

GIVING IN MINNESOTA

2024 REPORT



MINNESOTA COUNCIL
ON FOUNDATIONS

A Comprehensive Look at
Grantmaking in Minnesota



INTRODUCTION

This year marks one of MCF's first efforts to track the long-term trends in giving practices of Minnesota foundations.

This year's edition of Giving in Minnesota comes with some twists and turns in our annually reported giving data, and marks one of MCF's first efforts to track the long-term trends in giving practices of Minnesota foundations over multiple years.

Several things stick out in this year's data. In 2022, WEM Foundation began its process of spending down its assets that it completed in 2024, so shows up as a top giver in this report, giving over \$200 million in grants. Bush Foundation also shows up with increased giving in our grants data this year because of a large amount of grants awarded in 2022 that will be paid out in following years. These changes are large contributors to a significant increase in private foundation giving that we are reporting this year at \$1.3 billion, up from \$970 million the previous report.

Following discussions with Thrivent on the best way to categorize their giving, we have decided to classify them as a corporate foundation moving forward, with corresponding shifts in overall giving levels of corporate and community foundations.

The second half of this year's report features MCF's Practices Survey. We began this survey in 2022, and plan to periodically ask similar questions of our members in order to report on movement in our sector on these practices. This year, you can see shifts in multi-year grantmaking, general operating funds, BIPOC-related giving, and report completion time compared to two years ago.

—Chris Oien, MCF Research & Resource Manager



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CONTRIBUTORS

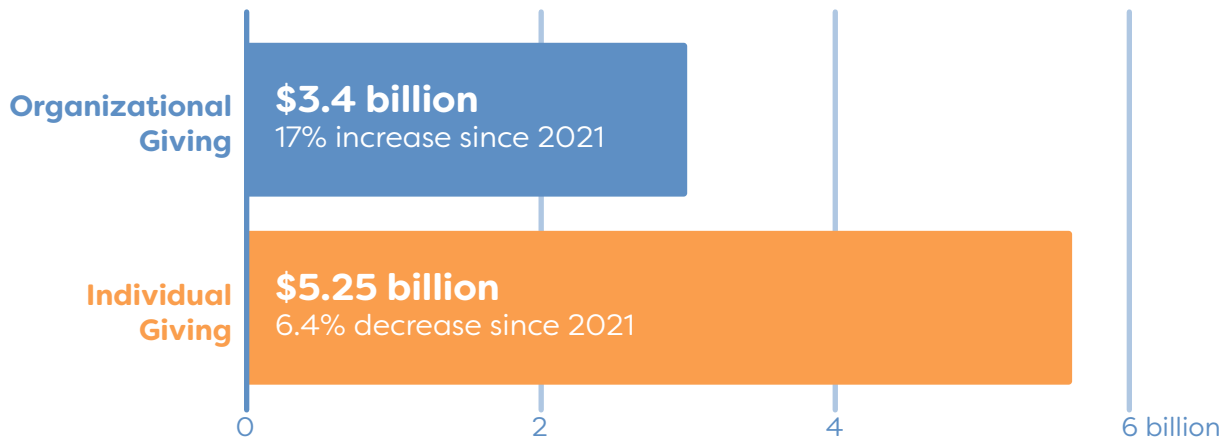
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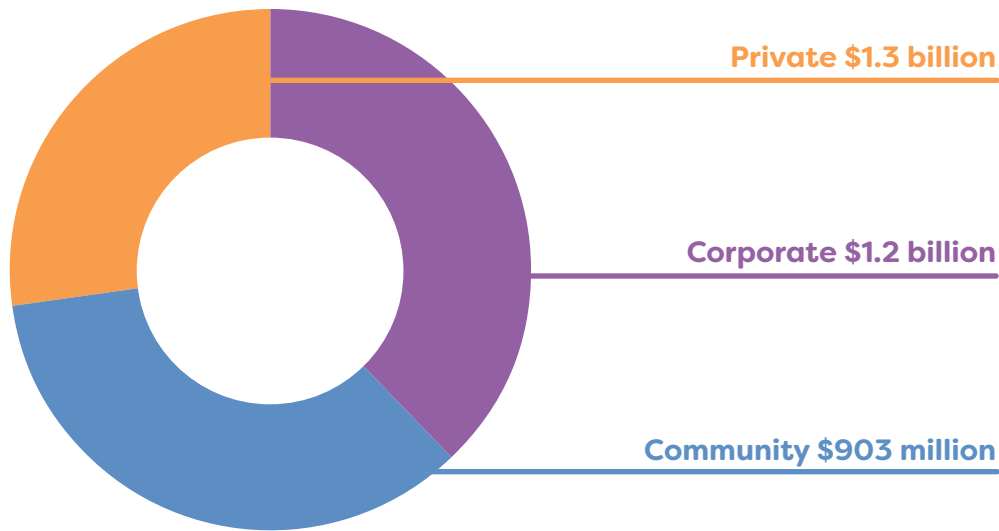
Designers
Blackbird Revolt

