



# GIVING IN MINNESOTA 2021 REPORT

A Comprehensive Look at  
Grantmaking in Minnesota



MINNESOTA COUNCIL  
ON FOUNDATIONS



# Introduction

MCF's new edition of Giving in Minnesota looks at grantmaking done in the 2019 fiscal year, the year before the onset of COVID-19 changed so many things, including grants made in our state.

However, this year's data too is touched significantly by the pandemic. The IRS now has a large backlog of reporting grants data for foundations across the country, which means delays for our partners at Candid in analyzing this data and importing it into their databases, which in turn made this report take longer to produce and rely on fewer foundations' data than usual. This is a great demonstration of the power of self-reporting: when foundations submit their own data, Candid is able to act on it right away, bypassing any delays elsewhere in the process.

The good news is that substantially more MCF members than ever before participated in our data gathering efforts this year by sending their data to Candid. Thank you from me and all of us at MCF to the members who have made the time in the whirlwind of 2021 to do so. You are making a difference in offering the field timely and accurate data about grantmaking in Minnesota.

This year's report also features a follow-up survey about current grantmaking practices underway in our state (pages 18-20). The events of 2020 moved many grantmakers to make changes both in the amounts and areas they gave, and in how they interacted with their grantees and thought about who they were funding. What shifts are underway in 2021, and are the trends we saw in 2020 likely to be permanent? These survey results offer a first look at answering those questions.



► **Chris Oien**

MCF Communications  
and Research Specialist

## Giving Insights

### Retrospective and Current Year Data

This report is divided into 2 parts. Pages 4-17 show retrospective 2019 data gathered through the IRS and our data partners at Candid. The 2019 data remains incomplete due to backlogs at the IRS, as explained on page 4. The second part of the report includes current trends data on pages 18-20.

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## Giving Insights

### Individual Giving Is Up

After taking a small dip in the previous year thanks in part to changes in the tax code, individual giving is on the rise again in Minnesota. It increased about 5% over the previous year.

# 2019 Minnesota Giving Overview

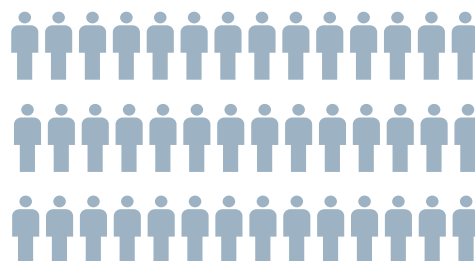
## \$2.1 Billion

### Organizational Giving

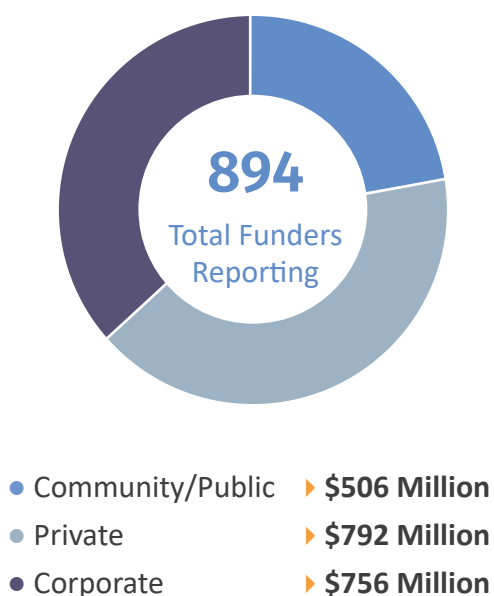
In this report, MCF was able to gather data from 400 fewer organizations than last year. Because of backlogs at the IRS caused by the COVID-19 pandemic, the 2019 organizational giving data shows a \$100 million lower organizational giving total than in 2018, which was \$2.2 billion. We're keeping an eye on these backlogs with our data partners, hoping that new totals will be available in time for our next publication.

