In a city with one of the worst academic achievement gaps in the nation, Urban Ventures has one big goal—to prepare and send every youth in a 25-block area to college or another form of postsecondary education.

With programs for every stage of life, Urban Ventures begins supporting children before they're even born through parenting and prenatal classes, and continues that support through each developmental stage including college scholarships and career support.

Serving one of Minneapolis' most diverse and most under-resourced neighborhoods for nearly 30 years, Urban Ventures works hard to stand in the gap for a community where nearly 50% of children grow up in poverty.

Investing in Forever

The right approach

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At the right times

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In the right neighborhood

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At a Glance
Outcomes from a challenging year

- More than doubled the number of women participating in prenatal and early childhood classes
- Construction complete on Cornwell Early Learning Center; will serve 84 children and their families when it opens this September
- 22,493 hours of academic support through afterschool and distance-learning programs
- Doubled the number of students receiving literacy intervention
- 51 full-need college scholarships granted
- 186 Act Six Scholars enrolled in colleges and universities
- 5,000+ hours of virtual programming provided for adults
In the shadow of the Fourth Avenue bridge, nestled between a parking ramp and the old railroad path, there is a patch of grass where dreams grow.

Fabian arrives with his mother, ready for another day of soccer practice at Urban Ventures. He steps out under the stadium-sized lights, ready to work, not knowing that today he will get kicked off the team.

Since its inception, Urban Ventures has used athletics to connect with the community. Thirty years ago, mentorship took the form of basketball meetups at a local park. Now Urban Ventures has a campus with four basketball courts and two soccer fields of its own, and with them a chance to serve hundreds of local youth.

Alan loves the way he can invest in kids as a soccer coach. He understands that true wins or losses aren’t measured by the scoreboard, they’re measured by growth and development in each player.

Fabian has been working hard and his on-field skills have been improving. But off-field stress has resulted in anger toward teammates and bullying kids who are having a hard time. Alan warned him that he needs to respect his teammates or there won’t be a spot on the team for him.

But the anger boils over again, and Fabian shouts his frustration at another teammate, calling him a loser. When confronted, Fabian doubles-down, not thinking it’s a big deal, insisting his teammate should be better. It’s the final straw, and Fabian is kicked off the team.

As practice ends and parents gather their kids, Fabian’s mother walks over to Coach Alan. She is saddened, but not surprised, to hear her son was kicked off the team.

“I respect your decisions and I respect your rules,” she said. But the burden of trying to do what’s best for your child overtakes her. She admits, “He’s always in trouble in school. I took him to therapy. I’ve taken him to a lot of places and people to try to help. He just can’t control his emotions, he’s always getting angry and fighting people. Somebody told me to bring him here, because you teach character. If he’s kicked off the team, I honestly don’t know where to take him anymore.”

Alan paused, weighing the good of the team against the hope that maybe

—in Coach Alan

“You don’t win by being a good player. You win by being a good person, on and off the field.”

PARTICIPANT FEATURE

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PARTICIPANT FEATURE
Fabian could come around. Alan doesn’t want to be another person giving up on the young man.

“If I give him a second chance, I will ask a lot of him. I’ll push him even harder,” Alan explains. Fabian’s mother agrees.

In the coach’s office, Fabian sits as Alan contemplates his return to the team. “Do you think you’re a good player?” Alan asks.

“Oh yes,” Fabian replies, eager to prove his value. “I have good skills, I’m the fastest on the team, I’m stronger than most of the players, and I score a lot of goals.” He waits to see if that’s enough.

Alan pauses, “I don’t think you’re a good player.” Fabian’s eyes sink to the floor as Alan continues. “You are fast and you score goals. But to be a good player you have to be a good leader. To be a good player on the field you have to be a good person off the field. That is who your teammates want to follow.

“I want you to start helping your teammates who don’t know how to play. Don’t yell at them, teach them. You need to work on controlling your emotions. No more fights at school. No more outbursts at home. It is only hurting you.

“To be a good player you will need to change a lot of things. Not about your game, but about your attitude.”

Fabian sits silently, considering the cost of rejoining the team. Alan pulls a trophy down from the shelf and asks, “Do you know what this is for?”

“No,” Fabian admits. “This is from the USA Cup. Teams from all around the world compete for this. The team that won this trophy was full of kids like you, but they had to change their attitude.”

