



2015

Annual Report

CORPORATE VOLUNTEERISM COUNCIL – TWIN CITIES

CORPORATE
VOLUNTEERISM
COUNCIL

TWIN CITIES

LETTER FROM THE PRESIDENTS

Looking back over the past twelve months, we are continually amazed at how dedicated the CVC-TC corporate and associate members are to making this one of the very top regions in the country for volunteerism. We truly live in a vibrant community for corporate volunteerism, community relations, giving and corporate social responsibility.

2015 was a year of growth, strategic thinking, outstanding programming and many, many new connections. We started off with an outstanding annual luncheon, where we honored Best Buy and H.B. Fuller for doing awesome work in our communities. We also had the great fortune of hearing from R.T. Rybak about the many great initiatives he has underway with Generation Next.

Throughout the year, we held several programs across a variety of areas including: social media, measuring true impact with experts from Boston College, volunteer councils and we even had some time for networking fun. Our members also spent an afternoon volunteering, improving the Northside Childhood Development Center.

CVC-TC continued to grow in 2015, adding eight new corporate members. We appreciate your membership and welcome you. Collectively our corporate, associate and partner member organizations donated more than 527,000 volunteer hours last year.

We also spent several months during 2015 looking at what's next for CVC-TC. In doing so, we took a hard look at how our industry is being disrupted by technology, changes in volunteering structures, corporate giving and even communications. We are currently in the midst of redefining our mission and vision and setting the course for the future. Look for our new strategic plan to be released in late 2016.

Our CVC-TC is one of the best in the nation, and it is due to the strength and dedication of our members. Thank you again for an outstanding year. We look forward to the opportunities ahead for CVC-TC in the next 3-5 years as we evolve, take on new opportunities, adjust to changes in our business environment and continue to grow.

Continue to follow and engage with us online via LinkedIn, Facebook and Twitter.

Yours in volunteerism,

Susan Beatty
2015 President
U.S. Bank

Scott Cummings
2016 President
Accenture



2015 CVC-TC BOARD



SUSAN BEATTY
President
U.S. Bank



SCOTT CUMMINGS
Vice President
Accenture



KRISTI NICHOLS
Past President
C.H. Robinson



KRISTIN SCHURRER
Treasurer
HandsOn Twin Cities



SARAH RICHTER
Secretary
Ameriprise



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



BETTY CARLSON
Annual Luncheon
Allianz Life Insurance
Company of North America



SUSAN SCHUSTER
Leadership Development
Blue Cross Blue Shield
of Minnesota



JENESSA JENSEN
Leadership Development
UnitedHealth Group



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



RACHEL HART
Marketing/Communications
H.B. Fuller



MARY SMITH
Membership
Greater Twin Cities
United Way



JESSICA HULTGREN
Membership
Second Harvest Heartland



JENNY MOE
Program Committee
Target



KENNA POPPLER
Program Committee
U.S. Bank



PHIL LOSACKER
Special Projects
Memorial Blood Centers



JUDY SHARKEN SIMON
Special Projects
MAP for Nonprofits

COMMITTEE MEMBERS

ANNUAL LUNCHEON COMMITTEE

Mary Bachman, Catholic Charities
Betty Carlson, Allianz Life
Jennie Connors, Salvation Army
Jane DeKraay, Accenture
Kelsey Ohme, The Food Group
Meghan Redmond, The Jeremiah Program
Sheila Snapp, Thomson Reuters
Brent Suski, Rebuilding Together Twin Cities
Shannon Toren, Ecolab

LEADERSHIP DEVELOPMENT COMMITTEE

Mary Bachman, Catholic Charities
Kristi Nichols, C.H. Robinson
Christine Page, Faegre Baker Daniels
Susan Schuster, Blue Cross Blue Shield of MN

MARKETING AND COMMUNICATIONS COMMITTEE

Jessy Annoni, C.H. Robinson
Kaia Arthur, Second Harvest Heartland
A.J. Graves, Land O'Lakes, Inc.
Rachel Hart, H.B. Fuller
Samantha Sleeman, Resource MN
Kurt Wiger, Allina Health

MEMBERSHIP COMMITTEE

Christina Giese, Simpson Housing
Catherine Glover, Delta Dental
Jessica Hultgren, Second Harvest Heartland
Jenny Kriha, Versique
Rose Maanum HandsOn Twin Cities
Matt Oquist, Luther Automotive Group
Mary Smith, Greater Twin Cities United Way