2022 MINNESOTA GIVING OVERVIEW



GIVING BY ORGANIZATION TYPE

2,016 Minnesota-based funders reporting

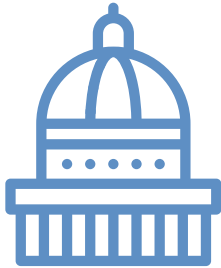


TOP 5 LARGEST GIVERS IN MINNESOTA



GRANTEE LOCATIONS OF MINNESOTA-BASED FOUNDATIONS

OVERALL



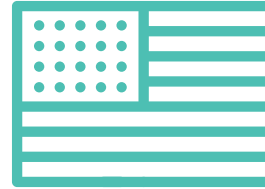
TWIN CITIES METRO

43.9%



GREATER MINNESOTA

8.7%



U.S. OUTSIDE OF MINNESOTA

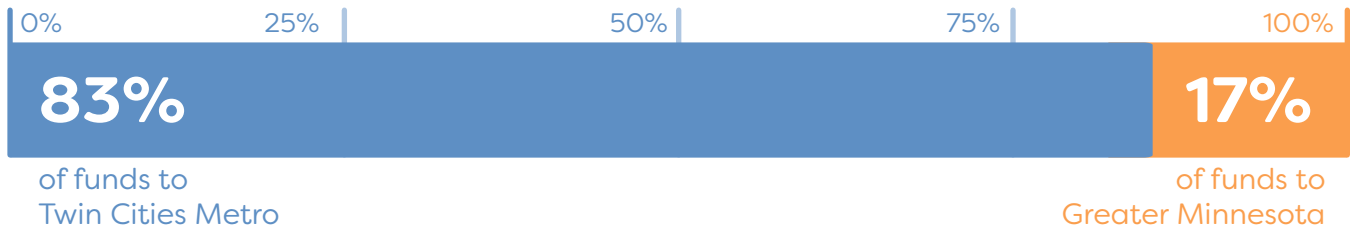
45.8%



INTERNATIONAL

1.6%

WITHIN MINNESOTA



COMMUNITY/PUBLIC FOUNDATIONS



Twin Cities Metro
53.7%



Greater Minnesota
20.3%



U.S. Outside of Minnesota
24.8%



International
1.2%

PRIVATE FOUNDATIONS



Twin Cities Metro
42.9%



Greater Minnesota
7.3%



U.S. Outside of Minnesota
48%



International
1.8%

CORPORATE FOUNDATIONS AND GIVING PROGRAMS



Twin Cities Metro
38.8%



Greater Minnesota
4.3%



U.S. Outside of Minnesota
55.7%



International
1.2%

2022 COMMUNITY & PUBLIC FOUNDATION GIVING

Community and public foundations are publicly supported organizations operated by and for the benefit of a specific community or population, area of interest, or geographic area.



TOP 5 LARGEST GIVERS IN MINNESOTA



The Minneapolis Foundation
\$103.7 million



Saint Paul & Minnesota Foundation
\$89.4 million



ServeMinnesota
\$44 million

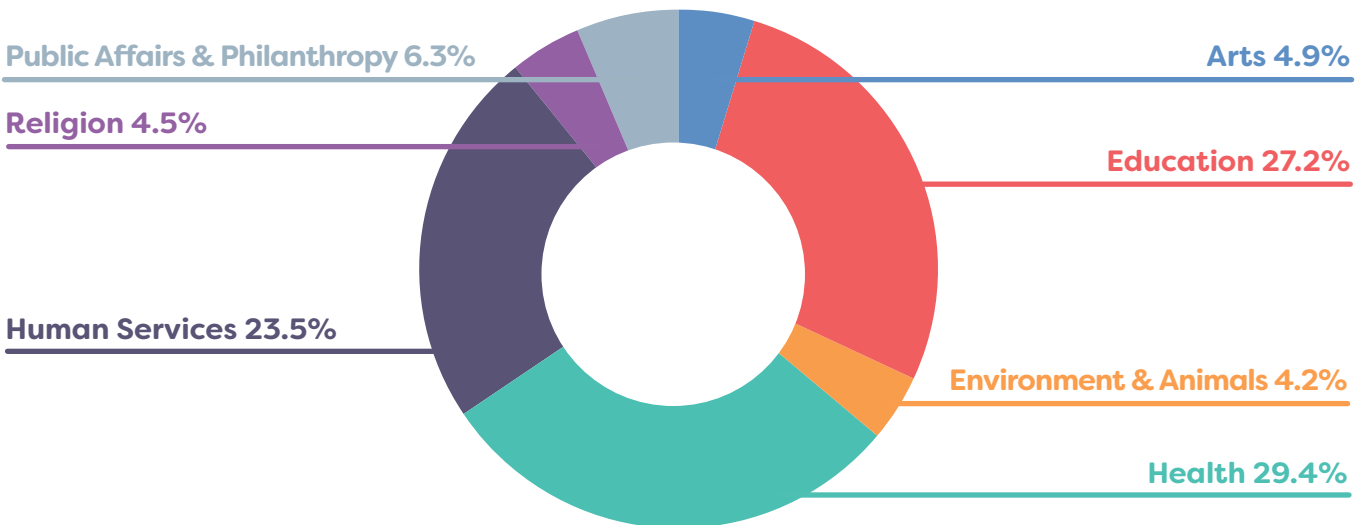


Borealis Philanthropy
\$33.3 million



The Hormel Foundation
\$28.7 million

GIVING BY SUBJECT AREA



2022 PRIVATE FOUNDATION GIVING

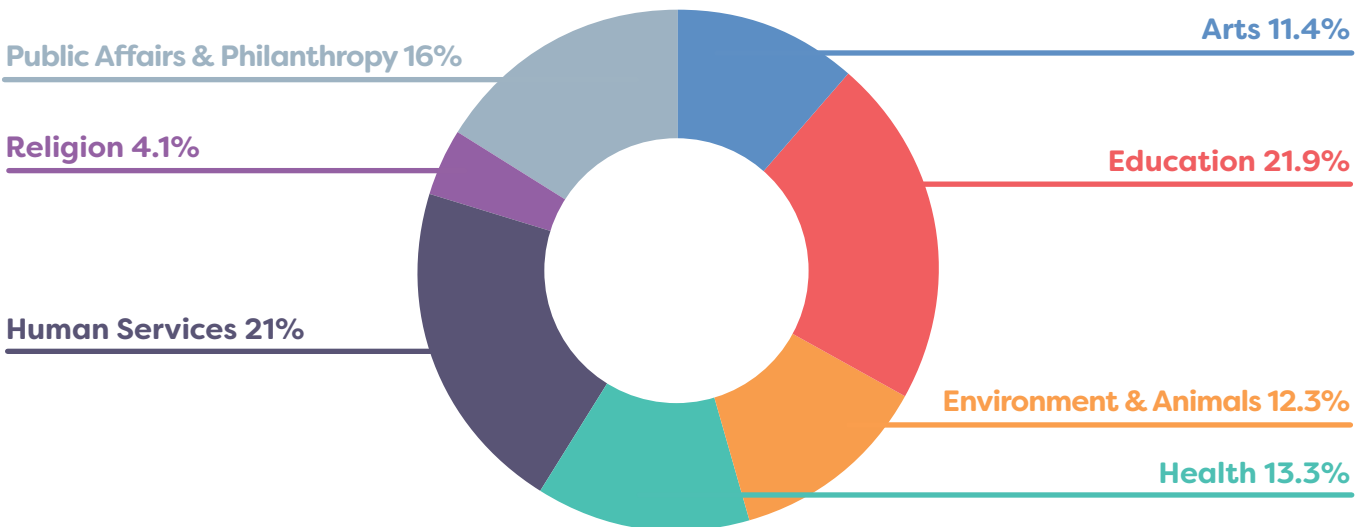
Generally founded by an individual, a group of individuals, or a family, private foundations can be categorized as family or independent.



