



TOTAL IMPACT since inception in 2014, including grants/PRI's made, founder contributions and administrative expenses: **\$32,327,817**

Total Grants Paid FY2025: \$2,453,700

Number of Grants Made: 56

Organizations Funded: 43

2025 PRI: \$500,000

2025 Direct Program Expenses: \$266,595

On behalf of our Board of Directors, Advisory Board and staff, Rooted Philanthropic is proud to provide this brief Impact Report to our community. We remain small but mighty, committed to working with East Side communities to provide resources and opportunities. In 2025, our overall grantmaking increased slightly to nearly \$2.5M. We spent \$266,595 on direct program expenses launching a second Small Business Cohort and second East Side Women Leaders Cohort. We increased our commitment to East Side Community Connect, an app for East Siders to find activities and connectivity. We made a \$500,000 Program Related Investment to support small businesses struggling with disruptions from road construction, shifts in governmental funding and increased federal immigration enforcement actions. We continue to support local commercial real estate ownership through several efforts including the East Side Commercial Real Estate Development initiative, and we took the next steps to launch an East Side Small Business Technical Assistance Hub. Finally, Felicia Henderson came aboard to lead our Wellness funding pillar, rounding out our staff team of four.

This report offers several impact stories from our recent grantmaking and work in the community. We supported the launch of the East Side Farmers Market and the new Rooted Philanthropic Leadership Institute at Hill-Murray High School. We continue to explore innovative ways to bring resources to Saint Paul's East Side, while also strengthening existing relationships and stakeholders through financial and social capital.

As we reflect on 2025 and look ahead to 2026, we know there is much work to be done and many opportunities to explore with our East Side partners and stakeholders. We know that together we will accomplish remarkable things, making the East Side a great place to live, work, raise a family and manifest dreams.

EAST SIDE FARMERS MARKET HAS SUCCESSFUL LAUNCH

Every year, farmers markets bring healthy, fresh produce into communities throughout the Twin Cities. For years, this wasn't the case for the East Side of Saint Paul. Several past efforts were not sustainable. Community members made regular requests for a farmers market but a lack of financial resources and a coordinating body were a challenge to make the market a reality. Meanwhile roughly 20% or more of East Side adults and children lack food security or access to healthy food on a regular basis. In 2024, the foundation, through a series of community listening sessions, heard the cry for a farmers market loud and clear, and began sourcing partners and providing grant funding. Led by [Indigenous Roots](#) and a partnership with [Urban Roots](#), the East Side Farmers Market (ESFM) came to life.

The ESFM was launched in June 2025 at East Side Sculpture Park on East 7th Street, and is held twice a month summer through the fall. The goal was to create a market for farmers, food producers, and artisans which represent the diverse cultural backgrounds of the East Side. Additionally, they wanted to build a financially accessible market, where all families can access culturally relevant food, regardless of their income level by establishing a "pay what you can" model. This means subsidizing some vendors to ensure profitability, while ensuring that all vendors are local, small producers. SNAP/EBT benefits are also accepted to increase accessibility. Over 2,000 people attended the market in 2025, with 59 vendors.

Farmers markets often serve as vibrant community hubs where people meet neighbors, learn about food origins, and enjoy a festive atmosphere. The market also includes musicians and artist performances representing various East Side cultures, making it a community celebration and gathering spot.

"The community received the East Side Farmers Market with joy and care. The launch of the ESFM has created a powerful gathering space where farmers, craftmakers, artists, businesses and organizations can come together to practice abundance and nurture trust. We are grateful to Rooted Philanthropic for their vision and support in this partnership. Continued investment in the East Side builds our resilience and fosters generational wellbeing in our neighborhood." -- Mary Anne Ligeralde Quiroz, Executive Director, Indigenous Roots

The future looks bright for the East Side Farmers Market. Indigenous Roots will increase the number of vendors, while maintaining the market's festival-like atmosphere. They will also increase educational opportunities where chefs, farmers, and nutritionists can provide demonstrations, fostering a deeper understanding of food preparation and health. And East Side residents are taking full advantage of the opportunity.