PROGRAM COMMITTEE

Tiffany Calderon, Best Buy
Diana Dalsin, Bridging
Athena Hollins, Thomson Reuters
Stephanie Johnson, Minnesota Twins
Jenny Moe, Target
Kenna Poppler, U.S. Bank
Anders Ringdahl-Mayland, Neighborhood House
Donna Svendsen, General Mills
Bonnie Vagasky, Best Prep

SPECIAL PROJECTS

Phil Losacker, Memorial Blood Centers
Judy Sharken Simon, MAP for Nonprofits



2015 CVC-TC Programs

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

"WEIRD FRIENDS – BUILDING CREATIVE, RECIPROCAL PARTNERSHIPS"

April 2015
Host: Best Buy

Whether looking to affect change on a team or inside a company, partner with other companies, or build relationships across sectors, it always helps to remember that organizations are made of people. Building reciprocal, valuable relationships with a broad array of people—your weird friends—opens up surprising new avenues and opportunities.

Carl Atiya Swanson, Springboard for the Arts' Director of Movement Building, gave a practical workshop on creative partnerships and reciprocal relationships, drawn from collaborative artistic processes and community-engaged work.

ANNUAL LUNCHEON AND WORKSHOP

May 2015
Host: MUSE Event Center
Key Note: R.T. Rybak

The Luncheon provided an opportunity for those involved in growing volunteerism in our communities to network with fellow volunteer leaders, make new friends and showcase the important work of the CVC-TC and its members through the CVC-TC Innovation Award and the Minnesota Employee Engagement Award.

Former Minneapolis Mayor, R.T. Rybak, addressed the group on strategic volunteerism and his role as Executive Director of Generation Next. The mission of Generation Next is to dramatically accelerate educational achievement of all children from early childhood through early career through an aligned partnership of community stakeholders.



CONNECTIONS AND COCKTAILS

June 2015

Host: Pinstripes

The CVC-TC Program Committee hosted a two-hour interactive networking event. The first hour of the session focused on making important connections through speed-networking. A social followed, allowing participants to continue conversing and building network connections.

To facilitate the speed-networking portion, participants completed the framework that was presented by Carl Atiya Swanson at the "Weird Friends" session held earlier in April. The answers were compiled and shared with attendees prior to the event.



ANNUAL CVC VOLUNTEER EVENT

July 2015

Host: Northside Child Development Center

The Northside Child Development Center is a program of Catholic Charities of St. Paul and Minneapolis that serves children six weeks in age to 12 years old. The Center provides family-focused events, parent education, parent support groups and extensive family visiting.

Volunteers helped to refurbish The Center by reweaving the privacy webbing on the fences, cleaning the indoor equipment, strollers, high chairs and toys, detailing the transportation vans, and assisting with other tasks as needed.

This project, helping create a vibrant, fresh learning environment for the kids, was one of four projects chosen through a public vote to celebrate United Way's Centennial year.



"SOCIAL MEDIA: WHAT'S WORKING AND WHAT'S COMING"

September 2015

Host: Target

Award-winning communicator and marketer, Arik Hanson, shared his perspective on using social media to help organizations tell their story. Arik walked participants through some recent social success stories and shared insights as to what the next big thing in social might be.

Also shared were highlights on how CVC-TC corporate members have used social media to promote volunteerism and increase engagement at their companies.

"MEASURING YOUR VOLUNTEER PROGRAM"

November 2015

Host: Accenture

Stewart Rassier, Director of Executive Education for Boston College Center for Corporate Citizenship, along with Farron Levy, President and Founder of True Impact, discussed approaches to program measurement and the tools that are available to help get the information needed to share with stakeholders and to shape strategies.

ANNUAL HOLIDAY PARTY

December 2015

Host: Park Tavern

CVC-TC members gathered for an evening of casual fun at Park Tavern and reflected on a year full of impact.

IRL (IN REAL LIFE) BOOK CLUB MEETING

January 2016

Host: Café Latte

The CVC-TC Twitter Bookclub shares thoughts on monthly readings in the field of corporate social responsibility and volunteerism. Twice each year, in January and July, the book club has the chance to meet IRL (in real life) to share thoughts and map their learning on both collaborative and individual mind maps. The goal is to spur imagination and inspire action while deepening connectedness.

ANNUAL MEETING AND NEW MEMBER ORIENTATION

February 2016

Host: Ameriprise Financial

Members enjoyed breakfast and conversation with Eric Dayton, founder and co-owner of the successful Marvel Bar, The Bachelor Farmer restaurant, and Askov Finlayson store. Eric spoke about the work he is doing to contribute to the vibrancy of our community and his family's legacy of giving and service.

