



2014
Annual Report

CORPORATE VOLUNTEERISM COUNCIL – TWIN CITIES

LETTER FROM THE PRESIDENTS

Dear CVC-TC members,

CVC-TC's mission is to advocate, support and grow workplace volunteerism to improve our community. We are proud to be the only group of its kind focused on corporate volunteerism in the Twin Cities. According to the Corporation for National and Community Service, we continue to remain the number one ranked metro area for volunteerism. Congratulations to all of you!

In 2014, we grew our membership, hosted amazing programs and further extended our expertise in corporate volunteerism. Specifically, CVC-TC membership increased by 10% last year – welcome and thank you to all our new members! Also in 2014, we hosted six programs, completed a consulting project with Versique & McKinley Consulting and gave back to our communities by volunteering with Mano a Mano, where we packed 48 boxes of medical and school supplies distributed to clinics and schools in Bolivia. Additionally, we recognized Xcel Energy and Ecolab for their outstanding volunteer collaboration at our Annual Awards Celebration.

As we look back on another great year, we want to thank all our CVC-TC board members, committee members and everyone that attended our programs and events last year. As we look ahead, we are focused on continuing to grow our membership and expand our reach, creating even more partnerships while advocating for employee volunteerism. We can't wait to see what CVC-TC members will accomplish in 2015!

On behalf of the CVC-TC, thank you for the work you do to make our communities a great place to live and work!

Sincerely,

Susan Beatty
2015 President
US Bank

Kristi Nichols
2014 President
C.H. Robinson



2014 CVC-TC BOARD



KRISTI NICHOLS
President
C.H. Robinson



SUSAN BEATTY
Vice President
US Bank



JENESSA JENSEN
Past President
UnitedHealth Group



MARTIN WERA
Treasurer
Ameriprise



JUDY SHARKEN SIMON
Secretary
Minneapolis Jewish Foundation



MARY BACHMAN
Annual Luncheon
Catholic Charities of
St. Paul & Minneapolis



BETTY CARLSON
Annual Luncheon
Allianz Life Insurance
Company of North America



MARY SMITH
Leadership Development,
Membership
Greater Twin Cities United Way



SCOTT CUMMINGS
Leadership Development
Accenture



A.J. GRAVES
Marketing/Communications
Land O'Lakes, Inc.



RACHEL HART
Marketing/Communications
H.B. Fuller



HEIDI SATRE
Membership
Neighbors, Inc.



JESSICA HULTGREN
Membership
Second Harvest Heartland



MEGHAN MORSE
Program Committee
Jeremiah Project



KENNA POPPLER
Program Committee
US Bank



PHIL LOSACKER
Special Projects
Memorial Blood Centers



RACHEL GERATY
Special Projects
C.H. Robinson

COMMITTEE MEMBERS

ANNUAL LUNCHEON COMMITTEE

Mary Bachman, Catholic Charities
Betty Carlson, Allianz
Jane Dekraay, Accenture
Kristi Nichols, C.H. Robinson
Traci Rutzick, Cargill
Rachel Geraty, C.H. Robinson
Shannon Toren, Ecolab
Jennie Connors, Salvation Army
Sheila Snapp, Thomson Reuters
Kelsey Ohme, The Food Group

FINANCE COMMITTEE

Martin Wera, Ameriprise
Judy Sharken Simon, Minn. Jewish Foundation
Phil Losacker, Memorial Blood Centers
Julie Neville, Greater Twin Cities United Way

LEADERSHIP DEVELOPMENT COMMITTEE

Mary Smith, Greater Twin Cities United Way
Scott Cummings, Accenture
Judy Sharken Simon, Minn. Jewish Foundation
Christine Page, Faegre Baker Daniels
Shannon Toren, Ecolab

MARKETING & COMMUNICATIONS COMMITTEE

A.J. Graves, Land O'Lakes, Inc.
Rachel Hart, H.B. Fuller
Samantha Sleeman, Resource MN
Kaia Arthur, Second Harvest
Mandy Whiteside, Three Rivers Park District
Kurt Wiger, Allina Health

MEMBERSHIP COMMITTEE

Heidi Satre, Neighbors, Inc.
Jessica Hultgren, Second Harvest
Aimee Papenfuss, Allina Health
Kristin Schurrer, HandsOn Twin Cities
Barb Tiggemann, DARTS
Sara Will, IDQ
Matt Oquist, Luther Automotive
Mary Smith, Greater Twin Cities United Way
Catherine Glover, Delta Dental

PROGRAM COMMITTEE

Kenna Poppler, US Bank
Meghan Morse, Jeremiah Project
John Bablitch, GE Capital Fleet Services
Anders Ringdahl-Mayland, Neighborhood House
Bonnie Vagasky, Best Prep
Jenny Moe, Target
Stephanie Johnson, MN Twins
Tiffany Calderon, Best Buy
Dana Dallavalle, Mano a Mano

SPECIAL PROJECTS

Phil Losacker, Memorial Blood Centers
Sue Osten, UnitedHealth Group
Rachel Geraty, C.H. Robinson



2014 CVC-TC Programs

Additional materials for workshops and events are shared on our website to members in the Past Events Section.