Grant Award: \$172,500 + \$10,325 to Urban Roots

Purpose: launch and management of the East Side Farmers Market



AN INNOVATIVE SOLUTION TO EAST SIDE SMALL BUSINESS DISRUPTION

For many on the East Side, 2025 was a year of disruption. The reconstruction of Arcade Street by MnDOT made travel a challenge along a key transportation artery, disrupting business operations and diminishing profits. Proposed federal budget cuts eliminated or severely reduced Small Business Administration programs that support women, veterans, and underserved communities at a time when these funds could have provided some relief. CDFI's faced proposed discretionary funding cuts, via executive action. While these threats never became reality, they created operational disruptions, financial uncertainty and delays, which ultimately created challenges to their ability to provide affordable financial services to underserved communities like those on the East Side.

In response, Rooted Philanthropic was compelled to provide some level of relief during these difficult times. We approved a package of \$810,000 in loans and technical assistance (TA) support to East Side small businesses that included:



PRI & Grant: \$810,000
Purpose: Low-cost capital relief and free technical assistance for businesses impacted by disruption.

- ◆ **\$500,000** Program Related Investment to [Latino Economic Development Center](#) (LEDC) for high-risk, low-cost loans for working capital to established East Side businesses negatively impacted by disruption.
- ◆ **\$100,000** over 3 years to LEDC for administrative support of these loan funds.
- ◆ **\$150,000** for one-on-one TA support to businesses provided by eight nonprofit TA providers. They complete their TA services free of charge to the business and submit their hours for reimbursement from the foundation.
- ◆ And **\$60,000** to [East Side Area Business Association](#) to hire consultants to assess business needs and make referrals to TA providers.

"The Eastside St. Paul Mitigation Fund is a direct investment in the resilience of our community – we've already put \$50,000 into the hands of a local business owner, protecting 2 full-time and 5 part-time jobs that our neighbors depend on. Our lending team has reached out to over 55 businesses in the area, and we are actively working toward loans that would give owners the opportunity to purchase their commercial space and build the kind of long-term stability that no lease renewal can take away." – Alma Flores, Executive Director, LEDC

While the full impact of these funds will not be seen until 2026 when reporting from providers begins, we do know from the initial reporting that TA providers are scaling up their work with businesses and low-cost capital is starting to move. With construction mostly complete on Arcade Street and immigration enforcement activities diminished, businesses are slowly finding their footing. And while we know that not every business can survive or be saved, we know we stepped up in a meaningful way that offered relief and a path forward for some. We think this is an innovative model worth examining to measure its impact and determine if future iterations are worth investing in.

HILL-MURRAY SCHOOL LAUNCHES LEADERSHIP INSTITUTE

In 2019, the foundation joined forces with Hill-Murray School to launch the Future Leader Scholars program. Awarded to 20 students annually, this scholarship provides tuition support to incoming 9th graders each year while forming a tight-knit cohort that stays together the entire four years of high school. The cohort is focused on understanding each person's leadership journey and impact. In 2025, with three graduating cohorts, Hill-Murray leadership saw the promise of the Future Leaders program to have a larger impact at the school and proposed a bigger vision that would launch the [Rooted Philanthropic Leadership Institute](#).

