

Corporate
Volunteerism
Council
of the
Minneapolis/
St. Paul
Metro Area

CVC Corporate Members

3M
Alliant Techsystems, Inc.
American Express Financial Advisors
American Medical Systems
American National Bank
Apogee Enterprises
ASPEN Medical Group
Bemis Company
Cargill, Inc.
Cenex Inc.
Central Bank

M.A. Mortenson Company
Marquette BancShares, Inc.
Medtronic
Minnegasco
National Car Rental System, Inc.
National City Bank
North Memorial Medical Center
Northern States Power Company
Northland Insurance Company
Northwestern National Life Insurance Co.
Oppenheimer, Wolff & Donnelly
Paragon Cable

Park Nicollet Medical Center
Pillsbury Company
Piper-Jaffray Company
Richfield Bank & Trust Co.
Star Tribune

Target Stores
TCF Banking and Savings
The Prudential Insurance
Companies, Inc.
The St. Paul Companies

Ceridian Corporation
Computing Devices International
Control Data Systems, Inc.
Cray Research Inc.
Dataserv, Inc.
Dayton's Department Store
Deluxe Corporation
Displaymasters Inc.
Federal Reserve Bank of Minneapolis
First Bank System
Fortis Benefits Insurance Co.
General Mills, Inc.
Graco Inc.
H.B. Fuller
HealthPartners Inc.
Honeywell Inc.
IBM Corporation
Inter-Regional Financial/Dain Bosworth
Jostens Inc.
KARE TV - 11
KPMG Peat Marwick
Lakewood Publications Inc.
Land O' Lakes, Inc.
Lutheran Brotherhood

US WEST Communications
WCCO-AM
Weisman Enterprises
Wilson's The Leather Experts

CVC Nonprofit Members

Community Volunteer Service
of St. Croix Valley Area
Greater Minneapolis Chamber of Commerce
Hennepin County Community Services
MAP for Nonprofits
Minneapolis Youth Trust
Minnesota Office on Volunteer Services
National Association for Partners in Education
National Retiree Volunteer Coalition
Retired Senior Volunteer Program - Minneapolis
Retired Senior Volunteer Program
- Greater St. Paul
United Way of Minneapolis Area
- Volunteer Center
Voluntary Action Center - St. Paul Area

Building stronger communities



Dear CVC Members:

As we enter into our 15th year of service to corporations and communities, the Corporate Volunteerism Council (CVC) of the Minneapolis/St. Paul Metro Area is looking into the future. Our newly developed five-year strategic plan positions our organization to assist our members and play a leadership role in addressing the needs of our communities. Our new logo depicts graphically our future plan to build a stronger, healthier society by showing our active involvement in both the downtown metro area and the surrounding communities.

CVC is also looking forward this year to being a host and sponsor of the national Points of Light Foundation luncheon in September. Points of Light Foundation recognizes excellence in volunteer programs each year with an awards luncheon in a special host city. The choice of the Twin Cities speaks to our reputation as a leader in volunteerism.

CVC has a wonderful mix of small and large companies with people representing diverse backgrounds, cultures and industries. Our members never cease to amaze me with their creative ways of supporting the goals and mission of CVC. This has been demonstrated year after year. And I know that 1995 will be no exception.

On behalf of the executive committee, thank you for the opportunity to work together on the needs of our community.



Debbie Kitt
CVC Executive Committee Chairperson

CVC's 1994 Accomplishments

- *Survey results help CVC plan for future*
In May 1994, the CVC Executive Committee, which is comprised of community relations professionals from Twin Cities corporations, conducted a telephone membership poll addressing members' needs and interests in program topics, meeting logistics and professional support. The survey results allowed CVC to better service members' needs both now and in the future.
- *CVC...a catalyst for Twin Cities social needs*
One of last year's goals was to position CVC and its member organizations as catalysts for addressing significant social needs throughout the Twin Cities. This effort was accomplished through sponsorship of major events such as the Metro Paint-a-thon and Minnesota FoodShare.
- *A standing ovation to all CVC volunteers*
During Volunteer Recognition Week in April CVC promoted the value of volunteerism with the placement of a quarter-page advertisement in the *Star Tribune*. The purpose of the ad was to increase community and business management awareness of volunteerism and CVC membership. CVC also recognized and thanked Twin Cities volunteer program administrators at a breakfast celebration in the spring.



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- *Tapping into corporate volunteers... The Exchange Fair*
Throughout the year CVC sponsors meetings with volunteer organizations to discuss community service issues and needs. On March 16, CVC played host to the Exchange Fair, an exhibition for corporations and civic organizations to exchange ideas and information about their volunteer programs with area nonprofit agencies. Twenty-seven corporate CVC members exhibited, while more than 270 nonprofit groups participated in the fair and mini-discussion sessions.
- *Membership continues to grow*
CVC's success is based on its members and member organizations. In 1994 CVC saw membership increase to include 60 corporate members and 11 associate members. During the year an orientation meeting was held to inform the nine new members and 13 new administrators about CVC and membership.
- *Newsletter changed to assist members*
CVC's quarterly member newsletter, *Connection*, was revised to focus on providing information to assist members with their volunteerism programs. Newsletter topics in 1994 included: "Managing Volunteer Programs in a Down-sized Corporation," "Energizing Your Volunteer Program" and "How to Make the Most of Volunteer Recruiting Efforts."

- *Program meetings expanded*
As a result of significant growth in new membership, CVC developed more programs to meet the needs of new volunteer members as well as to challenge veteran volunteer coordinators. Program topics for 1994 included ideas for implementing successful volunteer programs and ongoing volunteer recognition, addressing controversial issues in volunteerism, supporting the Points of Light Foundation and working with Habitat for Humanity.

1994 CVC Income

| | |
|------------------|-------------|
| Membership Dues | \$7,817.50 |
| CVC Manual Sales | 315.00 |
| Meeting Receipts | 2,025.00 |
| Interest Earned | 134.45 |
| Miscellaneous | 3,347.24 |
| Total Receipts | \$13,639.19 |

1994 CVC Expenses

| | |
|----------------|-------------|
| Administration | \$1,695.43 |
| Publications | 4,821.79 |
| Program | 5,102.03 |
| Miscellaneous | 1,050.00 |
| Total Expenses | \$12,669.25 |

Financial information reported through December 5, 1994. Complete financial information for 1994 is available upon request.

Building stronger communities