## \$5.23 Billion

### Individual Giving



### Charitable Giving by Organization Type, 2019



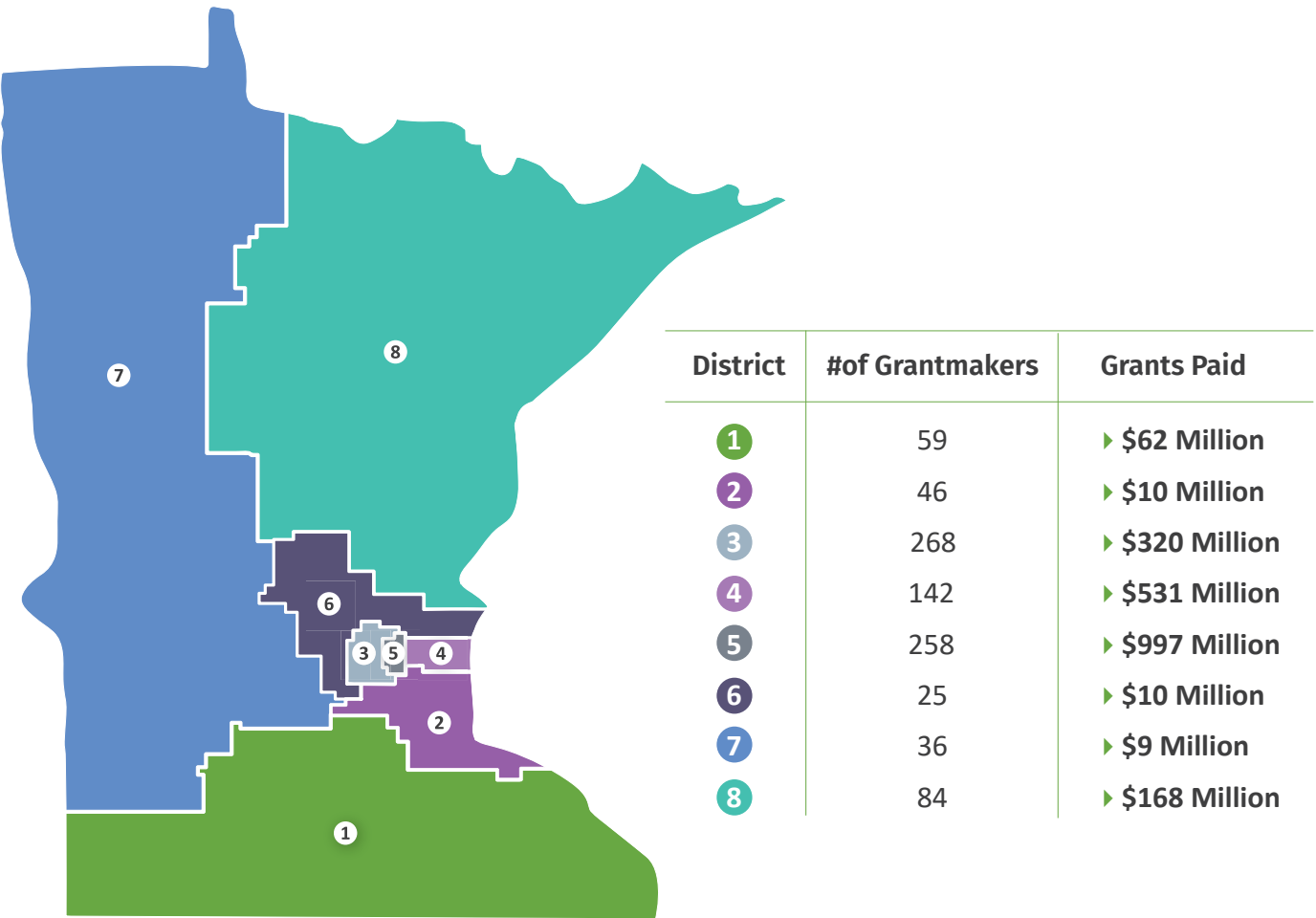
### Top 5 Largest Givers in Minnesota and Amounts\*

1. Wells Fargo Foundation ▶ \$349 Million
2. Margaret A. Cargill Philanthropies ▶ \$241 Million
3. The Minneapolis Foundation ▶ \$86 Million
4. Saint Paul & Minnesota Foundation ▶ \$83 Million
5. McKnight Foundation ▶ \$83 Million

\*By Amounts Given in 2019



# Grantmakers by Congressional District



## Grantmakers by Congressional District

The giving reported here represents the location of the organization. In 2019, the 5th congressional district had the highest total grants paid. The 3rd congressional district had the largest number of grantmakers.

# 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 2019. According to Candid, out-of-state giving to Minnesota-based recipients totaled \$426.7 million.