TOP 5 LARGEST GIVERS IN MINNESOTA



GIVING BY SUBJECT AREA



2022 CORPORATE FOUNDATIONS & CORPORATE GIVING PROGRAMS

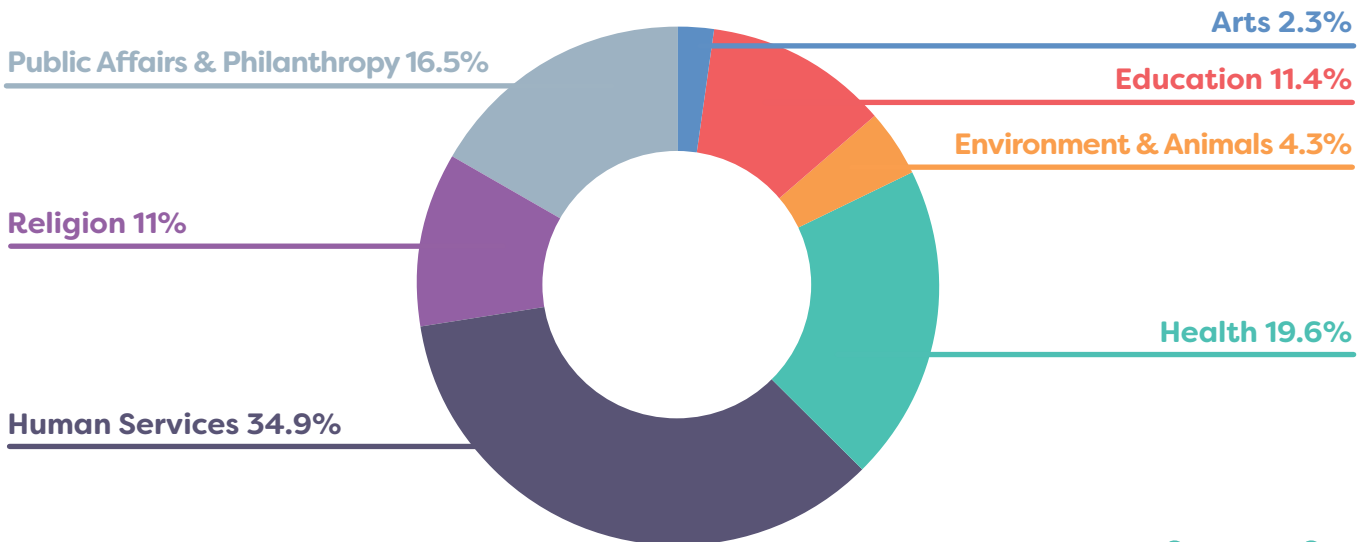
Some corporations establish endowed foundations while others contribute through an annual giving program, while some operate both a foundation and a corporate giving program.



TOP 5 LARGEST GIVERS IN MINNESOTA



GIVING BY SUBJECT AREA



2022 GIVING BY SUBJECT AREA

ARTS & CULTURE



TOP 5 LARGEST ARTS & CULTURE GIVERS

- 1** Margaret A. Cargill Philanthropies
\$43.6 million
- 2** WEM Foundation
\$24 million
- 3** Saint Paul & Minnesota Foundation
\$8.7 million
- 4** Manitou Fund
\$8.5 million
- 5** McKnight Foundation
\$6.9 million

EDUCATION



TOP 5 LARGEST EDUCATION GIVERS

- 1** WEM Foundation
\$65.1 million
- 2** ServeMinnesota
\$40.6 million
- 3** Margaret A. Cargill Philanthropies
\$32.1 million
- 4** Minneapolis Foundation
\$23.1 million
- 5** GHR Foundation
\$19.8 million

ENVIRONMENT & ANIMALS



TOP 5 LARGEST ENVIRONMENT & ANIMALS GIVERS

- 1 **Margaret A. Cargill Philanthropies**
\$71.2 million
- 2 **McKnight Foundation**
\$43.7 million
- 3 **Cargill Foundation and Cargill, Inc.**
\$15.1 million
- 4 **Minneapolis Foundation**
\$11.8 million
- 5 **Manitou Fund**
\$7.9 million

HEALTH



TOP 5 LARGEST HEALTH GIVERS

- 1 **UnitedHealth Group and United Health Foundation**
\$56 million
- 2 **Otto Bremer Trust**
\$25.1 million
- 3 **Saint Paul & Minnesota Foundation**
\$19.4 million
- 4 **Hormel Foundation**
\$17 million
- 5 **GHR Foundation**
\$16.4 million

