



# Sweet Potato Comfort Pie®

A Catalyst for Caring  
and Building Community



Sweet Potato Comfort Pie (SPCP) is a community-building organization that uses food traditions, the arts, and other creative forms of culture-sharing to spark connection, healing, and change.

Sweet Potato Comfort Pie obtained its official 501(3)(c) status in 2020.

## HISTORY, FOUNDING AND CULTURAL CONTEXT

After the 2014 events in Ferguson, MO, founder Rose McGee sought to bring healing. She drew on her roots in southern Black food tradition, packed 30 sweet potato pies and drove to Ferguson. There she discovered the "power of the pie" to spark transformation, catharsis and human connection.

This discovery led her to the model of forging community connections in creative ways to help heal and connect people of all backgrounds. She returned from Ferguson, and SPCP produced the first Dr. Martin Luther King Jr. Holiday of Service (January 2015). This event draws more than 400 people together each year to create an affirming and joyful space for the life-affirming work of racial healing. The organization's 10th annual MLK event occurred on January 19, 2025, drawing more than 550 people.

## “IN RESPONSE TO” EVENTS

**RESPONSIVE EVENTS LET US PROVIDE SPACE TO PROCESS AND DISCUSS CURRENT EVENTS AS THEY HAPPEN.**

SPCP offers standard annual programming, as seen on page two.

- Hosted more than 40 responsive/pop-up events throughout the years and worked collaboratively with organizations and businesses to create community engagement
- **St. Peter High School's Black Joy Day (Feb. 2024)**, during which we brought actors from the play to perform an excerpt and lead facilitated discussions about racial healing.
- **Robbinsdale Area School District (Feb. 2024)** for Black History Month events, Rose McGee baked the sweet potato comfort pie with the students and discussed the cultural history and power of this cultural food. Pie was served to all students in the district, providing a slice of representation and cultural celebration.

**Other responsive events include:**

- 50+ group sweet potato comfort pie bakes (generally in response to racial violence or traumatic events),
- 60+ Story circles
- 20+ “Tea parties” Tea parties honor the Black tradition of tea houses and ceremonies, which were safe places for African Americans in the early 1900s and throughout our country's history



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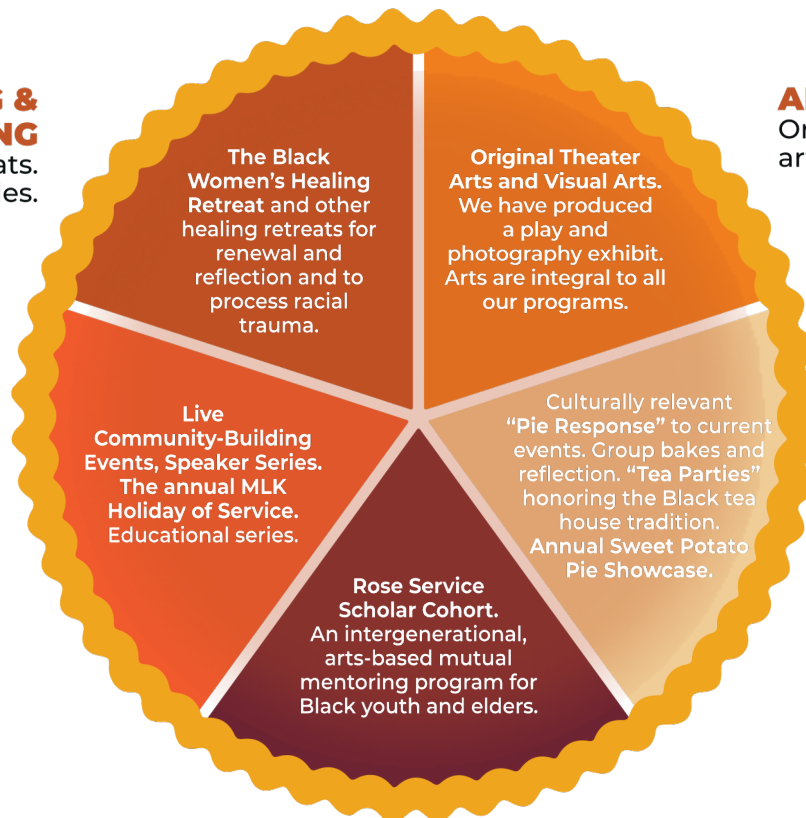
# PROGRAMS

### HEALING & EMPOWERING

Healing retreats.  
Story circles.

### ALLIANCE BUILDING

Forging communities  
of care for racial  
healing, education  
and action.



### MUTUAL MENTORING

Intergenerational mentoring for  
youth and elders that heals  
generational divides.

### ARTS & CULTURE

Original, community-based  
arts productions.

### CONVENING

We gather our  
community to  
empower, uplift  
and honor each other.

Our programming both strengthens communities and furthers intercultural caring, empathy, and understanding. We do this with large, arts-centered events, healing retreats, intergenerational mentoring, and community arts productions.

The cultural food tradition of sweet potato comfort pie is part of many of our programs and exemplifies our “secret ingredients” of joyful, nourishing, celebratory connections to arts, culture, and community.



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## THE BUDGET

FY 26 - FY 27

### CATEGORY AMOUNT FOR SWEET POTATO COMFORT PIE (SPCP)

<b>TOTAL</b>	<b>\$500,000</b>
<b>“Bridging Community Divides for Healing” Events</b>	<b>\$270,000</b>
Potential Locations: Minneapolis, Robbinsdale, St. Paul, Duluth, St. Peter, Mankato, Winona (communities, schools, community ed, higher ed, faith-based)	
◦ Production Team Honorariums (project manager, facilitators, lead bakers)	\$178,000
◦ Equipment/Supplies/Ingredients	\$25,000
◦ Training (statewide facilitators, lead bakers)	\$25,000
◦ Printing (Curriculum Enhancement Guides)	\$15,000
◦ Administrative and Financial Oversight	\$27,000
<b>Building Youth Leadership and Community through the Arts</b>	<b>\$170,000</b>
Locations: Rochester, Twin Cities, St. Cloud	
◦ Production Team Honorariums (project manager, cast, directors, musicians, artists)	\$100,000
◦ Research and new Program(s) Development	\$10,000
◦ Marketing costs (graphics, printing, curriculums, media)	\$20,000
◦ Production costs (venue, wardrobe, set design, transportation, fuel, catering)	\$23,000
◦ Administrative and Financial Oversight	\$17,000
<b>Community Service Recognition Events</b>	<b>\$60,000</b>
• Winter: Annual MLK Weekend of Service	\$40,000
◦ Recognizing community servants across the Twin Cities.	
◦ Location: Hosted in Golden Valley	
◦ Production Team Honorariums (project manager, volunteer coordinator, venue, presenters, musicians, lead baker)	
• Summer: SPCP Annual Pie Showcase Celebrating community across the Twin Cities.	\$14,000
◦ Location: Hosted in St. Louis Park	
◦ Production Team Honorarium (project manager, volunteer coordinator, venue, celebrity pie judges, celebrity guest emcee)	
• Administrative and Financial Oversight	\$6,000