## Top 25 Giving Organizations Based Outside of Minnesota

Rank	Foundation Name	City, State	Amounts Given*
1	National Christian Charitable Foundation Inc	Alpharetta, GA	20.5 million
2	Bill & Melinda Gates Foundation	Seattle, WA	15.1 million
3	National Philanthropic Trust	Jenkintown, PA	13.4 million
4	Ford Foundation	New York City, NY	10.3 million
5	The Robert Wood Johnson Foundation	Princeton, NJ	9.2 million
6	ECMC Foundation	Los Angeles, CA	8.2 million
7	Blue Meridian Partners Inc.	New York City, NY	7.5 million
8	Walton Family Foundation	Bentonville, AR	7 million
9	Broadwaters Foundation	Milwaukee, WI	6.5 million
10	The Leona M. and Harry B. Helmsley Charitable Trust	New York City, NY	6.2 million
11	Robert and Ardis James Foundation Inc	Wilmington, DE	5.3 million
12	The Bezos Day One Fund	Seattle, WA	5 million
13	The Sherwood Foundation	Omaha, NE	4.4 million
14	The Andrew W. Mellon Foundation	New York City, NY	4.4 million
15	Lilly Endowment Inc.	Indianapolis, IN	4.3 million
16	JDRF International	New York City, NY	4.2 million
17	Legal Services Corporation	Washington, DC	4 million
18	The William and Flora Hewlett Foundation	Menlo Park, CA	3.9 million
19	Wellspring Philanthropic Fund, Inc.	New York City, NY	3.8 million
20	Foundation to Promote Open Society	New York City, NY	3.6 million
21	Energy Foundation	San Francisco, CA	3.6 million
22	Network for Good, Inc.	Washington, DC	3.5 million
23	John T. Vucurevich Foundation	Rapid City, SD	3.4 million
24	Kresge Foundation	Troy, MI	3.1 million
25	Longview Foundation	Milwaukee, WI	2.9 million

*\*Dollars Given to Minnesota-Based Recipients*





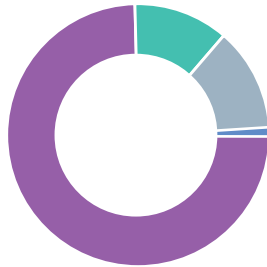
## Giving Insights

### **Top National Philanthropies Give More in Minnesota**

The top grantmakers from outside the state who gave in Minnesota looked significantly different from 2018. The three largest givers in 2019, National Christian Charitable Fund, Bill & Melinda Gates Foundation, and National Philanthropic Trust, did not appear at all in the top 25 givers from 2018. Giving in the top 25 was also up substantially, totaling \$163 million, a 23% increase over the previous year.

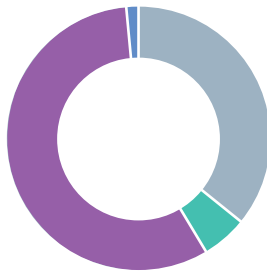


# Grantee Locations of Minnesota-Based Foundations



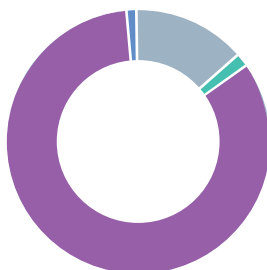
## Community/Public Foundations

- 74.6% Twin Cities
- 11.7% Greater Minnesota
- 13.6% Outside of Minnesota (U.S.)
- 1% International



## Private Foundations

- 36.4% Twin Cities
- 9.7% Greater Minnesota
- 51.4% Outside of Minnesota (U.S.)
- 2.5% International



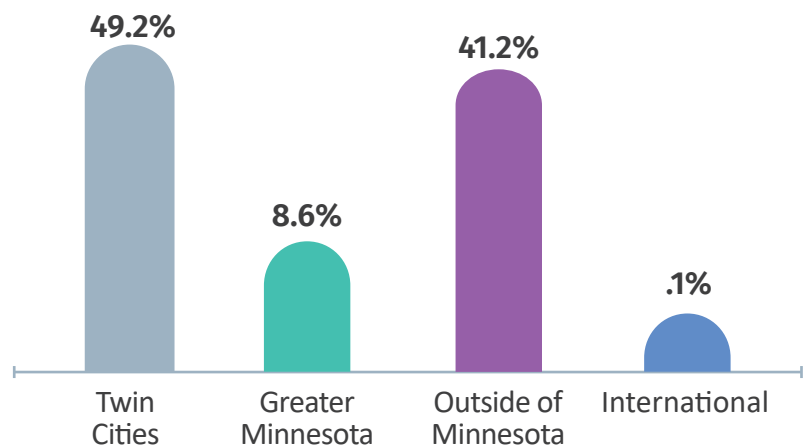
## Corporate Foundations/Giving Programs

- 22% Twin Cities
- 1% Greater Minnesota
- 76.7% Outside of Minnesota (U.S.)
- .3% International

## Total Giving

### By Grantee Locations of Minnesota-Based Foundations

Nearly 60% of the dollars given by Minnesota grantmakers stay in Minnesota.