Fabian stares at the trophy. Alan watches Fabian.

“If you aren’t willing to take the challenge, there is no reason to let you back on the team. But if you do what I’m asking you to do, you’re going to bring me one of these trophies. What do you think, Fabian? Can you help your team bring home this trophy?”

“Yes,” Fabian replies.

A week later, Alan answers the phone to hear Fabian’s mother crying. “I got a letter from the school,” she says. “They were writing to tell me that Fabian has been an excellent student. He is changing a lot, and they noticed. It is the first time I’ve heard good news from the school.”

At practice, Fabian is an entirely different player. When a teammate messes up Fabian circles back and runs the drill to help them understand. He begins supporting and cheering on the other players. Eventually, he is made a captain on the team because he is showing so much responsibility.

As Fabian’s attitude improves, so does the team’s skill. Just as Coach Alan had said. When the tournament arrives, the team full of young players with little tournament experience exceed expectations. They play hard and they play well. Fabian continues to encourage and support his teammates throughout each game. They advance to the final. 90 minutes later they emerge the champions of the tournament.

Celebrating afterward, the players take turns holding the trophy for pictures. Fabian waits, letting his teammates revel in the victory. When it is his turn, he doesn’t pose for a picture, he carries the trophy to Alan.

“Here you go coach. Here’s the trophy you asked for,” he says, beaming.

Since the tournament, Fabian has continued to improve both on-field and off. Through soccer, the family has accessed a full cradle-to-career pipeline of support, with both Fabian and his brother participating in multiple Urban Ventures programs. Even mom is a part of Urban Ventures programming for parents.

Fabian’s story is an example of all the pieces coming together. Programs to connect with the community, families who look for opportunity and support, staff that tirelessly mentor, donors that regularly invest, and a participant working hard to grow.

Transformation is a difficult and complex process, and Fabian is a reminder of how beautiful it is when life change occurs.
2020 brought the compounding crises of a pandemic and social outcry over the murder of George Floyd, placing Urban Ventures at an epicenter of struggle and adaptation.

“No one imagines this. It’s hard that we have to start all over. But we can only continue forward.”

— MARIANA, LOCAL BUSINESS OWNER
Responding to the pandemic

Creative Changes to Programming

“It’s kind of like changing the tires while the car is moving, because we can’t just stop serving our community.”

— KYLE, URBAN VENTURES PROGRAM SUPPORT MANAGER

Urban Ventures has long been a hub of activity and connection for South Minneapolis. Relationships are key to the work we do, and normally those relationships are fostered by gathering together. When COVID-19 halted our ability to meet, the Urban Ventures staff had to get creative. Our program directors began rethinking how to best serve the community amid the circumstances. The forced innovation brought some unexpected highlights to one of the most challenging years. While we’re excited to return to normal programming, we are also celebrating some of the hard-fought wins amid the pandemic.

SNAPSHOTS OF A PANDEMIC

• Urban Ventures campus was converted into a distance-learning center where students could receive academic support and reliable access to the Internet to attend classes virtually.

• Our prenatal class began meeting virtually, making it easier for expectant mothers to attend. This resulted in a 143% increase in participation.

• Our Reading Plus tutors traveled to students’ homes, doing reading exercises while safely distanced in their yards. This often meant siblings, and sometimes whole families, joined in the sessions.

“IT'S KIND OF LIKE CHANGING THE TIRES WHILE THE CAR IS MOVING, BECAUSE WE CAN'T JUST STOP SERVING OUR COMMUNITY.”

— KYLE, URBAN VENTURES PROGRAM SUPPORT MANAGER
Pandemic Response

3,890 hours of distance-learning support for students

53,951 pounds of food produced and distributed by Urban Ventures Farm

44,491 meals provided for families in need

+24% increase in average hours per program participant
Responding to Civil Unrest

Better Together

It would be unfair to say, “Nobody saw it coming.” Many in our community have experienced injustice, including by police. The horrifying video of George Floyd’s murder was yet another match near the powder keg that has piled for generations.

Still, when anger turned to violence and spilled onto the streets of South Minneapolis, it was shocking. Suddenly, a neighborhood already struggling to cope with the pandemic was forced to face even more difficult and destructive circumstances.

Urban Ventures is not usually a crisis-response organization. Our strengths and our focus are on long-term, generational transformation. The steady and strategic work of building a community to transform a community.