CORPORATE VOLUNTEERISM AND TECHNOLOGY

March 2014
Host: C.H. Robinson

There are many ways corporations and nonprofits can tap into the power of technology to meet their volunteering goals. At our March program, Martin Wera of Ameriprise, Allison Olson of General Mills and Cary Walski from MAP for Nonprofits presented on their experiences. Martin Wera highlighted lessons learned from their transition in technology vendors, utilizing an outside consultant and emphasizing the need for time to make the transition. Allison Olson highlighted the desire to track globally and to have a "one stop shop" as reasons for General Mill's switch to Your Cause. Cary Walski presented on technology innovation and presented a case study of Community Thread, a volunteer center in Stillwater. Through the case study, Walski communicated that there are opportunities both for nonprofit and for-profit, to make innovation happen more frequently and consistently in ways that are affordable and accessible.

ANNUAL LUNCHEON AND WORKSHOP

May 2014
Host: Town and Country Club
Key Note: Taproot Foundation

Corporate partners learned how to support their nonprofit partners while nonprofit partners learned what it takes to start a strong pro bono practice. Groups of corporate partners then paired with nonprofits to refine a work scope developed during the training session. This was an opportunity for each to put into practice what they learned through the workshops and make connections around pro bono.

Taproot is a nonprofit organization that leads, mobilizes and engages professionals in pro bono and skills based volunteerism that drives social change. They engage millions of business professionals through their award winning program and by partnering with companies to develop their pro bono programs.



ANNUAL CVC VOLUNTEER EVENT

July 2014

Host: Mano a Mano

Mano a Mano International is a development agency that collects unused medical supplies (which would otherwise be thrown away) donated from local hospitals and individuals throughout the Twin Cities metro area and ships all supplies to their networks in Bolivia. They have so far built 145 rural, public health clinics across the countryside of Bolivia as well as schools, roads, water reservoirs, an aviation rescue program, and an agricultural training center for rural farmers.

Volunteers in the metro area of Minnesota help in a wide variety of ways. With only three people on staff in Minnesota supporting a network of more than 500 Bolivians running Mano a Mano programs in Bolivia, Mano a Mano appreciates all the help they receive.

For the event, volunteers sorted and packed medical supplies in the Mano a Mano warehouse to be shipped to Bolivia



"PLUG AND PLAY" VOLUNTEERISM

October 2014

Host: Xcel Energy

"Programs in a box" and similar plug-and-play outreach opportunities are becoming increasingly popular among corporations and nonprofits for their versatility, enabling employees to easily engage in on or off-site volunteering and educational opportunities with little or no additional training.

This program featured a panel of speakers from organizations that have successfully adapted plug and play programming to advance their outreach goals, including 3M, Ameriprise Financial, and United Way.

ANNUAL HOLIDAY PARTY

December 2014

Host: The Tangiers

CVC-TC members gathered at The Tangiers. The Tangiers is housed in one of the city's most historic buildings from 1884, The Hennepin Steam Building. We reflected on the past year, made new connections, and caught up with CVC-TC friends while enjoying wonderful refreshments in a beautiful setting.



VOLUNTEER COUNCILS

January 2015

Host: Medtronic

Volunteer councils are a powerful tool for activating a company's volunteer efforts and can lead to enhanced employee engagement. Councils can serve as an extension of a Community Relations department, helping to organize volunteer events, projects, and programs and serve as an important touch point to nonprofit partners. These groups also benefit employees through professional development, leadership opportunities, and the chance to be directly connected to their company's community involvement. Done well, a volunteer council program can exponentially increase the impact one company can make in their community, with employee volunteers as key engagement champions.

Co-facilitated by Zeeda Magnuson of HandsOn Twin Cities and Susan Schuster of Blue Cross and Blue Shield of Minnesota, this one-hour interactive workshop provided attendees with tools and some concrete steps needed to amplify corporate volunteer impact in 2015. Pop-up speakers from Ameriprise Financial, Ecolab, Target, United HealthGroup shared their experiences. We spoke about the varying missions, structures, and levels of sophistication of these volunteer councils and networks, and the benefits to both companies and employees.

world a better place but are often using yesterday's information to do so. What if we could predict the future and prepare for the coming realities that will impact our communities?