# Community and Public Foundation Giving

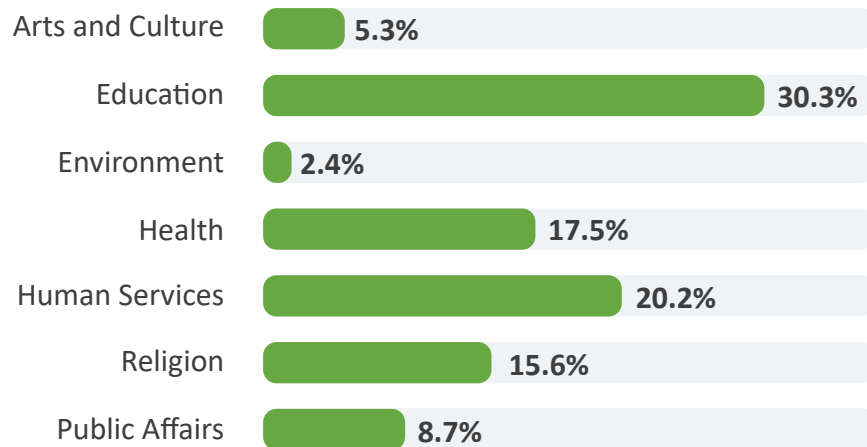
Community/public foundations are publicly supported organizations operated by and for the benefit of a specific community or population, area of interest or geographic area. Community and public giving totaled \$506 million in 2019, nearly the same as 2018.

## Top 5 Community/Public Giving and Amounts

Difference from  
2018-19

1.	The Minneapolis Foundation	► \$86 Million	36%
2.	Saint Paul & Minnesota Foundation	► \$83 Million	5%
3.	The Hormel Foundation	► \$37 Million	76%
4.	Thrivent Charitable Impact & Investing	► \$35 Million	25%
5.	Greater Twin Cities United Way	► \$26 Million	-11%

## Giving by Subject Area



**\$506 Million**  
(Total Giving)

# Private Foundation Giving

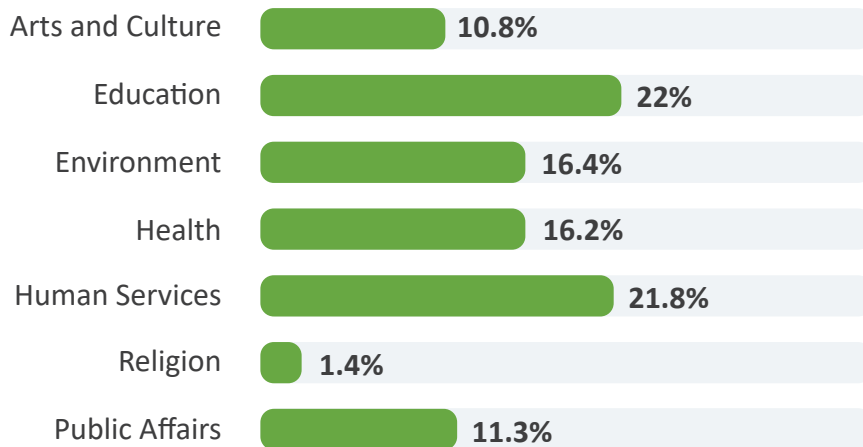
Generally founded by an individual, a group of individuals or a family, private foundations can be categorized as family or independent. Private foundation giving totaled \$792 million in 2019.

## Top 5 Private Giving and Amounts

Difference from  
2018-19

1.	Margaret A. Cargill Philanthropies	▶ \$241 Million	-13%
2.	McKnight Foundation	▶ \$83 Million	1%
3.	Otto Bremer Trust	▶ \$57 Million	14%
4.	Richard M. Schulze Family Foundation	▶ \$44 Million	1%
5.	GHR Foundation	▶ \$36 Million	33%

## Giving by Subject Area



**\$792 Million**  
(Total Giving)



# 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 2019, corporate foundation and giving programs contributed a total of \$756 million.