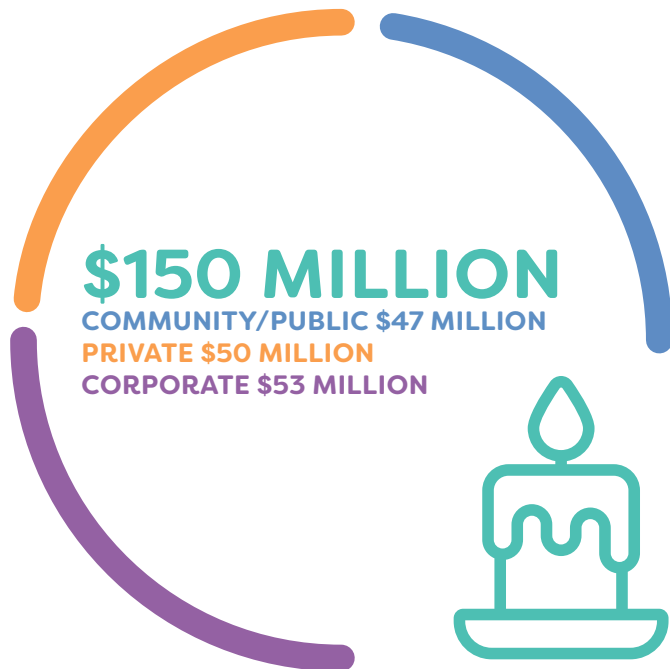
HUMAN SERVICES



TOP 5 LARGEST HUMAN SERVICES GIVERS

- 1** Wells Fargo Foundation
\$122.9 million
- 2** Margaret A. Cargill Philanthropies
\$45.6 million
- 3** Otto Bremer Trust
\$38.9 million
- 4** Target and Target Foundation
\$31.8 million
- 5** Richard M. Schulze Family Foundation
\$26.6 million

RELIGION



TOP 5 LARGEST RELIGION GIVERS

- 1** Thrivent & Thrivent Charitable Impact & Investing
\$47.1 million
- 2** Catholic Community Foundation of Minnesota
\$24 million
- 3** WEM Foundation
\$12.3 million
- 4** GHR Foundation
\$11.7 million
- 5** Minneapolis Foundation
\$6.1 million

PUBLIC AFFAIRS / PHILANTHROPY




TOP 5 LARGEST PUBLIC AFFAIRS / PHILANTHROPY GIVERS

- 1 McKnight Foundation**
\$36.7 million
- 2 Bush Foundation**
\$19.2 million
- 3 Target and Target Foundation**
\$17.6 million
- 4 Margaret A. Cargill Philanthropies**
\$17.5 million
- 5 The Minneapolis Foundation**
\$12.9 million



2022 SUBJECT AREA CHANGE SINCE 2021

	ARTS & CULTURE \$199 MILLION	+17%
	EDUCATION \$601 MILLION	+43%
	ENVIRONMENT & ANIMALS \$212 MILLION	+28%
	HEALTH \$560 MILLION	+6%
	HUMAN SERVICES \$665 MILLION	+4%
	RELIGION \$150 MILLION	+67%
	PUBLIC AFFAIRS/PHILANTHROPY \$338 MILLION	+41%

TOP 20 OUT-OF-STATE GIVERS INTO MINNESOTA IN 2022



The Chicago Community Trust, IL
\$22,140,471 million



The Skoll Foundation, CA
\$12,449,325 million



Corporation for Public Broadcasting, DC
\$12,121,666 million



The Ford Foundation, NY
\$10,848,118 million



Lilly Endowment Inc., IN
\$8,055,000 million



Taco Bell Foundation, CA
\$8,050,000 million



The Andrew W. Mellon Foundation, NY
\$7,220,500 million



Foundation to Promote Open Society, NY
\$6,785,000 million



United States Energy Foundation, CA
\$6,552,489 million



The Buntrock Foundation for Leadership, IL
\$5,358,876 million



The Robert Wood Johnson Foundation, NJ
\$4,893,720 million



The Marvin M. Schawn Charitable Foundation, MO
\$4,768,250 million



Breakthrough Energy Foundation, WA
\$4,750,388 million



Wellspring Philanthropic Fund, NY
\$4,705,168 million



NeighborWorks America, DC
\$4,676,078 million



W.K. Kellogg Foundation, MI
\$4,621,511 million



Anna-Maria and Stephen Kellen Foundation Inc, NY
\$4,600,000 million



New Venture Fund, DC
\$4,488,250 million



Bill & Melinda Gates Foundation, WA
\$4,274,267 million



John Templeton Foundation, PA
\$4,206,232 million

2024 GRANTMAKING PRACTICES OF MINNESOTA FOUNDATIONS

68 PARTICIPATING ORGANIZATIONS

Community foundations: 31%
Private family foundations: 24%
Independent foundations: 17%
Corporate foundations and giving programs: 22%
Other: 6%