Trista Harris took us on a journey where she uncovered tools to help create the future we want in an interactive workshop called, "The Future Started Yesterday." Trista is president of MCF, a vibrant community of grant makers who award almost \$1 billion annually. Prior to joining MCF in August 2013, Trista was executive director of the Headwaters Foundation for Justice in Minneapolis, and she previously served as program officer at The Saint Paul Foundation and Minnesota Community Foundation (now Minnesota Philanthropy Partners).



CVC ANNUAL BUSINESS MEETING, WILDER RESEARCH

February 2015

Host: Ameriprise Financial

An increasing rate of change makes the already challenging work of doing good even more difficult. Companies, nonprofits, foundations, and social entrepreneurs all are trying to make the

2014 MEMBERS

CORPORATE MEMBERSHIP

3M
Accenture
Allianz Life Insurance Company of North America
Allina Health
American Dairy Queen Corp
Ameriprise Financial, Inc.
Best Buy
Blue Cross & Blue Shield of MN
Boston Scientific Corporation
Bremer Bank
C.H. Robinson
Cargill
Carlson Companies
Comcast
Cummins
Delta Dental Of Minnesota
Dorsey & Whitney LLP
Ecolab
Faegre Baker Daniels
GE Capital Fleet Services
General Electric
General Mills
H.B. Fuller
HealthPartners
Hennepin County
JAMF Software
KARE 11
King Solutions, Inc.
Land O'Lakes, Inc.
Luther Automotive Group
Medica
Medtronic
Minnesota Timberwolves & Lynx
Minnesota Twins Community Relations
Opus Group
Park Nicollet Health Services
Prime Therapeutics
Retail Construction Services, Inc.
St. Jude Medical
Target Corporation
The Mosaic Company
The Saint Paul Hotel

The Toro Company
Thomson Reuters
Thrivent Financial for Lutherans
US Bank
UnitedHealth Group
Versique Search & Consulting
Walser Automotive Group
Xcel Energy

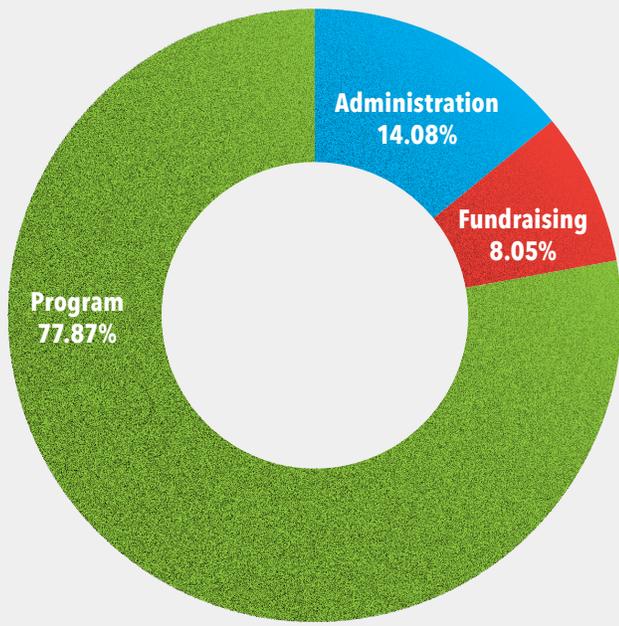
ASSOCIATE MEMBERSHIP

BestPrep
Boys and Girls Club of the Twin Cities
Catholic Charities of St. Paul & Minneapolis
Courage Kenny Rehabilitation Institute
DARTS
Mano a Mano International
Memorial Blood Centers
Neighborhood House
RESOURCE, Inc.
Second Harvest Heartland
The Food Group
The Salvation Army