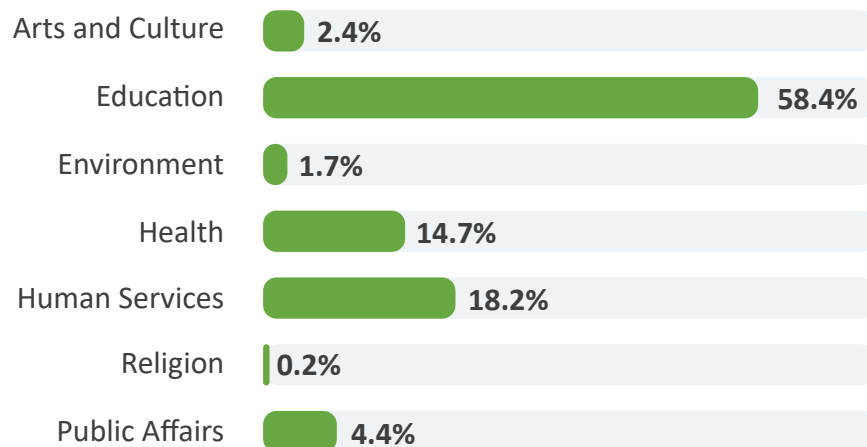
## Top 5 Corporate Foundations/Giving Programs and Amounts Given

Difference from  
2018-19

1.	Wells Fargo Foundation	▶ \$349 Million	8%
2.	UnitedHealthcare	▶ \$80 Million	13%
3.	Target and Target Foundation	▶ \$68 Million	6%
4.	Cargill, Inc. and Cargill Foundation	▶ \$55 Million	-11%
5.	General Mills Inc.	▶ \$17 Million	N/A*

\* 2019 giving total for General Mills only includes foundation giving, not corporate giving

## Giving by Subject Area



**\$756 Million**  
(Total Giving)

A photograph of a wooden pier or boardwalk extending from the foreground into a calm body of water. The pier is made of dark wooden planks and has a railing made of vertical posts and horizontal rails. The water is a light, hazy blue, and the sky above is a soft, pale yellow and white, suggesting a sunrise or sunset. The overall mood is peaceful and contemplative.

## Giving Insights

### **Where 's Equity Funding?**

This report highlights several grantmaking subject areas including arts and culture, environment, education, human services and others. These high-level categories do not always align perfectly with a funder's specific grant purpose. Candid's Philanthropy Classification System, which MCF uses to generate these grantmaking categories, is under review for a planned update late in 2022.

As a result of the limited subject area categories, grants focused on diversity, equity, inclusion or racial justice are often counted within one of the subject areas listed above. Consequently, a grant for television programming about racial equity, for example, may be grouped in the arts and culture subject area.

MCF member organizations may reach out to MCF to research more detailed grantmaking information for any of the subject areas.

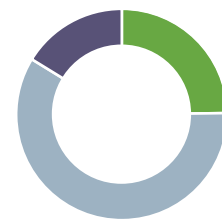
# Giving by Subject Area

## Arts and Culture ▶ \$112 Million

### Top 5 Organizations and Amounts Given

1. Margaret A. Cargill Philanthropies ▶ **\$32 Million**
2. McKnight Foundation ▶ **\$11 Million**
3. Saint Paul & Minnesota Foundation ▶ **\$10 Million**
4. Target and Target Foundation ▶ **\$9 Million**
5. The Minneapolis Foundation ▶ **\$8 Million**

### Giving by Organization Type



- Community/Public ▶ **\$29 Million**
- Private ▶ **\$69 Million**
- Corporate ▶ **\$14 Million**

## Education ▶ \$570 Million

### Top 5 Organizations and Amounts Given

1. Wells Fargo Foundation ▶ **\$240 Million**
2. Margaret A. Cargill Philanthropies ▶ **\$42 Million**
3. The Minneapolis Foundation ▶ **\$21 Million**
4. GHR Foundation ▶ **\$20 Million**
5. Saint Paul & Minnesota Foundation ▶ **\$16 Million**

