

2000 Annual Report



Corporate Volunteerism Council
- Twin Cities -

The Corporate Volunteerism Council – Twin Cities
will demonstrate **leadership**
in the area of workplace **volunteerism**
by providing opportunities for **training**, collaboration,
networking and public **awareness**
activities to **strengthen** member volunteer
programs, incorporating **diversity**
in all that we do.

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Letter from the President



Dear CVC Members:

The Corporate Volunteerism Council (CVC) is at a significant place in our evolution as we celebrate our 20-year anniversary. This year has brought many accomplishments, both to the infrastructure and, through the ensuing results, to our members.

The successful creation of the Volunteer Resource Center benefited CVC by centralizing the resources involving the volunteer community as well as enabling us to hire our part-time program manager, Michelle Sheire. Michelle's leadership, organizational skills, and dissemination of information and resources has centralized critical data allowing easy access to our members.

Not only have I been honored to serve as your President this year, I have been equally honored to serve with an outstanding Executive Committee which has made significant accomplishments in many areas. I would like to highlight the following:

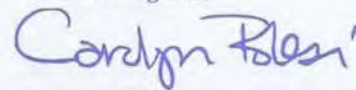
- Development of educational programs
- New member recruitment
- Mentoring programs for existing and new members
- Implementation of Vision Task Force
- CityBusiness Partnership
- Community awareness program through print media
- Plan for enhancing the website allowing real-time data to members
- Development and implementation of evaluations and membership surveys
- Development of Spotlight Award category

The ongoing commitment of our members to share their knowledge and expertise continues to impress and excite me. This commitment is exemplified by our members who assisted in the development of the corporate track seminars for the Points of Light 2000 National Community Service Conference in Orlando and the Minnesota Conference on Volunteerism, as well as the countless members who continue to work on the 2001 conference which will convene in the Twin Cities, June 28 – July 1, 2001.

This year also brought about the restructuring of dues. I would like to thank all of the companies who renewed under the new restructured dues program. Your continued support of our mission will indeed strengthen member volunteer programs.

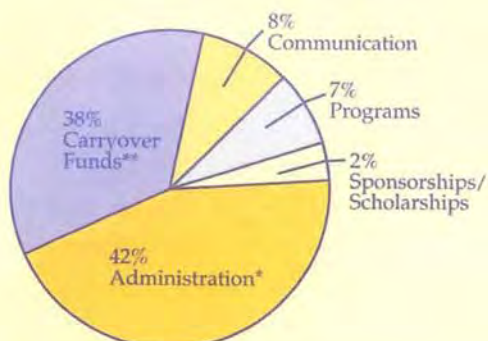
Leadership in our workplace volunteer programs can only benefit the community. By being a leader, each of you is making a difference! I look forward to the capable leadership of President-elect, Kris Kewitsch, U.S. Bancorp, who, with your help, will continue the momentum.

Warmest regards,



Carolyn Blesi
Weisman Enterprises, Inc.
2000 CVC President

2000 Financials



* Administrative expenses increased 31% from the previous year due to the addition of a half-time program manager. The former United Way of Minneapolis Volunteer Center had donated administrative services for many years.

** The program manager starting in March instead of January and more members electing a Leading Corporate membership accounted for nearly an 8% increase in carryover funds from the previous year.

Leadership Award

AMERICAN
EXPRESS



American Express advisors and employees joined with neighborhood residents and Project for Pride in Living volunteers to build a playground for the community at Bass Lake Court.

American Express leads workplace volunteerism because their employees and retirees not only believe in, but also live its values. Its volunteers provide positive role models in their communities. They enable seniors to continue to live independently. They raise significant donations in the fight against illnesses such as AIDS, Alzheimers and breast cancer. They provide goods to those in need in various forms, including food, clothing and school supplies.

Because of the coordination of its employee-driven Volunteer Council that sponsors more than 60 activities each year, more than 4,500 employees, financial advisors, retirees and family members donated their time to more than 60 volunteer programs and events in 2000. American Express employees and retirees:

- Delivered "Meals on Wheels" to the homebound;
- Corresponded with students via the "Pen Pal" program;
- Spruced up 12 local homes through the annual Metro Paint-A-Thon;
- Provided more than 500 food baskets for the area's needy during the holidays; and
- Collected more than \$60,000 in donations for Minnesota FoodShare.

"Receiving the CVC award adds more energy and makes our volunteers want to do more," adds Hiemenz.

Congratulations to American Express, a corporate citizenship leader who believes that being a good corporate citizen is good for employees, retirees, the community and the company!