All new members of CVC-TC were invited to participate in new member orientation directly following the annual meeting.



2015 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 and Blue Shield of Minnesota
Boston Scientific Corporation
Bremer Bank
C.H. Robinson
Cargill
CHS
Carlson Companies
Comcast
Delta Dental Of Minnesota
Dorsey & Whitney LLP
ECMC Group
Ecolab
Faegre Baker Daniels
General Mills
H.B. Fuller
HealthEast
HealthPartners
Hennepin County
JAMF Software
KARE 11
Land O'Lakes, Inc.
Luther Automotive Group
Medica
Medtronic
Minnesota Timberwolves & Lynx
Minnesota Twins
Mystic Lake Casino
Opus Group
Park Nicollet Health Services
Polaris Foundation
Prime Therapeutics
Retail Construction Services, Inc.
St. Jude Medical
Target Corporation
The Mosaic Company

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

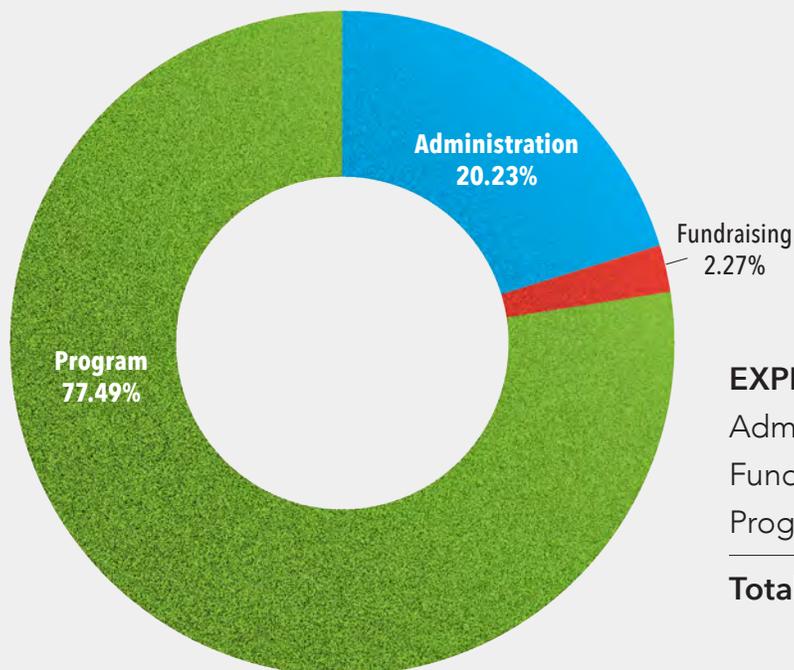
ASSOCIATE MEMBERSHIP

BestPrep
Boys and Girls Club of the Twin Cities
Bridging
Catholic Charities of St. Paul and Minneapolis
Memorial Blood Centers
Neighborhood House
Rebuilding Together Twin Cities
RESOURCE, Inc.
Second Harvest Heartland
Simpson Housing Services
The Food Group
The Salvation Army