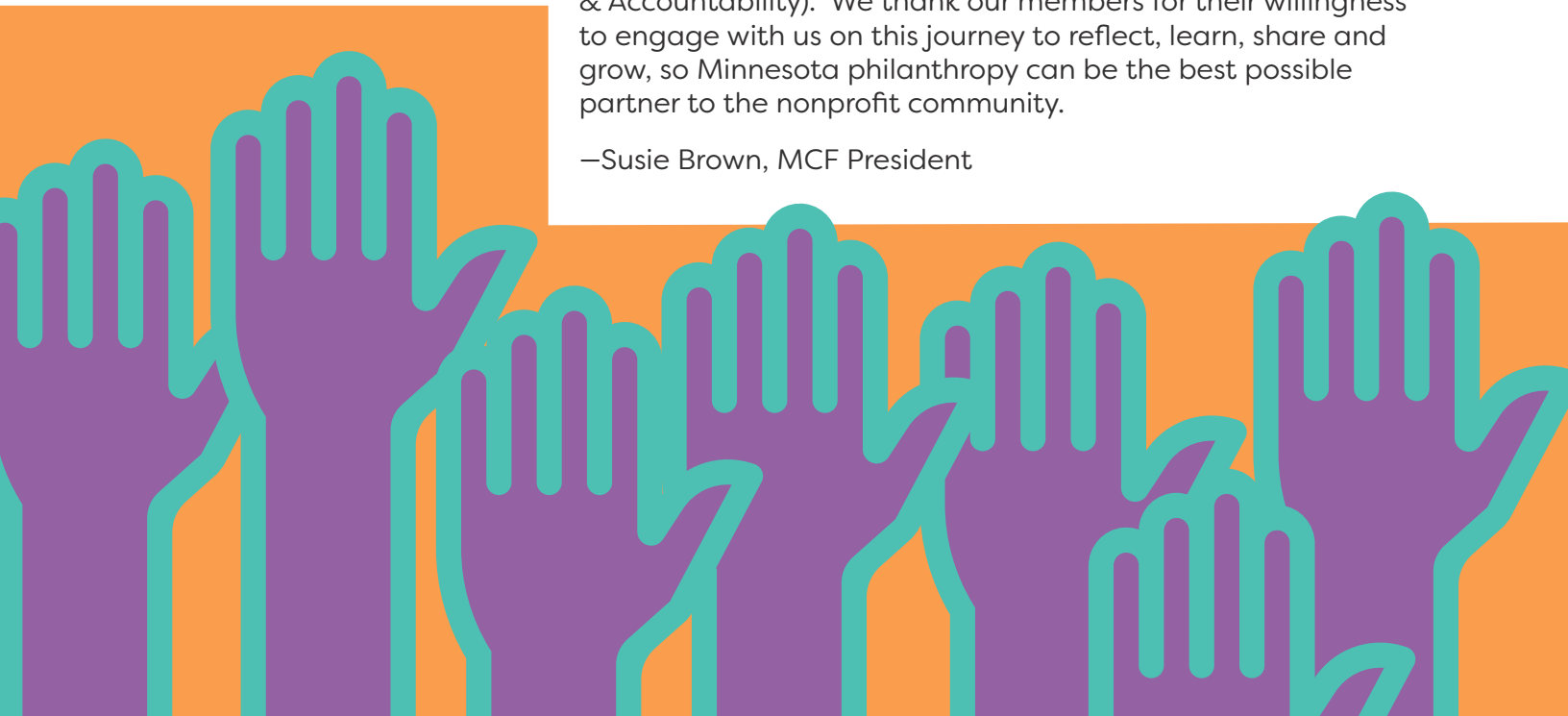
In 2020 the Minnesota Council on Foundations began collecting data from members about their giving practices. We knew then that how we give is as important to understand as where we give, and understanding both will help the field continue to strengthen its practice. Collecting this data every other year, this is now our third data set, and some important trends are coming into view.

Minnesota philanthropy is responding to calls for more multi-year support: on average 23% of grants were multi-year in 2022, which increased to 31% in 2024. Additionally, new flexibility built into grantmaking in 2020 and 2021 has not only continued, but increased, from 60% in 2022 to 73% in 2024. Among changes implemented, many grantmakers have made reporting processes more flexible. This has resulted in a reduction by 30 minutes in the average time needed to complete grant reports—time that can be better spent advancing an organization’s mission.

And, we continue to see room for improvement. Nonprofit partners benefit greatly from general operating funds. While about 43% of MCF members provide general operating grants, that number is down slightly (about 4%) from 2022. In order to best serve the needs of our nonprofit partners, this data point should be increasing, not decreasing.

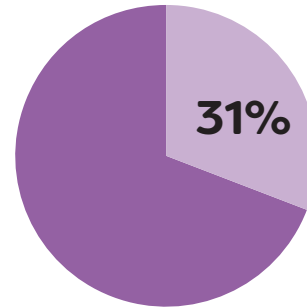
Examining our practices, sharing what we learn, and striving to improve is a core part of MCF’s Principles for Philanthropy (Principle 7, Continuous Learning and Principle 8, Transparency & Accountability). We thank our members for their willingness to engage with us on this journey to reflect, learn, share and grow, so Minnesota philanthropy can be the best possible partner to the nonprofit community.

—Susie Brown, MCF President



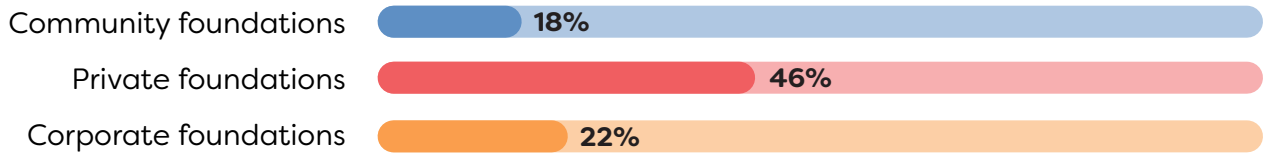
Approximately what percent of your grants are multi-year?

Overall:

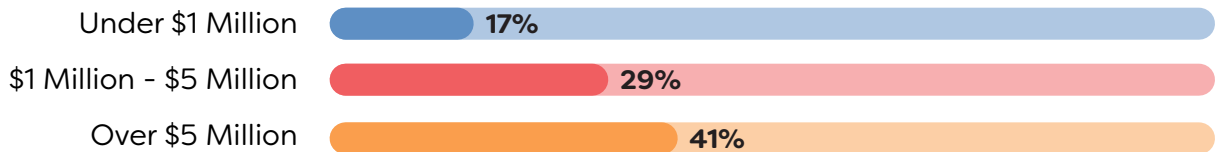


8 percentage point increase from 2022

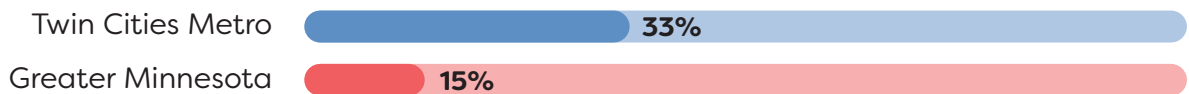
Results by foundation type:



Results by level of grants paid in 2023:

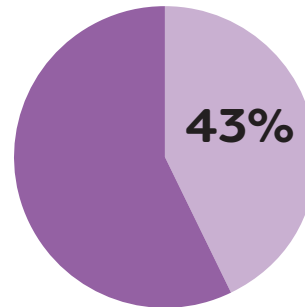


Results by geography:



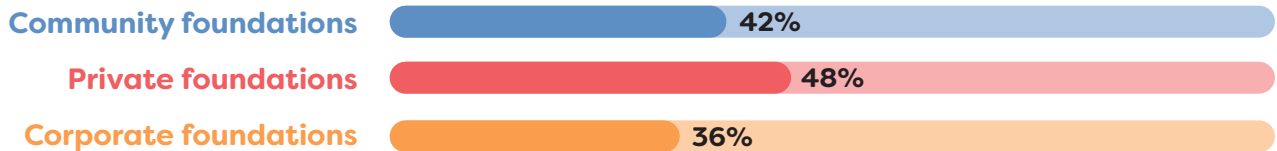
Approximately what percent of your grants go to general operating funds?

Overall:

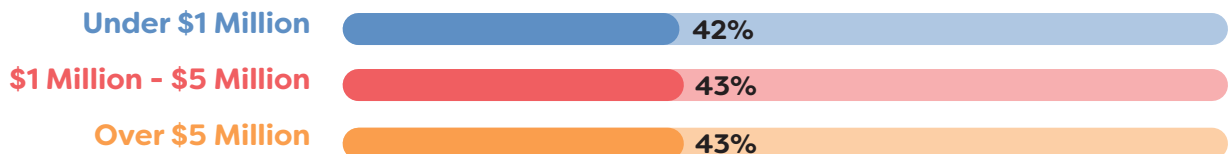


4 percentage point decrease from 2022

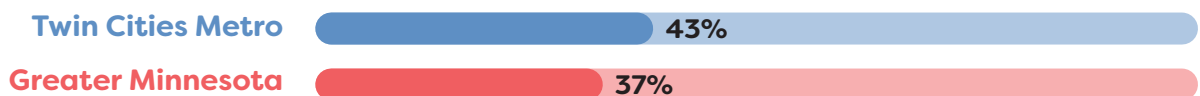
Results by foundation type:



Results by level of grants paid in 2023:



Results by geography:

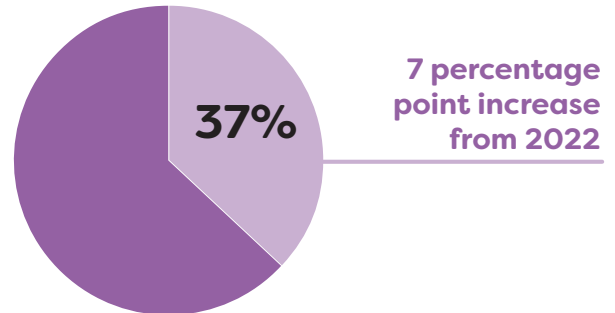


Practicing trust-based philanthropy means trusting our partners to know how to best use their resources. By continuing to provide general operating support grants, we ensure they have the flexibility to direct funds where they're most needed.

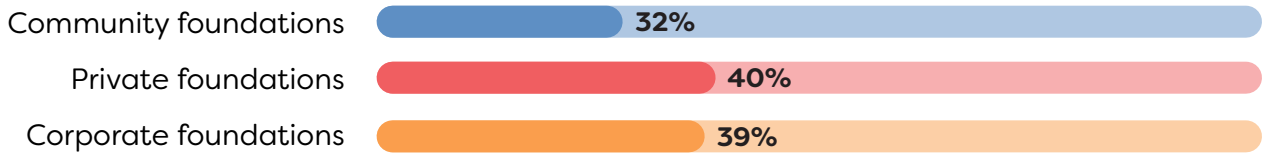
— BILAL ALKATOUT, HEADWATERS FOUNDATION FOR JUSTICE

Approximately what percent of your grants go to Black, Indigenous, and People of Color-led organizations?

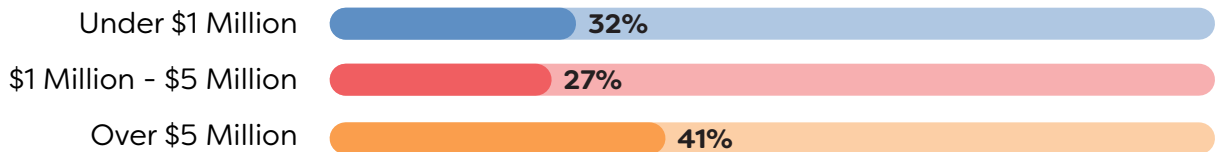
Overall:



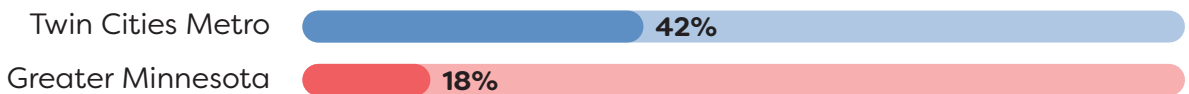
Results by foundation type:



Results by level of grants paid in 2023:



Results by geography:

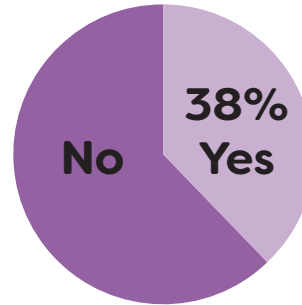


Foundations can say they are committed to equity, but without building it into the decision-making process, it's simply good intention. This year, we rewrote our rubric definitions to ensure equity was prioritized. Programs intentionally co-leading with the population served; have culturally-responsive approaches; and those programs aligning with removing root barriers to health equity scored higher than organizations creating programs for the community vs. with the community. This led to 63% of our grantees being BIPOC-led, compared to an average 30% in the past. We still have a ways to go, but I am proud of the steps we took this year.