But with rubble still smoldering, and thousands of businesses damaged and looted, it became clear that our constant focus on community and relationships put us in the perfect place to immediately serve the community.

During the violence, we relocated families who lived in areas of unrest, providing some respite as they waited to survey the damage to their neighborhood.

During the day, partners and donors filled our gym with food and supplies for families who no longer had a local grocery store. Regular distribution days made sure local families didn’t go hungry.

Urban Ventures was the first to offer assistance to local businesses. Over $1 million was set aside for small business grants to be used for repairs, restocking, or covering other costs.

The Better Together campaign brought together business owners and supporters from near and far, providing a tangible way for people to respond to the unexpected destruction.

It is by far the most difficult season in Urban Ventures’ three decades. But it also provided some of the richest opportunities to serve our community.

GEORGE FLOYD MURDER
Helping Local Small Businesses

111 small businesses received $5k grants

$724,265 given directly to small businesses

97% of assisted businesses were able to reopen in 3 months or less

99% of supported businesses are BIPOC-owned
Growing Partnerships

114+
organizations that work with Urban Ventures

67+
Minnesota businesses that provided crisis response through Urban Ventures

3
partner schools offering literacy intervention through Urban Ventures

75+
participants in criminal diversion program in partnership with City of Minneapolis

There is no doubt in my mind that you will live up to every single ounce of potential that you have right here. You got it. And, I’m proud to say, we’ve got you.

– Minneapolis Mayor Jacob Frey
Urban Ventures provided enough support for the Clemente family to start getting balanced again.

It wasn’t only the kids who received support. Urban Ventures’ cradle-to-career pipeline provides support for the entire family. Franklin Briceño, Director of the Center for Families, explains the philosophy. “It’s important to believe in people. We believe people want to be better parents. We believe families want to provide the best for the children.”

“We want to serve and we want to support and we want to love. And we want to do everything we do in partnership with our community.” – FRANKLIN, Director of Urban Ventures Center for Families

Josefina’s children are now adults. Each of them was able to pursue a college degree, becoming the first generation in the family to do so. But the generational changes are even greater than that. Josefina’s granddaughter, Mia, is a third-generation Urban Ventures participant.

“Josefina dreamed that her children would be able to go to college. To Mia, college is more than a dream, it’s part of the plan. "I want to go to college to have a better life," she explains. But the impact is so profound that it doesn’t stop with her. Mia plans to pay it forward. "I want to be a teacher to help other students have a better life too."”

The stress grew and rippled through the family. The children began to struggle in school, and the dream of a better life seemed to be slipping away. Searching for help and support, Josefina discovered Urban Ventures.

“I saw the environment was safe, the kids were fed, and they got help with their homework.” – JOSEFINA

With nearly 30 years of investment in our community, we are welcoming third-generation participants like Mia into our cradle-to-career pipeline. When Mia is grown and has children of her own, we plan to be here to help if she needs us.

The Clemente family owns a business on Lake Street. In the summer of 2020, when anger became violence and spread down Lake Street, their business was among the hundreds damaged.

Urban Ventures was quick to offer support in the form of small business grants. For many businesses it was a surprise, but for the Clementes it was what they’ve come to expect after years of participation in Urban Ventures.

A better life for our children. This is the dream of nearly every parent. That dream is what compelled Josefina to move to the United States. But like so many parents, she struggled to balance the need to stay home and care for her kids and the need to work to provide for them.

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Fiscal Year 2020 at a Glance

This year was a stark reminder of two important truths. First, our city continues to desperately need organizations like Urban Ventures that work to improve neighborhoods by establishing a long-lasting presence.

Second, the work we do would be impossible if it wasn’t for the support of people like you. You helped us feed the hungry, mourn with the grieving, and pick up the pieces of a broken community. Your help enabled us to share hope, encouragement, and support.

You have helped us do so much, but this year highlighted how much more there is to do. I am thankful for the generosity we are experiencing, and I am asking you to increase your investment in our community. We need it now more than ever. Please (continue to) help us.

