



Minnesota Business
Coalition for
Racial Equity

December 2021

Impact Report

**A just and prosperous state
with and for Black Minnesotans**

A letter from **Tiffani Daniels**

Greetings,

I'm excited to share with you the first impact report for the Minnesota Business Coalition for Racial Equity (MBCRE). I'm already encouraged by the power of this group and how it has come together to set a new agenda for what's possible in our state.

Let me start with a thank you to the tri-chairs and steering committee, who give us their time and expertise, even as they juggle leadership roles in their respective organizations. I'm also grateful to the Black women who've lent their talent to this coalition, including Shawntera Hardy for her early leadership as an interim consultant of the MBCRE, and to Meredith Moore and her communications team at Leverette Weekes.

In 2020, following the murder of George Floyd, many of us admitted that we weren't doing enough to make our state a safe space where Black Minnesotans could prosper. Clearly, it was time for those of us in the business sector to leverage our privilege and resources to begin to transform the areas in which Minnesota falls short.

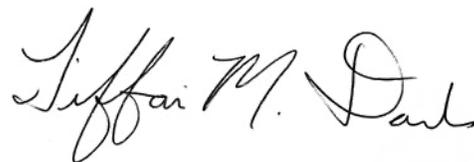
As we move into the second year of MBCRE, the need to build true racial equity in Minnesota is as urgent as it ever was. We need you to tap into that same fire that led you to commit to this important work to carry us into our second year and beyond. As a coalition, we've achieved a number of accomplishments over the last year, as you'll see in the report.

Much of the work of our inaugural year has, by necessity, focused on putting the necessary people, tools, and protocols in place. We've also listened to the community to learn what's needed and taken appropriate action on behalf of you, our members.

Please plan to attend the All Hands meeting on January 18, 2022, as we discuss our goals going forward and do a deep dive into the Philanthropy Pillar.

[Click here to register](#)

Sincerely,



Tiffani Daniels
Managing Director,
Minnesota Business Coalition for Racial Equity



“MCBRE is an amazing and essential asset in Minnesota.

During these difficult times, marked by racial inequity, we are grateful to have them as a resource to help our organization move forward.”

– Jen Dobossy and Andriel Dees

Minnesota State Colleges, and Universities System



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Coalition for
Racial Equity

2021

Impact Report

Here are highlights of MBCRE’s inaugural year.

HIRING A MANAGING DIRECTOR

"Hiring a Managing Director has been the greatest step forward for MBCRE to date because we've been able to attract an incredibly talented person to lead the day-to-day operations, act as the external spokesperson for the MBCRE, and develop and implement the Coalition's strategic plan.

Tiffani Daniels was selected for this role after a vigorous search process by the MBCRE for her proven leadership, commitment, and skills to grow and lead this new initiative by synthesizing the ideas and vision to appropriate action, infrastructure, and programs."

MBCRE Tri Chairs: James Burroughs, Reba Dominski, and Lee Anderson

The murder of George Floyd by local police pointed to the need for a racial reckoning, leading to the founding of the MBCRE. The intent was to put our state on a more inclusive and prosperous track by convening employers, community leaders, and concerned Minnesotans to target systemic barriers. As they begin to come down over the coming decade, we will improve life for Black Minnesotans.

MBCRE was organized into a steering committee and four pillars: Philanthropy,

Workplace, Policy, and Allyship. These groups meet individually monthly, while Pillar co-chairs convene weekly with the tri-chairs and Managing Director.

Our initial \$500,000 budget, provided by members, allowed us to:

- Pay stipends for community listening sessions
- Hire interim consultant **Shawntera Hardy** to develop our governance
- Bring on **Leverette Weekes**, a Black woman-led communications agency, helped us assess stakeholders, align membership, and communicate what MBCRE is and why it's different. The team developed messaging across platforms.

In February 2021, tri-chairs James Burroughs, Lee Anderson, and Reba Dominski co-wrote the Star Tribune op-ed, **New Business Coalition is Investing in Racial Justice**. They cited a **report** that found "the opportunity cost of racism in Minnesota, via loss of income, lack of homeownership, tax burdens, and business losses, is estimated to be \$287 billion," further cementing the need for broad action to improve the economic mobility of Black Minnesotans.

FORMING MEANINGFUL PARTNERSHIPS

In addition to connecting member company CEOs, we've been forming

meaningful alliances from the **Minnesota Business Partnership** to the **Greater Minneapolis Saint Paul Economic Development Partnership** to maximize our impact. Greater MSP has emerged as a thought partner in establishing an infrastructure for MBCRE and serves as our current fiscal agent and we look forward to continued collaboration.

MBCRE convenes and aligns businesses and nonprofits to have the greatest impact. Our MBCRE membership now includes community members and a recent initiative, United by Black, Powered by All through our Philanthropy Pillar. United by Black, Powered by All, and MBCRE have a shared vision of advancing prosperity for Black Minnesotans, yet apply different approaches towards that goal. We are working together to generate solutions and usher in sustainable change within the Black community.