— JOANN BIRKHOZ, MEDICA FOUNDATION

Does your organization have specific giving programs for Black, Indigenous, and People of Color-led organizations?

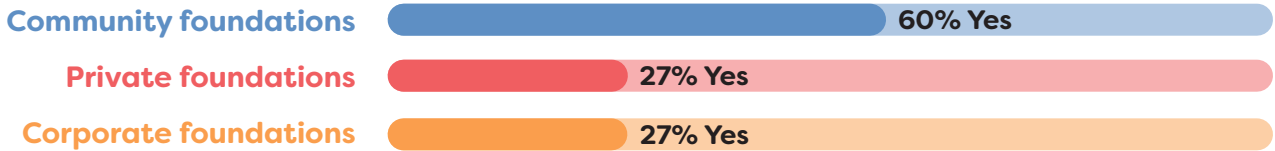
Overall:



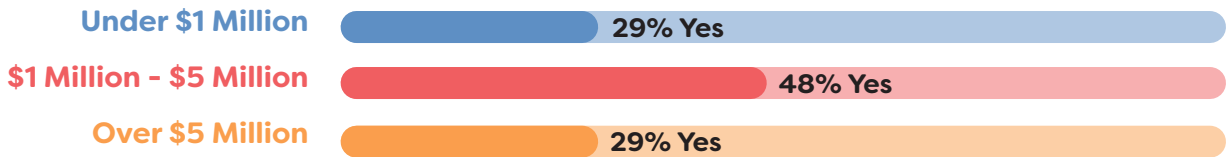
10 percentage point increase in Yes responses from 2022

(Note: Due to the changing legal landscape around programs like these, MCF is likely to ask about the impact of grant programs instead of intended recipients in the future.)

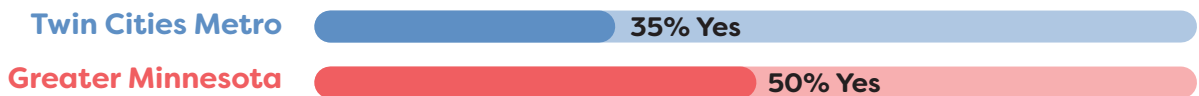
Results by foundation type:



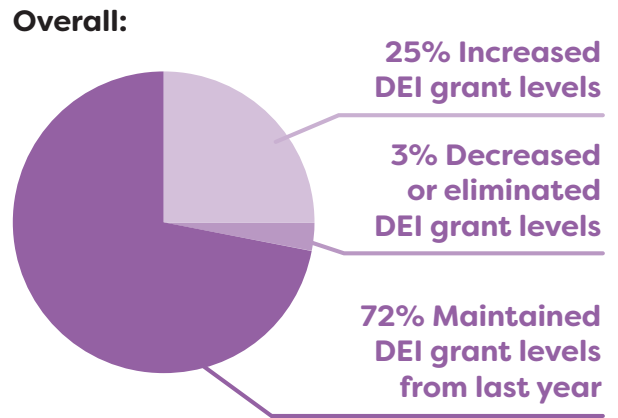
Results by level of grants paid in 2023:



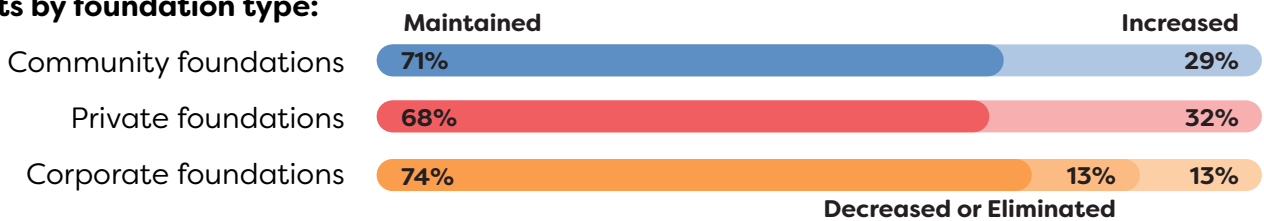
Results by geography:



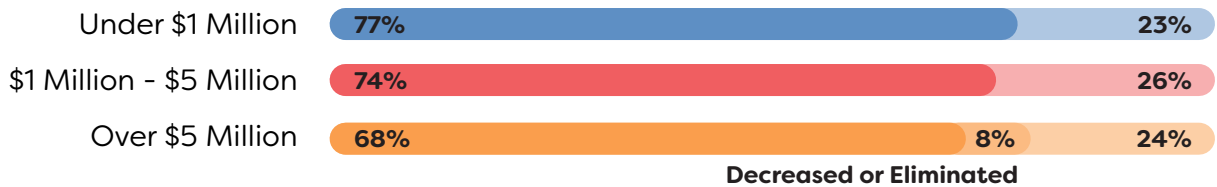
Reflecting on your foundation’s DEI (Diversity, Equity, and Inclusion) grantmaking in 2023, comparing it to this year, which of the following best describes your approach?



Results by foundation type:



Results by level of grants paid in 2023:



Results by geography:

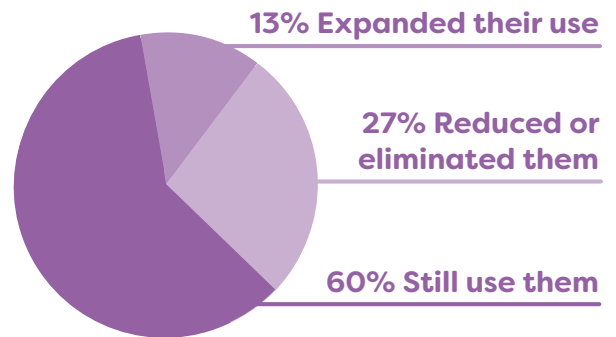


We’re grateful to our partners and their feedback that has shaped our understanding of and approach to Diversity, Equity, and Inclusion. This stemmed from having partners evaluate us as a funder. We have since responded in several ways, including, this year, setting aside ample time at our Board retreat for learning on the unique, hyper-local contexts and histories of the communities we serve before engaging with any partners. By embedding principles of equity and inclusion, we strive to co-create solutions with and for community.