### Giving by Organization Type



- Community/Public ▶ **\$94 Million**
- Private ▶ **\$141 Million**
- Corporate ▶ **\$335 Million**





## Environment & Animals ▶ \$153 Million

### Top 5 Organizations and Amounts Given

1. Margaret A. Cargill Philanthropies ▶ \$59 Million
2. McKnight Foundation ▶ \$22 Million
3. Manitou Fund ▶ \$10 Million
4. The Minneapolis Foundation ▶ \$6 Million
5. Saint Paul & Minnesota Foundation ▶ \$4 Million

### Giving by Organization Type



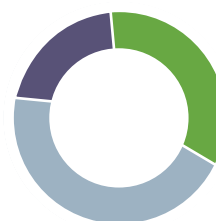
- Community/Public ▶ \$29 Million
- Private ▶ \$115 Million
- Corporate ▶ \$10 Million

## Health ▶ \$304 Million

### Top 5 Organizations and Amounts Given

1. Margaret A. Cargill Philanthropies ▶ \$41 Million
2. UnitedHealthcare ▶ \$33 Million
3. Great Twin Cities United Way ▶ \$26 Million
4. Richard M. Schulze Family Foundation ▶ \$14 Million
5. Saint Paul & Minnesota Foundation ▶ \$12 Million

### Giving by Organization Type



- Community/Public ▶ \$116 Million
- Private ▶ \$104 Million
- Corporate ▶ \$84 Million



## Human Services ▶ \$351 Million

### Top 5 Organizations and Amounts Given

1. Wells Fargo Foundation ▶ \$77 Million
2. Margaret A. Cargill Philanthropies ▶ \$36 Million
3. Saint Paul & Minnesota Foundation ▶ \$21 Million
4. The Minneapolis Foundation ▶ \$17 Million
5. Otto Bremer Trust ▶ \$15 Million

### Giving by Organization Type



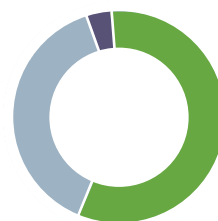
- Community/Public ▶ \$110 Million
- Private ▶ \$139 Million
- Corporate ▶ \$104 Million

## Religion ▶ \$52 Million

### Top 5 Organizations and Amounts Given

1. Thrivent ▶ \$15 Million
2. The Minneapolis Foundation ▶ \$8 Million
3. Catholic Community Foundation of MN ▶ \$7 Million
4. Saint Paul & Minnesota Foundation ▶ \$5 Million
5. GHR Foundation ▶ \$4 Million

### Giving by Organization Type



- Community/Public ▶ \$42 Million
- Private ▶ \$9 Million
- Corporate ▶ \$1 Million

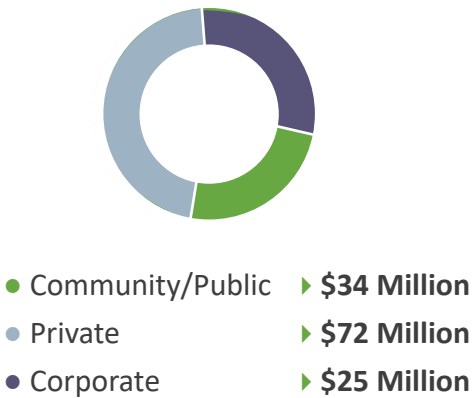


**Public Affairs/Philanthropy ▶ \$131 Million**

**Top 5 Organizations and Amounts Given**

1.	McKnight Foundation	▶ \$14 Million
2.	Bush Foundation	▶ \$11 Million
3.	Saint Paul & Minnesota Foundation	▶ \$8 Million
4.	Carlson Family Foundation	▶ \$7 Million
5.	Minneapolis Foundation	▶ \$7 Million

**Giving by Organization Type**





## Subject Area Annual Change

Percent change in 2019 total giving, compared to 2018

Difference from  
2018-19

1.	Environment & Animals	▶ \$153 Million	+14%
2.	Health	▶ \$304 Million	+11%
3.	Public Affairs	▶ \$131 Million	+7%
4.	Education	▶ \$570 Million	-10%
5.	Arts and Culture	▶ \$112 Million	-16%
6.	Human Services	▶ \$351 Million	-20%
7.	Religion	▶ \$52 Million	-39%

## Giving Insights

### Environmental Giving Grows Significantly

Grants to fund environment and animal work increased substantially in Minnesota in 2019, up 14% over 2018. This was led by Margaret A. Cargill Philanthropies, who granted \$59 million to this area in 2019, up \$9 million over the previous year.