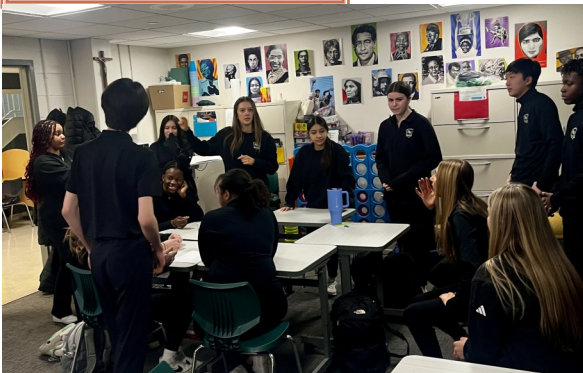
The mission of the Rooted Philanthropic Leadership Institute (RPLI) is to expand access to comprehensive leadership education for all Hill-Murray students while being firmly rooted in the Hill-Murray Catholic identity and Pioneer spirit. RPLI is led by Denise Bates, the architect of the nationally recognized Future Leaders Scholarship Program and named "2024 Program of the Year" by MINNDEPENDENT.

RPLI gives Hill-Murray students the opportunity to accelerate their leadership journey in three unique ways: 1) **Future Leader Scholarship** – the foundational program will remain the same for 20 incoming freshmen students each year. 2) **RPLI Leadership Pathway** – open to all students, this series of elective courses will help to develop, build and strengthen essential leadership skills. 3) **Leadership Certificate** – available to all grade 10 students who complete the designated leadership experiences and service projects over the course of the year.

Grant Award: \$475,000/yr thru 2033.
Purpose: Future Leaders and Rooted Philanthropic Leadership Institute

"The Rooted Philanthropic Leadership Institute exists solely because of the foundation's belief in our students. Their support has allowed us to turn a vision for leadership into a real academic reality. Our goal is to ensure every student at Hill-Murray has the chance to find their voice and grow into a leader of character throughout their four years here. Rooted Philanthropic hasn't just funded a program; they've opened a door for every student to discover their potential." -- Denise Bates, Director.

In the end, Hill-Murray leadership sees the RPLI as a potentially distinguishing characteristic of a Hill-Murray education, attracting a diverse population of students interested in leadership as a foundational life and career attribute. To this end, Rooted Philanthropic and Hill-Murray have engaged Wilder Research to conduct a 5-year Impact Study of RPLI. The study will refine the RPLI approach and collect impact data to determine its efficacy over time.



AT CAMP ODAYIN - KIDS PLAY. WORRIES REST. FUN HAPPENS.

Imagine being a child whose heart works differently than other children. Imagine the uncertainty and isolation these children experience daily. Imagine a place where kids can just be kids and where being different is celebrated and rewarded. That place is Camp Odayin.

Camp Odayin established over 25 years ago out of a vision to improve the quality of life and overall well-being for young people living with heart disease; to be a place where kids can just be kids. At Camp Odayin, children with heart disease and their families build community through life changing experiences, experience safe recreational fun and form relationships with other heart heroes.

The statistics are startling. About 2-3% of US children are affected by some form of heart disease. This includes 1 in 100 children born with congenital heart defects every year. An estimated 40,000 infants are diagnosed with congenital heart defects annually, and heart disease is the leading cause of death in children aged 1-4 years.

"Camp Odayin is more than a place, it's a feeling. A feeling of belonging, confidence, and hope that stays with every camper long after the campfire fades. With your partnership, campers discover they are not defined by their diagnosis, but by their strength and courage. Every moment of joy, every new friendship, and every spark of independence begins with generosity like yours. THANK YOU!" Sara Meslow, Executive Director

Rooted Philanthropic began providing funds to Camp Odayin in 2023 out of a personal connection to the its mission. Our support since then has helped Odayin increase its reach and stabilize its financial position.

In 2025, 952 people attended Odayin programs. This included 240 campers at Summer Camp, 391 family members at Family Camp, 123 parents at Dads Day Weekend and Moms Retreats, and 70 campers at Winter Camp, which returned for the first time since before the COVID pandemic. Family Camp grew at a new site. 335 volunteers gave their time and energy to support campers and families throughout the year.

Heart disease at any age is scary and challenging. For kids, it can also be isolating and a cause of great anxiety and sadness. Camp Odayin helps kids work through these fears and emotions by making connections and building life-long relationships where they are loved, accepted and respected unconditionally.



