



# REPORT TO OUR COMMUNITIES



# To Our Friends and Our Communities

Delivering daily essentials to those in need. Helping entrepreneurs articulate their dreams. Giving meaningful days of service to learn about diversity and inclusion.

This year's Padilla Report to Our Communities highlights three distinctly different projects completed by our talented teams in what we can all agree was a distinctly different year. But as different as these projects are, they share a common thread.

## Humanity.

It's a powerful word with dual meaning — collective regard for the human race as a whole and compassion and benevolence toward others — and I for one would like to see it make a bit of a resurgence.

We've all seen our fair share of division, fear, anger, hate and avarice. But we've also seen kindness, courage, charity, trust and forgiveness — times when our collective humanity has shown through, and we've considered the needs of others with as much attention as our own. These are the moments that we need to celebrate,

because as we help those around us, we're also helping ourselves.

And it feels SO good...just ask our colleagues at Padilla who participated in these wonderful and meaningful projects.

Here's hoping they inspire you as they've inspired us to express more humanity in the coming year.

Matt Kucharski  
President





# YWCA DRIVE





# Help by the Truckload

Facing what some are calling the twin pandemics – a global health crisis and systemic racism – our Minneapolis headquarters office coordinated a supply drive in June for the YWCA Midtown on Lake Street, the largest of its Minneapolis locations.

Masked-up and socially-distanced, Padilla employees collected personal hygiene items, home goods, clothing and baby supplies — ending the donation drive with a truckload of essential items. The donations helped community members in need following the murder of George Floyd and the destruction of Lake Street businesses from the unrest. Like many organizations, the YWCA Midtown pivoted during this time and opened up its building to distribute groceries and supplies to neighbors in need.





# DIVERSITY + INCLUSION DAY OF SERVICE

**POLLING  
STATION**

**OPENING TIMES**

**7.00am–10.00pm**

Note that as long as you are in the polling station, or in a queue outside, before 10.00pm you will be entitled to apply for a ballot paper



# Padilla's Diversity + Inclusion Day of Service

Calls for greater social justice in the United States – and around the world – following the murder of George Floyd in 2020 sparked a heightened emphasis on and greater meaning around the American observance of Juneteenth (June 19). Juneteenth commemorates the date in 1865 when Union soldiers landed in Galveston, Texas, with the news that the Civil War had ended and the enslaved were now free.

To honor Juneteenth and create an opportunity for personal reflection and service, Padilla established a Diversity + Inclusion Day of Service (DIDS) as part of its ongoing Diversity + Inclusion program. The agency offers employees one day off annually to perform community service related to diversity, equity and inclusion. How or when to help is up to each employee.

In 2020, “Get Out the Vote” initiatives for the November general election drew many employees, who worked to combat voter suppression by volunteering at polling locations and participating in letter writing campaigns. Other employees supported community service activities led by local nonprofits, including the YWCA of Minneapolis.





# MN CUP





# Coaching New Pitchers for the Big Leagues

Dreamers and innovators spend a lot of time thinking “outside the box,” and their entrepreneurial spirit doesn’t always translate to a flat sheet of paper, or come across in a formal presentation.

**MN Cup**, a community-led, public-private partnership champions Minnesota’s entrepreneurs by hosting an annual statewide competition. It provides education, mentorship and financial support for Minnesotans to accelerate the development of their new business ventures and launch startups across the state.

During the competition, entrepreneurs learn skills that not only help them present a powerful case to the MN Cup judges, but also gain exposure for their ideas with future investors who can help turn their vision into reality. MN Cup is the only competition of its kind: statewide, industry-agnostic and distributing funds to the tune of \$500,000 per year.

MN Cup engaged **Padilla** as its strategic communications partner to help entrepreneurs champion their big ideas to the judges. Since 2018, we have coached more than 60 competitors on how to deliver compelling business plans and provided presentation coaching to help them sell their big ideas during in-person pitches. “Presentation as performance,” is how one entrepreneur described Padilla’s counsel on how to successfully engage and maintain the

judges’ attention to make them a contender, not only for the Grand Prize, but for the success of their business beyond the competition.

It can be just as rewarding for the volunteers as it is for the participants. Padilla’s Kris Patrow explains:

**“Most of these entrepreneurs have a personal story at the heart of their innovative idea. A problem they are solving for a loved one, their community or society. By giving them the tools to weave that story into their business plans and presentations, we help them show investors the very human ‘why’ behind their invention — and why they should invest in it. It is a privilege to be part of that process.”**





# 2020 SUPPORT



# 2020 Financial and/or Volunteered Support

Padilla provided financial support and/or employees volunteered their time to work with these nonprofits during 2020:

- |   |  |   |
|---|--|---|
| Action for Healthy Kids*  | Minneapolis Downtown Council*                                  | Ronald McDonald House   |
| Agricultural Relations Council*                                 | Minneapolis Parks Foundation*                                  | Second Harvest Heartland  |
| American Advertising Federation (AAF) Austin                    | Minnesota Health Strategy and Communications Network (MHSCN)*  | SPCA of the Triad   |
| American Heart Association*                                     | Minnesota Technology Association (MNTech)*                     | The BrandLab  |
| American Marketing Association (AMA) — Minnesota*               | MN Cup, University of Minnesota                                | The Itasca Project  |
| American Red Cross — Twin Cities Area Chapter*                  | MPLS Regional Chamber — Minnesota Keystone Program*            | The Loppet Foundation — MN World Cup                              |
| Boy Scouts of America, Northern Star Council*                   | National Foundation for Infectious Diseases (NFID)             | The Richmond Forum — The Richmond Speech & Debate Initiative      |
| Catholic Community Foundation*                                  | National Meningitis Association (NMA)                          | The Society for Nutrition Education and Behavior (SNEB)           |
| Concern Worldwide U.S.*   | Northside Boxing   | United Way — Greater Twin Cities* and Greater Richmond            |
| Diversity Action Alliance                                       | NY Common Pantry   | University of Florida — College of Journalism and Communications* |
| East Town Business Partnership*                                 | Omicron Delta Kappa National Leadership Honor Society*         | University of Minnesota — Masonic Cancer Center*                  |
| Ernst & Young   | Pheasants Forever*   | VCU — The Robertson School of Media and Culture*                  |
| Feeding America   | Pillsbury United Communities*                                  | Visual Arts Center of Richmond*                                   |
| Financial Executives International (FEI) — Twin Cities Chapter* | PRSA Foundation  | Volunteers of America — Minnesota and Wisconsin*                  |
| Free Bikes 4 Kidz   | PRSA Multicultural Endowment Scholarship Fund                  | Yaya Foundation   |
| God’s Love We Deliver   | Public Relations Society of America (PRSA) — several chapters* | YouthLink   |
| Ithaca College Park Scholar Alumni Board                        | RGC Gymnastics   | YWCA Minneapolis  |
| LifeScape*  | Riverton Community Housing                                     |   |
| Lupus Foundation of America                                     |  |   |
| Minneapolis Aquatennial Ambassadors Organization*               |  |   |

\*DENOTES BOARD OR COMMITTEE MEMBERSHIP



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