# Funder Insights

## 2021 Grantmaking and Practices Survey

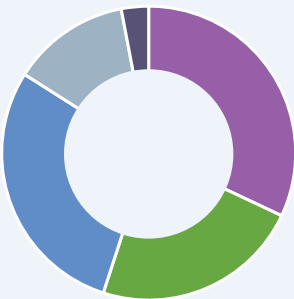
Following the truly unprecedented year of 2020, with the emergence of COVID and the racial reckoning after the murder of George Floyd, foundations in Minnesota largely continued their grantmaking adaptations into 2021. Shifts in grantmaking practice have held consistent, or slightly improved. Grantmaking amounts have increased significantly, in addition to an increase in the number of foundations that have increased their giving specifically to BIPOC organizations. The data in this Grantmaking and Practices Survey reveals that philanthropy in Minnesota has not returned to the old “normal” but has continued on a path of change. Of MCF’s 150+ members, 43 foundation CEOs participated in the 2021 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	23%
● Community/Public	29%
● Independent	13%
● Other	3%



Top Grantmaking Practice Changes Since 2020	2021, Percent of Organizations that Kept or Added these Changes	2020, Percent of Organizations that Made these Changes
Increased overall giving, compared to original plan	86%	65%
Increased giving to BIPOC-led organizations	68%	34%
Listened more to partners, especially communities least heard, to lift up their voices, inform public discourse and act on their feedback	68%	Did not ask in 2020
Increased flexibility of usage of grant funds	58%	77%
Increased communication with grantee partners	54%	53%
Increased use of general operating grants	51%	48%
Contributed to community-based emergency funds to address health and economic impact	44%	Did not ask in 2020
Relaxed grant reporting requirements	43%	72%

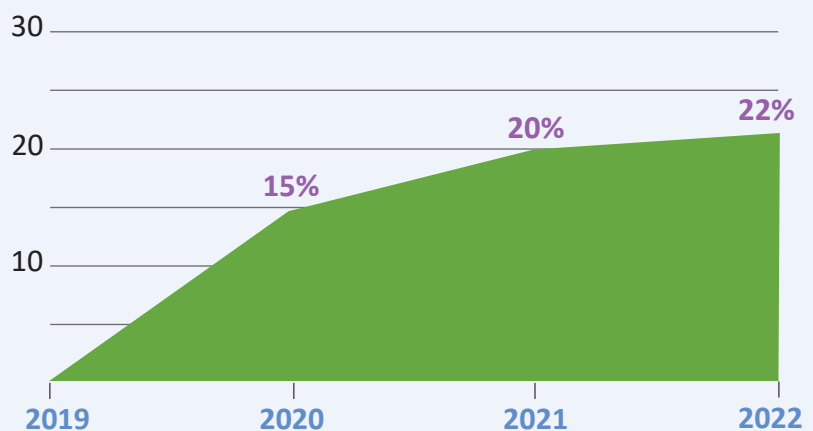
## Total Grantmaking Remains Strong

### Giving Is Expected to Level Off 22% Above 2019 Dollars

In 2020, 65% of funders gave more than planned, with an average increase of 15% over 2019.

In 2021, 86% of funders planned to maintain or increase their giving, with an average increase of 5% over 2020.

In 2022, 76% of funders plan to maintain or slightly increase their giving, with an average increase of 2% over 2021.





## Economic and Community Contexts Continue to Impact Grantmaking Levels

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### Top reasons funders increased grantmaking in 2021:

- Unprecedented community need
- Financial investments are performing well

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### Top reasons funders decreased grantmaking in 2021:

- 2020 was an exception; we're returning to our regular strategy to give 5%
- Immediate crisis needs have been met



## Giving Insights

### How our grantmaking practices are changing

“A shift that was already underway before 2020 was our move to online applications, to allow a faster decision and payment turnaround time. We put this into effect in 2020, and are pleased that we can now offer a more responsive and less burdensome application process. In 2020, we also updated, narrowed and elaborated on our giving priorities and made clear our willingness to fund both program/project and general operating funding. We hope these changes bring additional transparency to our review process and provide more detailed guidance to applicants.”

– 2021 survey response from an independent foundation





## 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 foundations, grantmaking public charities, and corporate foundations and giving programs.

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