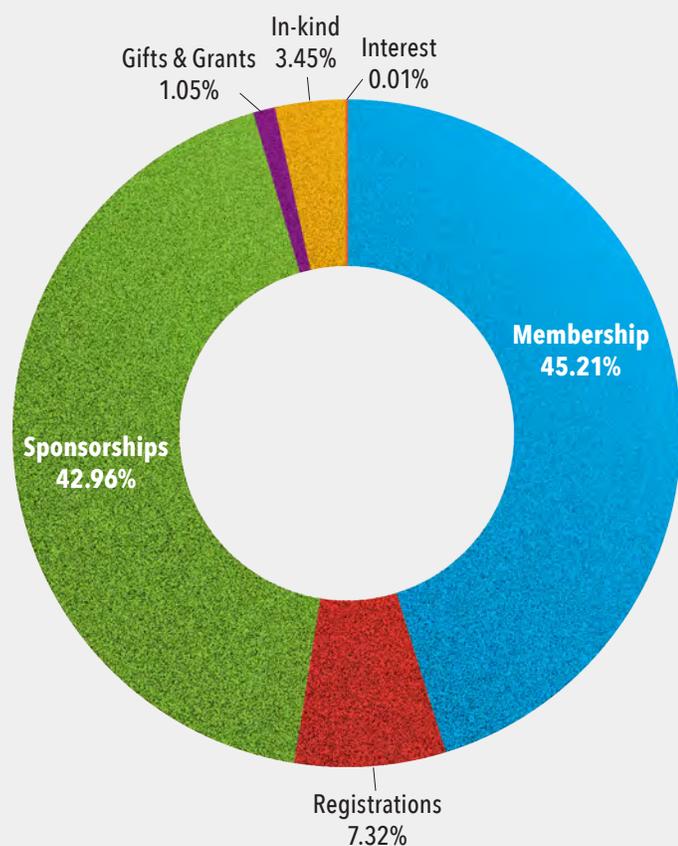
PARTNER ORGANIZATIONS

Greater Twin Cities United Way
HandsOn Twin Cities
MAP for Nonprofits

FINANCIAL SUMMARY



EXPENSES	Amount	Percentage
Administration	\$8,900.33	20.23%
Fundraising	\$1,000.00	2.27%
Program	\$34,085.65	77.49%
Total	\$43,985.98	



REVENUE	Amount	Percentage
Memberships	\$21,575.00	45.21%
Registrations	\$3,495.00	7.32%
Sponsorships	\$20,500.00	42.96%
Gifts & Grants	\$500.00	1.05%
In-kind	\$1,644.14	3.45%
Interest	\$7.14	0.01%
Total	\$47,721.28	

Minnesota Employee Engagement Award

2015 Recipient:



One in twelve Minnesotans over the age of 60 is at risk of going hungry every day. To help address this problem, UnitedHealthcare's "Kick Senior Hunger" campaign pairs sports, nonprofit, media, and corporate partners to not only fight the scourge of senior hunger, but also bring awareness to the problem. In 2015, UnitedHealthcare teamed up with the Minnesota Vikings, Second Harvest Heartland, and WCCO-Television for the fifth year of the "Kick Senior Hunger" campaign.

Campaign events ran from August to October 2015, and included packing hygiene kits at Vikings Training Camp, a food-packing project at Second Harvest Heartland, a food drive at UnitedHealthcare's Twin Cities offices, a fund drive prior to a regular season Vikings game, and a phone bank at WCCO-TV, where UnitedHealthcare employees connected hungry seniors with Twin Cities hunger-assistance resources.

The campaign involved 250 UnitedHealthcare employees, who logged more than 700 volunteer hours during the campaign.

Volunteers:

- Packed 1,500 hygiene kits
- Packed 15,000 pounds of food (enough for 12,500 meals)
- Collected nearly \$4,000 (which is more than 15,000 meals)
- Donated more than 2,400 pounds of peanut butter (one of the most in-demand food shelf items)
- Connected 147 individuals in need with those helping to stop senior hunger

This campaign activated employees in a variety of volunteer roles, whether it was connecting directly with seniors facing hunger or by participating in a food drive. UnitedHealthcare also provided a \$50,000 match to Second Harvest Heartland as part of the overall "Kick Senior Hunger" campaign.



Innovation Award

2015 Recipient: 

U.S. Bank and the Minnesota Vikings are teaming up to invest \$1 million over the next three years with U.S. Bank Places to Play, an effort to make Minnesota an even greater place to live, raise a family and create lifelong memories.

U.S. Bank encouraged community-based nonprofit organizations and local schools across the state to nominate projects that need funding to be created or improved, such as parks, playgrounds or youth sports facilities. The first grants will be announced early summer of 2016 in anticipation of the Vikings kicking off at their new place to play: U.S. Bank Stadium.

“U.S. Bank Stadium is a big place to play, but the smaller ones are important too,” said Richard Davis, chairman, president and chief executive officer for U.S. Bank. “Having a place to play can have a lasting impact on someone’s life. Just think of all of the great life lessons that are taught and learned on soccer fields and playgrounds.”

The campaign also includes a social media component, as U.S. Bank and the Minnesota Vikings invite Minnesotans to Tweet and Instagram their own stories about the impact a place to play has had on their life, using #MyPlaceToPlay. Each time that hashtag is shared, U.S. Bank will donate an additional dollar to the program up to \$10,000. Additionally, Vikings players created videos talking about their own favorite places to play.

The U.S. Bank “Places to Play” program will span three years, with additional application rounds in 2016 and 2017. U.S. Bank looks forward to supporting these projects with funds and volunteers from their many locations across Minnesota.





TWIN CITIES

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