a time of unexpected events that have dramatically impacted many across the state of Minnesota.

The coronavirus pandemic and killing of George Floyd amplified racial injustices, displaced families and small businesses—triggering a shift within the philanthropic sector to do more.

As nonprofit organizations seek short-term crisis relief and recovery to support the communities they serve, philanthropy has proactively responded by taking action here and now.

MCF conducted a qualitative survey of foundation CEOs to understand how philanthropic entities have shifted grantmaking practices in the year 2020—in addition to providing insight on how foundations anticipate shifts in grantmaking practice in 2021 and beyond.

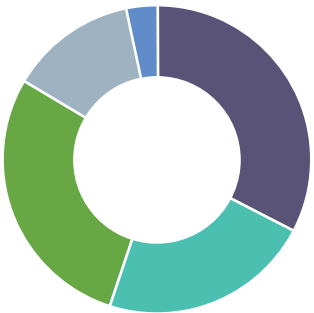
Of MCF’s nearly 150 members, 84 foundation CEOs participated in the Grantmaking and Practices Survey. Foundation types included community foundations, private independent foundations, private family foundations and corporate foundations and giving programs.



► **Susie Brown**
MCF President

Participating Organizations

- Corporate ► 32%
- Private Family ► 22%
- Community/Public ► 28%
- Independent ► 13%
- Other ► 3%



Survey Results

Top 5 Practice Changes in the First Half of 2020

1. Organizations that increased flexibility of usage of funds given. ► 77%
2. Organizations that shifted grant reporting requirements for grantees. ► 72%
3. Organizations that increased giving in 2020, compared to their original plan. ► 65%
4. Organizations that increased the frequency of communication with grantees. ► 53%
5. Organizations that increased general operating grants. ► 48%

Top 5 Practice Changes in the Second Half of 2020

1. Percentage of organizations that expected to give the same amount as planned. ► 35%
2. Percentage of organizations that planned to increase giving by 10-20% more. ► 20%
3. Percentage of organizations that planned to increase giving to 30% or more. ► 16%
4. Percentage of organizations that planned to increase giving by 5-10% more. ► 13%
5. Percentage of organizations that planned to increase giving by 20-30% more. ► 7.5%

Taking Action

2020 has presented communities with many challenges that have provoked action among philanthropic organizations.

From how they communicate with grantees, to how they address systemic change—this data represents how organizations took a stand in 2020:

- 95% shifted grantmaking practices due to Covid-19.
- 62% issued a public statement after the death of George Floyd and civil unrest.
- 47% contributed to or started a pooled fund.
- 44% joined a funders collaborative to better support communities.
- 36% engaged in advocacy efforts.
- 18% re-focused community outreach efforts to be more responsive to needs of people of color, implemented more responsive grantmaking practices, increased loan activities and support for program-specific needs within the community.



Top 5 New Giving Practices in 2021

- 1. Organizations that plan to give more to Black, Indigenous and People of Color (BIPOC) led entities. ▶ 65%
- 2. Organizations that plan to increase the flexibility of usage of funds granted. ▶ 65%
- 3. Organizations that plan to increase communication with grantees. ▶ 44%
- 4. Organizations that plan to relax reporting requirements. ▶ 27%
- 5. Organizations that plan to increase the amount of multi-year grant opportunities. ▶ 15%

Top 6 Ways Organizations Plan to Deepen Community Impact in 2021 and Beyond

- 1. Produce and share grantee stories to deepen connections within the community (public).
- 2. Continue to advocate for the community.
- 3. Deepen responsiveness to Diversity, Equity and Inclusion efforts—specifically historic trauma that impacts communities and People of Color (POC).
- 4. Develop and share stories that highlight the work of Donor Advised Funds (DAFs)
- 5. Reimagine hiring practices—specifically Program Officer roles and responsibilities.
- 5. Increase community impact by re-imagining grantmaking practices.



Giving Insights

Minnesota Disaster Recovery Fund (MDRF) for coronavirus

MCF and the Saint Paul & Minnesota Foundation partnered to raise over \$11.4 million from grantmakers and individual donors for the Minnesota Disaster Recovery Fund for coronavirus (MDRF).

In 2020, the fund awarded grants to 93 community intermediaries throughout the state.

These organizations were dedicated throughout the dual pandemics of the coronavirus and racism to bring sustainability to residents, businesses and nonprofits in Minnesota.

Learn more about the fund at mcf.org/MDRF.

Methodology

The Minnesota Council on Foundations (MCF) collects Giving in Minnesota data from public sources and from data members submit to Candid and directly to MCF.

Sources include:

- **Self-reporting by grantmakers** on grants paid and other giving, including financial data provided to Candid and directly to MCF.
- **Annual IRS 990 tax returns** filed by community/public foundations and IRS 990-PF returns filed by private foundations and company-sponsored foundations, which report total grants, total assets, and grant lists.
- The **IRS Statistics of Income, Individual Income and Tax Data, by State And Size of Adjusted Gross Income**, for Tax Year 2018, which reports aggregate individual giving data based on tax returns with charitable deductions.
- **Giving USA**, a publication of Giving USA Foundation, researched and written by the Center on Philanthropy at Indiana University (2019 edition), which provides information on the percentage of U.S. charitable givers who itemize their tax returns.
- **Candid** data about grant dollars given to Minnesota recipients from non-Minnesota-based foundations.



MINNESOTA COUNCIL
ON FOUNDATIONS

#WeAreMCF

The Minnesota Council on Foundations (MCF) is an association of grant makers working to advance prosperity and equity through connecting, strengthening and mobilizing the field of philanthropy in Minnesota.

The organization's 150 members represent grantmaking throughout the state, providing millions of dollars and non-financial resources to nonprofits annually. Members include family and independent private foundations, community and other public foundations, and corporate foundations and giving programs.

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