



Corporate members

ADC Telecommunications, Inc.
Alliant Techsystems, Inc.
American Medical Systems
Bemis Company
Cargill, Inc.
Genes
Cray Research, Inc.
Dayton Hudson Department Store
Company
Deluxe Corporation
Ecolab, Inc.
Faegre and Benson
Federal Reserve Bank of Minneapolis
First Bank Systems
General Mills, Inc.
Graco, Inc.
Group Health, Inc.
H.B. Fuller Company
Honeywell, Inc. - MAYD
IDS Financial Services, Inc.
Inter-Regional Financial/Dain Bosworth
International Multifoods Corporation
Iosten's Inc.
KARE Channel 11
KPMG Peat Marwick & Company
Land O'Lakes, Inc.

Lutheran Brotherhood
M.A. Mortenson Company
Marquette Bank Minneapolis
Medtronic, Inc.
Minnegasco
National Car Rental
National City Bank
Norstar Communications
Northern States Power Company
North Memorial Medical Center
Northwest Airlines
Company
Norwest Banks
Opus Corporation
Park Nicollet Medical Center
Pillsbury/Grand Met
Piper, Jaffray, & Hopwood, Inc.
Prudential Insurance Company
Riverside Bank
Soo Line Railroad
Super Valu Stores, Inc.
Target Stores
TCF Banking and Savings
The St. Paul Companies
3M

US West Communications
Unisys Corporation
Western Life Insurance

Associate members

Community Volunteer Services of the St.
Flora Valley Area
Greater Minneapolis Chamber of
Hennepin County Community Services
Management Assistance Project
National Association for Partners in
Education - Minneapolis Public
National Retiree Volunteer Center
Retired Senior Volunteer Program of
Greater St. Paul
Retired Senior Volunteer Program of
Greater Minneapolis
St. Paul Area Chamber of Commerce
United Way's Volunteer Center -
Minneapolis
Voluntary Action Center of the St. Paul
Area
Youth Trust/Buddy System

Corporate Volunteerism Council of the

Minneapolis/St. Paul Metro Area

1991 Annual Report



Letter to our members

Dear CVC Members and Friends:

CVC in Partnership with the Community was the theme that guided our 1991 programs and activities. This theme came from the 1990 Minnesota Summit on Corporate Volunteerism.

As the Summit Statement said, we "have reached a point where old models and systems are no longer able to provide effective answers to community and business problems." The summit statement goes on to urge "multi-sector approaches and collaborations."

One of the most successful programs sponsored by CVC this year was the Corporate Access Fair. More than 150 representatives from community agencies participated, giving them the chance to learn how to gain access to and work with corporations in recruiting volunteers. A key component of the program was a discussion of how to create effective corporate/agency partnerships.

Continuing our history of innovative associations this year, a new collaboration was formed with Minnesota FoodShare. Through this new partnership, CVC member companies will be encouraged to participate in the annual campaign to solicit food for local food shelves.

The success of CVC and our partnerships with the community is dependent on who is involved. Several new members were recruited, increasing our rolls to 54 corporate and 13 associate members. Services to members included orientation sessions and how-to programs for new representatives, a bi-monthly newsletter, and an updating of the *Volunteerism Corporate Style* manual.

We look forward to continuing our mission to respond to community needs by promoting corporate volunteerism, and strengthening our partnerships within the community.

Susan Enright
1991 CVC Chair
Manager, Volunteer Programs and Community Affairs
Pillsbury/Grand Met

Corporate Volunteerism Council

1991 Executive Committee

Chair Susan Enright—
Pillsbury/Grand Met

Vice Chair Dixie Nelson—
KPMG Peat Marwick

Secretary Chris Park—
Target Stores

Treasurer Joan Sidla—
Land O'Lakes, Inc.

Membership/Marketing

Co-Chairs Naida Kissner—
H.B. Fuller Company
Debbie Kitt—
Dayton Hudson
Department Store

Program

Co-Chairs Arlene Cepull—
Retired Senior Volunteer
Program of Greater St. Paul
Terry Egge—
Northwestern Life Insurance
Company

Communications

Chair Lisa Billingham—
Marquette Bank Minneapolis

Member at large

Ellen Hufschmidt—
Management Assistance Project

Staff

Penny Ream—
United Way's Volunteer Center



1991 Programs and Projects

- January** *Recognition Smarts*
Co-sponsored with The Voluntary Action Center of the St. Paul Area and United Way's Volunteer Center, the half-day session was full of ideas for recognizing corporate employees.
- February** *Corporate Access Fair*
Organized by CVC's associate members, the half-day fair included presentations on building partnerships with corporate volunteer programs, and a 'fair' during which corporate volunteer program administrators talked with non-profit representatives about tapping into their corporate volunteers.
- March** *In Partnership with the Community: Help Kids Help Themselves*
Participants learned about The Cookie Cart, a business begun by Sister Jean Thuerauf for at-risk youth in north Minneapolis. A first-hand look at how one person with a dream of helping children can make a difference.
- April** *New Member Orientation / CVC Volunteer Recognition*
New members and new representatives from existing member companies became better acquainted with CVC's benefits, services, and programs.
CVC members received a Bachman's gift certificate in appreciation of and recognition for their volunteer efforts during National Volunteer Recognition week.
- May** *Corporate Partnerships: Back to Basics*
This skill-building workshop was led by a panel of experienced volunteer program managers who addressed how projects work and what pitfalls to avoid.
- July** *Ice Cream Social*
An annual event, hosted by Land O'Lakes, featured guest speaker Bill Hoogterp from COOL (Campus Outreach Opportunities League). Headquartered at the University of Minnesota, COOL is a national organization that promotes volunteerism among college-aged adults.
- August** *CVC Co-Sponsored Eighth Annual Metropolitan Paint-A-Thon.*
Member companies provided over 700 volunteers to help paint the homes of over 350 low-income and elderly individuals and families.
- September** *Developing Ownership for an Employee Volunteer Program*
The how-tos of establishing employee steering committees to govern successful volunteer programs were discussed.
- October** *Education Survey*
A CVC task force on education conducted a survey of our members to determine the impact corporations are making on education.
- November** *Annual Meeting*
Business Volunteers: Partners in Education
A panel discussion about corporate and community partnerships moderated by Carol B. Truesdell, Executive Director, The Minneapolis Youth Trust.

Financial Summary

January 1, 1991 - October 31, 1991

Income

Membership dues	\$ 5,400.00
CVC manual sales	\$ 1,049.00
Meeting receipts	\$ 1,610.00
Canada manual royalty and sales fees	\$ 75.00
Contributions	\$ 950.00
Interest earned	\$ 258.01
Total receipts	<u>\$ 9,382.01</u>

Expenses

Administration	\$ 904.01
Publications	\$ 4,454.80
Program	\$ 704.77
Contributions	\$ 0
Miscellaneous	\$ 1,110.26
Total expenditures	<u>\$ 7,173.84</u>

Financial information is not complete due to change in release date of Annual Report. Complete financial information for 1991 will be available upon request after February 1, 1992.



Corporate Volunteerism Council

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