“Creating a better Minnesota for Black people requires a deep examination into how we do business, and a concerted effort to shift the landscape to achieve different results.

I encourage member companies to listen to Black Minnesotans and to act boldly on what they hear.”

– Shannon Smith Jones

Executive Director of Hope Community and
Philanthropy Pillar Co-Chair

2021 Impact Report

PHILANTHROPY PILLAR

We aligned more than \$3 million in member funding—of \$4 million raised so far— to support the work of a new movement, **United by Black, Powered by All** (formerly the Alliance of Alliances). The **African American Leadership Forum** is heading this 10-year initiative to address racial inequities in the Minneapolis and Saint Paul region. The project uses Black-Centered Design (inspired by human-centered design) to generate community-informed solutions and advance racial justice in public safety, housing, education, employment, infrastructure, and healthcare.

The Philanthropy Pillar also secured a \$2.35 million grant to support the Connected MN Distance Learning Fund. It promotes racial equity in education, particularly for organizations that serve Black Indigenous or People of Color (BIPOC) from kindergarten through grade 12.

To create a working baseline for the Philanthropy Pillar, we initially met with more than 20 organizations to listen and better understand community needs. We convened with area organizations to focus on such issues as grant-making and criminal justice reform.

WORKPLACE PILLAR

We started to document employee's stories of their career experiences in the newsletter to provide insights and best practices for employers looking to attract, retain and advance Black talent. We created a best practices guide for companies of all sizes to develop a Diversity Equity and Inclusion policy. The guide also offers support with strategy, data transparency, leadership accountability, and partner engagement.

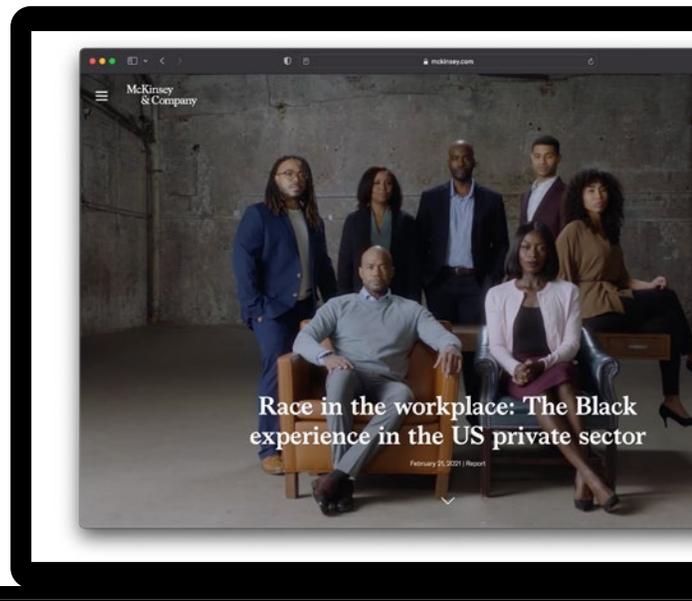
We hosted external speakers from McKinsey & Co, Real Time Talent, POC Career Fairs, and Black Men Teach, MN, to share their expertise on critical issues including:

- **Race in the Workplace**
- Attracting talent
- Working for local non profits

We created avenues for companies to share best practices leading to:

- Adoption of Best Buy Blue Check panels to help foster greater diversity among interviewers and interviewees
- Shared **culture change best practices** and how to leverage **Employee Resource Groups (ERG)** for culture and capability building.
- In the coming year, we'll continue to develop an operational structure for MBCRE ERG cross-company collaboration.

more than
\$3 million
in member funding



Race in the Workplace

2021 Impact Report

POLICY PILLAR

We engaged with legislators around education, health/hunger, housing, internet/broadband, and policing. Our members sent roughly a **half dozen letters** and met with key legislators to advocate on behalf of Black Minnesotans leading to the following results:

- Police reform, including sign and release warrants, following the killing of Daunte Wright
- Increasing early learning scholarships and the Child Care Assistance Program. Impact: reimbursement rate increases
- Funding for housing projects in the capital improvement package. Impact: led to a \$150 million investment in affordable housing
- Requiring obstetric care and birth centers to provide continuing education on anti-racism training and implicit bias. Impact: funding increases for Integrated Care for High-Risk Pregnancies to address racial disparities in maternal health
- Addressing hunger in schools and attracting millions in federal dollars to Minnesota. Impact: over 50 schools providing free breakfast and lunch to over 5,000 children.