With Gratitude,

A NOTE FROM CEO DAVE HAWN

FINANCIALS

Revenues:
- Operating Revenue: $3,737,565
- Campaign Revenue: 2,471,441
- Emergency Response Revenue: 1,060,733
  Total Revenues: $7,270,339

Expenses:
- Operating Expense: $3,091,262
- Emergency Response Expense: 409,500
- Depreciation: 442,841
  Total Expenses: $4,543,603

Net Income: $2,726,556

FISCAL YEAR 2020* (7/1/19-6/30/20)

Assets:
- Cash and Cash Equivalents: $3,576,537
- Accounts Receivable: 802,364
- Pledges Receivable: 3,604,302
- Investments: 1,483,256
- Property, Buildings, Equipment: 11,224,302
  Total Assets: $22,491,405

Liabilities and Net Assets:
- Current and Long-term Liabilities: $1,259,112
- Unrestricted Net Assets: 2,726,556
- Restricted Net Assets: 1,505,736
  Total Liabilities and Net Assets: $22,491,405

BALANCE SHEET (6/30/20)

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*Numbers on this page are a summary of our complete annual financials. We always post our audited financials and IRS form 990 to our website as soon as they become available.
Gifts made to Urban Ventures in honor of:

- Jordan Tumilson
- Bret Struck
- Judy Storrick
- Joe Simons
- Prince
- Carolyn Knudsen
- Al and Pat Kempf
- Louise Jones
- Lincoln Hudson
- Candy Glomsrud
- Paul and Maureen Geiger
- Skip Gage
- Kristin Fountain
- Bernice Eckstein
- David Bowden
- Linda Bergman
- George Floyd

Gifts made to Urban Ventures in loving memory of:

- Ventures in honor of
- Gifts made to Urban
- Ventures in honor of
- Gifts made to Urban Ventures in honor of
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Remembering “Skip”

We honor and remember our longtime Board Member Edwin “Skip” Gage, who we lost in 2020. He loved and cared for our community deeply. His investment at UV is a legacy that will continue to live and change lives for years to come.

We make every effort to ensure the accuracy of this list. If you notice an error or omission, please notify our Advancement Office by calling 612-545-9880.

All the photos in this report are of real Urban Ventures participants and community members. All quotations express the views and experiences of Urban Ventures program participants, though not all quotations are directly attributable to the individuals photographed.
“Growing up in this neighborhood you didn’t expect support like this to be here. It was big for me to find somebody who cared, who would offer a listening ear.”

– DAVID, URBAN VENTURES PARTICIPANT
From my family to Urban Ventures,
Nine months ago, the life that we all knew changed drastically, first with the pandemic and then, sadly, with the looting and destruction in our community. It has brought all of us to a new reality. A reality that forced us to start over, not only in our homes but also outside of them: to adapt, to face ourselves and confront new fears, new challenges, new ways of living.

Fortunately for my family, like for many others, we have the unconditional support and help of this great organization called Urban Ventures. Thanks to them, many families have survived this crisis. Thanks to the values that guide Urban Ventures, they are always willing to help everyone, no matter their ethnicity, nationality, creed, or color. All who work and serve at Urban Ventures form a big family, a concept that is of the utmost importance to them.

The Urban Ventures family always welcomes us with open arms. They counsel us, care for us, and are always ready to extend a hand when we need it most. Our concerns are their concerns. We can trust in them because we know that they will always be there to support us and help us find solutions to our sorrows.

Sadly, we find ourselves so busy adapting to this new way of life that we forget to thank and recognize those people who make the difference during these times of crisis. People like the Urban Ventures family.

I don’t want today to be just another day with its worries and troubles. I just want to have the opportunity to thank all of you for being there for our community, for my family.

There are no words sufficient to thank you who always give and never take.

Thank you, Urban Ventures, for making – in this world, in these times, out of this crisis – a better place for children, families, and the community.

On behalf of my family, I am grateful for your support, your generosity, your unconditional help, and I thank God for having the fortune to know this marvelous family called Urban Ventures.

Sincerely,
Georgina

THANKS FROM AN URBAN VENTURES PARTICIPANT

At the end of the year, we received this letter from a participant. She is a mother of three, and the entire family is in Urban Ventures programs.

We hope it is a reminder for you, as it was for us, of how transformative your support can be, and how much of a difference you make by investing in the many programs Urban Ventures offers.

You are a valuable part of the Urban Ventures family. We share in the struggles and the accolades alike. Thank you for helping families like this one during such a difficult year.

THANK YOU

We add our thanks Georgina’s. Her words capture what we strive to be as an organization and we could not do it without you.

Your support is what makes it possible for us to continue supporting families in South Minneapolis.