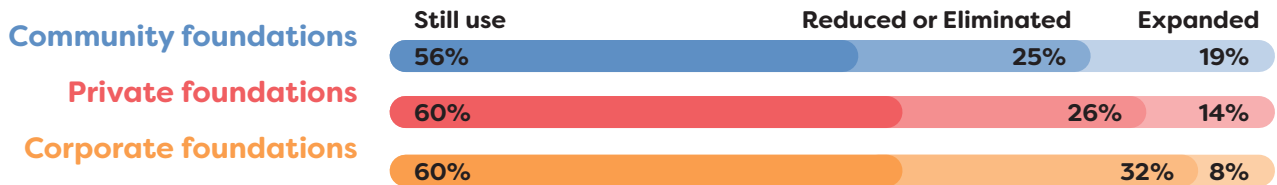
— NICHOLAS BANOVELTZ, BETTER WAY FOUNDATION

If you built flexibility into your grant programs in 2020/2021, what is the current status of that additional flexibility?

80% of respondents built flexibility into their grant programs in 2020/2021. Among that 80%:



Results by foundation type:



Results by level of grants paid in 2023:



Results by geography:



West Central Initiative asks grantees to complete a short grant report through an online form. Grantees also have the option to upload photos to showcase their work or project outcomes. In this upcoming cycle, grantees will be automatically reminded to complete their grant reporting in the same portal where they applied for the grant.

— AMANDA QUAM, WEST CENTRAL INITIATIVE

How much time would you estimate it takes a grantee to complete a final report on their use of funds?

Overall:

77 MIN

Down 26 minutes from 2022

Results by foundation type:



Results by level of grants paid in 2023:



Results by geography:

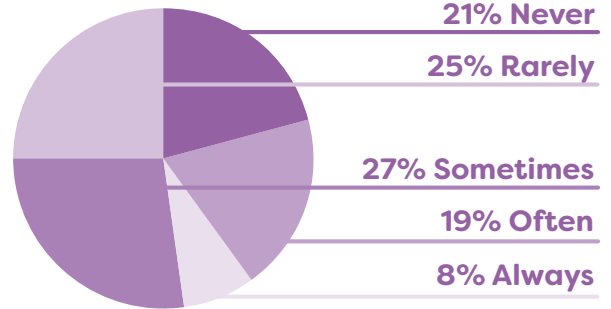


We've completely eliminated written interim reports for multi-year grants. Instead, we schedule a 30-minute Zoom check in so that we can connect and catch up. In addition to dramatically reducing the amount of time grantee-partners have to spend (on these "non-reports"), we learn so much from these conversations – about the organization and their ongoing work and about trends, themes, and shared challenges/experiences.

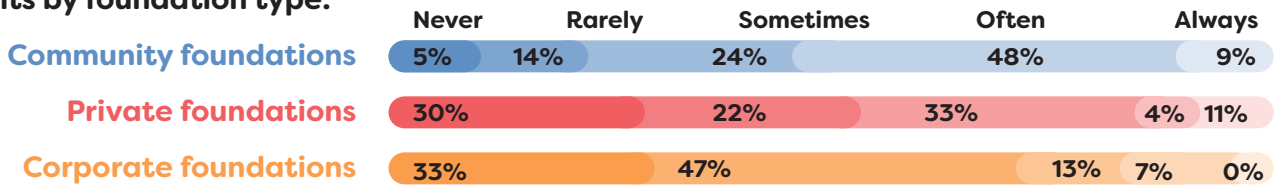
— SEAN MALONE, GEORGE FAMILY FOUNDATION

How often are the communities you serve involved in designing grant programs and selecting grantees?

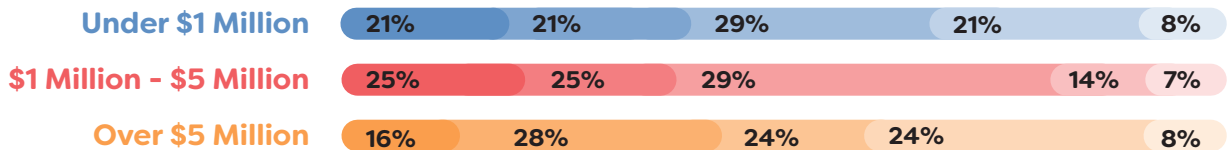
Overall:



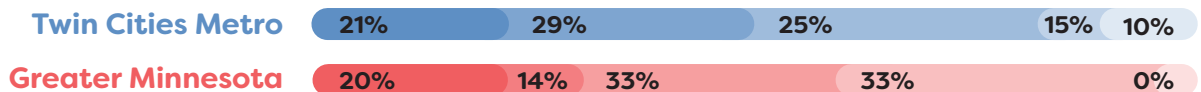
Results by foundation type:



Results by level of grants paid in 2023:



Results by geography:



We take feedback from our grantees seriously. As an organization that delivers a high number of smaller grants each year to help organizations build their capacity to serve, it's not lost on us that the outcome information we ask grantees to provide occurs on a commensurate scale. Our goal is to recognize and reward good ideas and to clear as many obstacles as possible so that small nonprofit teams can deliver on their missions. The closeout reports help us size up the work and its effectiveness, but we strive to remove barriers so teams can be nimble and do their work

— JESSY BETO, INITIATIVE FOUNDATION

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

The organization's 160 members represent grantmaking throughout the state, providing millions of dollars and other resources to nonprofits annually. Members include family and independent private foundations, community foundations, public grantmaking charities, and corporate foundations and giving programs.

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