\$150 million

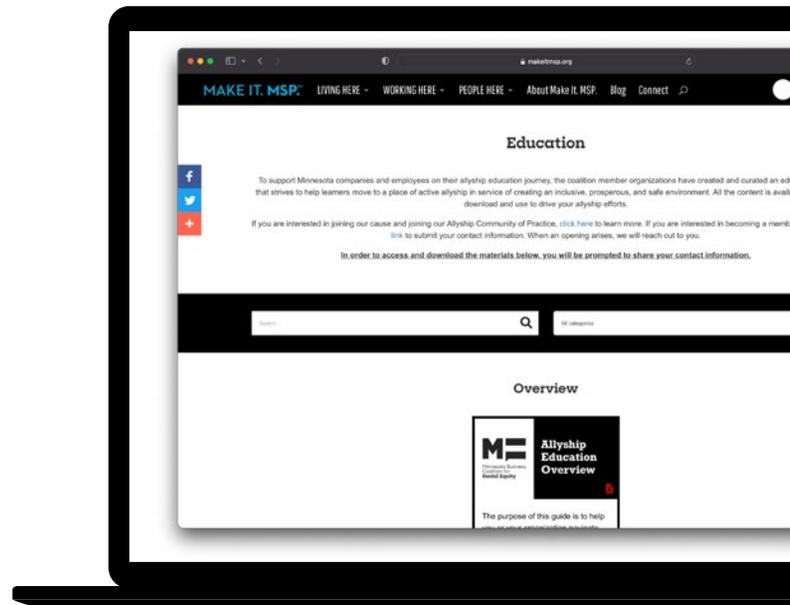
investment in

affordable housing

ALLYSHIP PILLAR

In 2021, the Allyship Pillar created resources and materials to create a more inclusive environment for Black Minnesotans employed at MBCRE member companies. Our allyship pillar started the year by launching our Ally Portal which housed a mix of e-modules, presentations, and other Ally enablement resources. Our portal is divided into two sections, one that allows our members to access the library of education and capability-building tools, and a second section focused on securing organizational support in driving an Allyship agenda. Our Allyship portal can be found at: [**Allyship - Make It. MSP \(makeitmsp.org\)**](https://www.makeitmsp.org/allyship)

The Allyship Pillar also invested its time in 2021 to building the Ally capability of all of our participating members on each of our MBCRE Pillars. At our Q2 MBCRE All-Hands meeting we held a session that allowed us to introduce our members to Allyship, talk about the importance of having an Ally mindset when doing the work in each of the pillars and modeling these behaviors back in our respective organizations.



Allyship Portal



“MBCRE sets the table for an essential conversation on racial justice and invites an inclusive guest list.

I rarely miss a meeting because I always learn something and meet someone new. I value having an opportunity to contribute to our community.”

– Karen Himle

SVP, Government Affairs at Thrivent and Policy Pillar member

2021 Impact Report

MBCRE MEMBERS TAKING ACTION

Your organization has the power to support racial equity and inclusion in the community and within your own organization. We encourage all member companies to use the insights and learning from work in the pillars to help transform the culture and practices inside their own companies and organizations.

A number of you have already shared your best practices for increasing engagement with leadership and employees:

- **US Bank** has quarterly community alignment calls with their CEO to discuss updates and to align on actions;
- **Medtronic** shares updates with key leaders and internal audiences, including Communications, Foundation and Diversity, Inclusion and Equity;
- **General Mills** has monthly meetings for MBCRE representatives to align on cross-functional work and strategies to elevate and accelerate. Reps appear at town halls for the company's Black employee resource group.

Our **Coalition Contact list** has information on each company's members. Feel free to reach out to your Pillar chairs to provide any updates to the contact list or for more internal connection ideas.

Thank You!

Steering Committee



**Acooa
Ellis**
Policy Pillar



**Amelia
Hardy**
Workplace Pillar



**Charlie
Weaver**



**James
Burroughs**
Workplace Pillar



**James
Momon**
Allyship Pillar



**Lee
Anderson**
Policy Pillar



**Marcus
Owens**
Allyship Pillar



**Shannon
Smith-Jones**
Philanthropy Pillar



**Matt
Lewis**



**Reba
Dominski**
Philanthropy Pillar

A very special thanks to MBCRE Members

3M
Accenture
Allianz Life
Allina Health
Andersen Corporation
APi Group
Apogee Enterprises Inc
Atomic Data
Bank of America
Best Buy
Be the Match
Blue Cross & Blue Shield
of Minnesota
Boston Scientific
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C.H. Robinson
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Caribou Coffee
Carlson

Center for
Economic Inclusion
CHS
Children's Minnesota
Comcast
Cummins, Inc.
Delta Air Lines
Delta Dental of Minnesota
Ecolab
Element Fleet
Fairview Health Services
General Mills
Great Clips
Greater Twin Cities
United Way
Gillette Children's
Specialty Healthcare
GREATER MSP
Hope Community
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Mortenson
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PNC Bank
Polaris
Post
Red Wing Shoe Company
Ryan Companies
Securian
Sleep Number
Target

The Toro Company
Thomson Reuters
Thrivent Financial
Travelers
Twin Cities Habitat
for Humanity
Twin Metals
U.S. Bank
UnitedHealth Group
University of St. Thomas
Winnebago
Wells Fargo
Xcel Energy
YMCA of the
Greater Twin Cities
Youthprise



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