Grant Award: \$40,000
Purpose: General Operating Support

"Rooted Philanthropic is a valuable partner to The Sanneh Foundation and our community on Saint Paul's East Side. Their support and collaboration has enabled us to be responsive to community needs and feedback and increase and improve our offerings at the Conway campus. Because of their support, we are better able to listen to our neighbors, meet them where they are at, and provide enriching education, sport, workforce, and wellbeing programming alongside a broad array of community events that help children and families thrive."

- Tony Sanneh, Sanneh Foundation, Founder & CEO

Rooted Philanthropic focuses its giving and support on the neighborhoods of Saint Paul's East Side and the surrounding communities. Our focus is to support entrepreneurs, ensure a quality education for our youth, empower women to be their best selves, and engage the community in healthy living.

MISSION STATEMENT

Rooted Philanthropic supports the people of Saint Paul's East Side communities to unlock their potential by investing in their capacity, growth, and innovation.

ADMINISTRATION

In FY2025, the foundation:

- ◆ Had 3.0 FTE; 4 staff.
- ◆ Incurred \$657,815 in administrative and operational costs.
- ◆ Had \$8,136,763 in total assets at year-end.

BOARD OF DIRECTORS

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2025 FISCAL YEAR GRANTS MADE

Organization	Grant Amount
180 Degrees	\$30,000
Achieve Twin Cities	\$400
Action to Equity (fiscal agent-MN Hmong Chamber of Commerce)	\$150
African Economic Development Solutions	\$35,000
Aliveness Project	\$1,500
Amherst H. Wilder Foundation	\$20,000
Camp Odayin	\$40,000
Care4all Youth Haven	\$1,000
Carleton College	\$4,000
Center for Broadcast Journalism	\$160,000
Culture Booster	\$130,000
ESABA Charitable Foundation	\$127,600
ESABA Charitable Foundation (Fiscal agent for Black Business Network)	\$2,000
East Side Freedom Library	\$25,000
East Side Funders Group	\$25,000
East Side Neighborhood Development Company	\$50,000
Family Tree Clinic	\$500
Family Values for Life	\$50,000
Fight For Your Dreams	\$35,000
Hill-Murray Foundation	\$530,000
Hmong American Farmers Association	\$110,000
Hmong American Partnership	\$37,025

Organization	Grant Amount
Indigenous Roots	\$172,500
Land Bank Twin Cities	\$60,000
Latino Economic Development Center	\$219,000
LISC Twin Cities	\$119,600
Lutheran Social Services	\$50,000
M Health/Fairview (University of Minnesota Foundation)	\$50,000
Minnesota Council on Foundations	\$2,500
Neighborhood Development Center	\$35,000
Outfront Minnesota Community Services	\$2,500
Payne Phalen Community Council	\$49,000
St. Paul Public Schools ISD #625	\$10,000
St. Anthony Park Community Foundation	\$100
Salvation Army Eastside	\$500
The Loft Literary Center	\$500
The Market Entry Fund	\$2,500
The Sanneh Foundation	\$65,000
Theresa Living Center	\$60,000
Trilingua Cinema	\$30,000
Unity Church-Unitarian	\$500
Urban Roots	\$75,325
WomenVenture	\$35,000

TOTAL \$2,453,700

Direct Program Support	
Purpose	Amount
<i>East Side Connect App</i>	\$100,000
<i>East Side Women Leaders Cohort</i>	\$118,595
<i>Small Business Cohort</i>	\$48,000

Total \$266,595

Program Related Investment	
<i>The Resiliency Fund to support East Side Saint Paul businesses weathering road construction and shifts in governmental supports</i>	\$500,000

Total \$500,000

GRAND TOTAL \$3,220,295

We invite you to go to our website for a more [COMPLETE LIST](#) of grants made and links to grantee organizations.