American Express® Wins CVC Leadership Award

The Corporate Volunteer Council bestowed its 2000 Leadership Award on American Express for its outstanding Community Partners Volunteer Program, an example of the company's Good Citizenship value. "I was thrilled [about receiving the award] especially for the employee and volunteer council, because our volunteers are proud of what they do," said Mark Hiemenz, Manager of Volunteerism at American Express. American Express demonstrates that it is a good corporate citizen by committing long-term relationships with community partners and sponsoring activities that reach across a broad array of community needs.



An American Express retiree helped a young Minnesota Vikings fan at the Greater Minneapolis Crisis Nursery's "Great Create" event.

CVC Membership Benefits

One of CVC's great membership benefits is professional development.

Highlights of professional development in 2000 included:

- Senior Management Involvement in Your Employee Volunteer Program
- Managing Your Life
- Strategic Philanthropy
- Volunteer Resource Center: Your New Assistant
- Holiday Volunteering
- Effects of Corporate Change Mergers/Acquisitions

Spotlight Award



Medtronic Wins CVC Spotlight Award

Medtronic Magic Lunch Box

The recipient of this year's Corporate Volunteer Council's first Spotlight Award is Medtronic, Inc. Medtronic partnered with Reading Is Fundamental, Inc. (RIF) to develop the Magic Lunch Box program.

Magic Lunch Box matched over 300 employee volunteers with local preschoolers in seven Medtronic communities to help kids develop an appreciation for books while learning nutritional eating habits. Medtronic employees read books aloud that focused on food and eating habits, then involved kids in an activity tied to the book. Each volunteer received a Magic Lunch Box that contained five books and an activity booklet to donate to the classroom.

A set of 30 books was provided to the location to either start or add to its library. The volunteers could also apply for a \$5,000.00 grant from the Medtronic Foundation for the location where they presented the Magic Lunch Box.



Art Collins, President and COO, and Penny Hunt, Vice President, read at Head Start Family Development Anoka County.

"The Medtronic volunteers gave the Head Start organization an opportunity to interface with new people and gain new ideas. This program also gave these teachers a well-deserved break!"

—Magic Lunch Box Volunteer

Members & Donations

Leading Corporate Members

American Express
Best Buy Co., Inc.
Cargill Incorporated
Dain Rauscher
Dayton's
Fortis
General Mills, Inc.
GMAC-RFC
Honeywell Foundation
ING ReliaStar
Medtronic, Inc.
Pillsbury Company, The
Prudential
State Farm Insurance
Target Stores
U.S. Bancorp
Weisman Enterprises, Inc.

Corporate Members

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Apogee Enterprises
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Blue Cross & Blue Shield of Minnesota
Boston Scientific Scimed, Inc.
Cenex Harvest States
Ceridian Corporation
Datacard Group
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Graco Inc.
H.B. Fuller Company
HealthEast
HealthPartners
IBM
Land O' Lakes, Inc.
Marquette Financial Companies

North Memorial Health Care
Northland Insurance Companies
Park Nicollet Health Services
Retek
Shandwick International
St. Paul Companies, Inc.
Star Tribune
TCF National Bank
UnitedHealth Group
Time Warner Cable
Wells Fargo
West Group
Xcel Energy (formerly NSP)

Associate Members

Community Solutions Fund
Junior Achievement of the Upper Midwest
Management Assistance Program for Nonprofits (MAP)
Mentoring Partnership, The
MN Office of Citizenship & Volunteer Services (MOCVS)
United Way of Minneapolis Area
Volunteer Resource Center
Volunteers of America of MN/NRVC
Youth Trust

Corporate Hosts

Our thanks to the following hosts of CVC programs:
Apogee Enterprises/Harmon Auto Glass (Katrina Dittmar)
Star Tribune (Maurie Salenger)
Weisman Enterprises, Inc. (Carolyn Blesi)
General Mills (Bill Dittmore)

Volunteer Resource Center (Michelle Sheire)
Best Buy Co., Inc. (Stephanie Woods)
U.S. Bancorp (Kris Kewitsch)

Special Thanks

Our thanks to the following 2000 presenters:

Carolyn Blesi,
Weisman Enterprises, Inc.
Ceace Fehn-Haagensen,
Xcel Energy
Martha Baumbach,
Dain Rauscher
David Nasby,
General Mills
Staff of the Volunteer Resource Center
Jane Miller, Exchange Charities
Ken Gooden, Second Harvest
Theresa Bonner, U.S. Bancorp
Patti Hague, HealthPartners
Bev Robinson, Minnesota Masonic Home

In-kind Contributions

Our thanks to the following companies for their in-kind donations:

American Express
Best Buy Co., Inc.
Dain Rauscher
General Mills
Sable Design
Prudential
Weisman Enterprises, Inc.