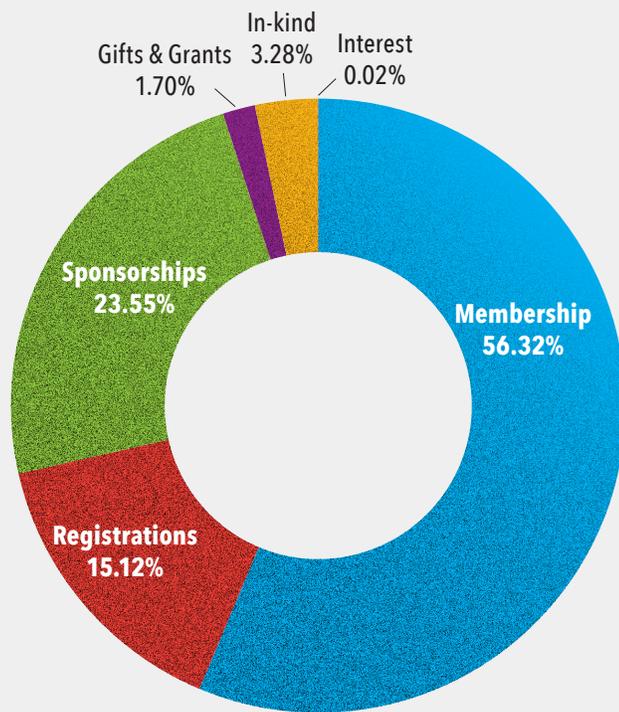
PARTNER MEMBERSHIP

Greater Twin Cities United Way
HandsOn Twin Cities
MAP for Nonprofits

FINANCIAL SUMMARY



EXPENSES	Amount	Percentage
Administration	\$6,715.00	14.08%
Fundraising	\$3,838.90	8.05%
Program	\$37,137.56	77.87%
Total	\$47,691.46	



REVENUE	Amount	Percentage
Memberships	\$21,525.00	56.32%
Registrations	\$5,780.00	15.12%
Sponsorships	\$9,000.00	23.55%
Gifts & Grants	\$650.00	1.70%
In-kind	\$1,255.15	3.28%
Interest	\$9.48	0.02%
Total	\$38,219.63	

2014 Minnesota Employee Engagement Award

Winner: H.B. Fuller

The H.B. Fuller's Make a Difference Month annual campaign started in 2009 to offer employees a focused opportunity to get immersed in the community. The campaign runs throughout the month of October to demonstrate a concerted, collective effort, and significantly multiplies the company's overall impact. Since 2009, thousands of global volunteers have donated more than 25,000 volunteer hours on 250 projects, in more than 30 countries – all during one month.

In the Twin Cities alone, more than 1,000 H.B. Fuller volunteers have given more than 3,700 hours of their time, completing nearly 40 projects during Make a Difference Month. So far, 20 different local charities have benefited from the helping hands of H.B. Fuller volunteers in Minneapolis and St. Paul. Projects range from facility spruce-ups, to building houses and assembling science kits. In 2014, Twin Cities' projects took place on October 7, with one additional project in September.

The goal in 2014 was to increase employee participation in the Twin Cities by 10%, which was exceeded with a 13% jump in participation. 220 volunteers participated in the Twin Cities, which is nearly half of the H.B. Fuller campus. Twin Cities' participation has increased 45% since the program's initiation in 2009. Overall, 10 nonprofit organizations benefitted from more than 700 volunteer hours. Each project was also attended and sponsored by a company executive who volunteered alongside the employees to show high-level support.

Especially during a tough year, the Make a Difference Month campaign offered an opportunity for employees to step away from their desk to do something positive in the community.



2014 Innovation Award

Winner: Best Buy



The need for youth to be tech-savvy and develop the 21st-century skills to set them up for future career success is more important than ever. Best Buy partnered with the Hennepin County Library to set up a cutting edge space for teens to explore, collaborate and play with technology to develop these needed skills. The Minneapolis Best Buy Teen Tech Center (BBYTTC) is a free after-school program where teens can learn about a variety of topics including graphic design, digital photography, audio and video production, game and app development, textile design, film-making and much more. Teens can also attend workshops led by Geek Squad Agents, Best Buy Blue Shirts and other experts in technology, giving them the opportunity to work with professionals who can help broaden their expectations of what technology can be used for and hopefully ignite a passion.



The experiential model used in the BBYTTC is the result of a partnership with the Intel Computer Clubhouse Network (ICCN). Also, through the online community created by ICCN, teens can share their work, engage in the monthly challenge projects and connect with like-minded teens around the world. Additional partners include Grammy Camp, Code.org, FIRST Robotics, Black Girls Code, and others.

While the BBYTTC is fully functional and has dedicated library staff, Best Buy's local employees plan and lead all Best Buy volunteer

employee involvement. From the Teen Tech Week Maker Faire to Geek Squad Academy, employees work with the BBYTTC staff to propose programs and recruit the volunteers to support program delivery.

The BBYTTC has more than 250 active youth in its membership database with an average daily attendance of 22. Beyond the membership numbers the outcomes are best summed up by Aaron Lundholm, Hennepin County Library-Minneapolis Central location and BBYTTC Coordinator: "Many of the young people we serve don't otherwise have access to the powerful tools and support the center provides," Lundholm said. "We've been successful in reaching 'at risk' youth who haven't had access and opportunities like this before. Several of the teens are homeless and many (or most) are not in a position to afford hardware or software they find in the center." Aaron's comments demonstrate how important it is to the community, and the volunteers demonstrate, through their commitment to planning and delivering events, how important it is to them as professionals to contribute to the teens' success.





CORPORATE VOLUNTEERISM COUNCIL - TWIN CITIES

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LinkedIn

http://www.linkedin.com/groups?home=&gid=2568841&trk=anet_ug_hm