



ANNUAL REPORT 2004  
CORPORATE VOLUNTEERISM COUNCIL-TWIN CITIES





**LETTER FROM THE PRESIDENTS**

Dear Fellow Members,

We are excited to celebrate our 25th anniversary as an organization. In researching our history, we have noted that the players have changed, as well as company names. However, it is clear that our organization has made a difference in helping corporations mobilize their employees for the good of our community.

We continue to be a thriving resource for our members. Community service is more important than ever, and CVC continues to provide value for our members.

As we look ahead to the next 25 years, CVC will need to continue to evolve to reflect the needs of its members and the community. To keep moving in the right direction, we need to have you involved. CVC can only be as strong as its members want it to be.

On behalf of the CVC, thank you for the work you do to make our communities a great place to live and work. Best wishes for another successful year!

Sincerely,

David Jones  
Thrivent Financial for Lutherans  
CVC President, November 2004 – current

Peggy Paul  
GMAC-RFC  
CVC President, March 2004 – October 2004

**2004 PROGRAMS: A BENEFIT OF MEMBERSHIP**

**February**

CVC Annual Luncheon  
“Volunteerism = Passionate Work”  
Keynote Speaker: Willie Nesbit,  
Hubbs Center for Lifelong Learning  
Emcee: Harris Faulkner, 5 Eyewitness News

**March**

Culture of Poverty and Challenges in the  
Phillips Neighborhood  
Speaker: Allison Boisvert, Catholic Charities  
Host: Catholic Charities

**May**

Minnesota State Conference on Volunteerism  
Madden’s Resort – Brainerd, MN

**June**

State Conference  
Knowledge Sharing Session  
Speakers:  
David E. Jones,  
Thrivent Financial for Lutherans  
Kristi Gray Shepard,  
Volunteer Resource Center  
Rick Johnson, Best Buy  
Amy Wagner, MAP for Nonprofits  
Andrew Goldman-Gray,  
Greater Twin Cities United Way  
Host: GMAC-RFC

**August**

CVC Summer Social  
Mangia’s Café – Minneapolis, MN

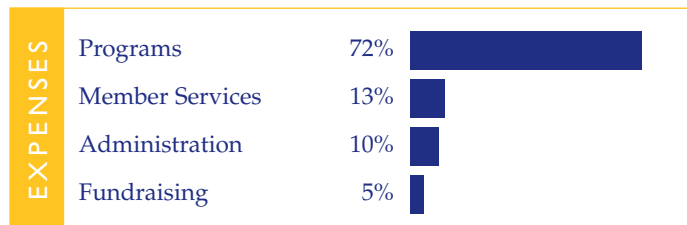
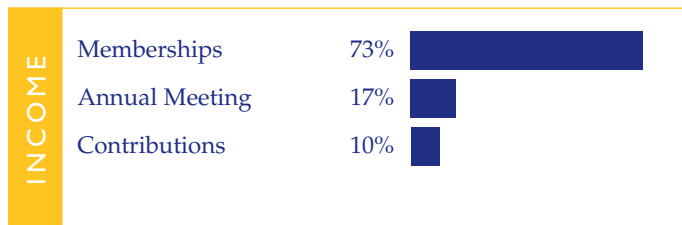
**September**

CVC Best Practice Session  
Host: Memorial Blood Centers

**December**

CVC Holiday Celebration  
Behind the Scenes of “A Christmas Carol”  
Guthrie Theatre – Minneapolis, MN

**2004 FINANCIAL SUMMARY**



LEADERSHIP AWARD

**Land O'Lakes, Inc.**

Land O'Lakes believes in being a good corporate citizen and a leader in the community. We encourage employees and retirees to volunteer time and resources to the community in three ways: through individual volunteerism; participation in company-sponsored volunteer opportunities; and through group volunteerism initiated by various departments, divisions or facility locations company-wide.

*Encouraging, recognizing and rewarding our employees for taking an active role in their communities is an essential element in Land O'Lakes commitment to being a responsible and responsive corporate citizen.*

*Jack Gherty  
President & CEO*

In an effort to keep our volunteerism efforts in line with current trends, Land O'Lakes recently looked at best practices in the industry and surveyed employees to come up with a new corporate volunteer program. Community Splash! was created and launched in 2004. This new program supports existing community initiatives, and was designed specifically to reach out to our plant facilities to educate them about community needs

and provide them with the tools needed to promote volunteerism at their locations.

The results are in and promotion of the Land O'Lakes Community Splash! program has more than doubled the number of community service projects in the Twin Cities and quadrupled the number of plant facility projects! Seven new food drives were conducted in 2004, resulting in 13,200 pounds and dollars, matched 1:1 by Land O'Lakes. We've featured nearly 60 community-related stories on our company intranet – more than one each week. Fourteen facilities have entered their 36 projects in our Big Splash! Volunteer Recognition program and \$5,000 has been awarded to non-profits chosen by the quarterly winners.

The recipient of the \$500 CVC donation was drawn from a list of organizations submitted by employees for our quarterly Big Splash! Volunteer Recognition award. The winner is Melrose Community Food Shelf.



Left: Land O'Lakes employees team up for a United Way Caring Connection service project.

Right: Land O'Lakes employees donate blood during American Red Cross blood drive.

SPOTLIGHT AWARD

**A PLACE TO CALL HOME**

As part of their commitment to the community, Piper Jaffray launched an exciting new initiative in 2004 called A Place to Call Home. Over the course of three years, Piper Jaffray will contribute dollars and volunteer hours to its community partner, Neighborhood Development Center, Inc. (NDC). NDC is a community-based nonprofit organization that works in low-income communities in St. Paul, Minneapolis and surrounding suburbs of greater Minnesota. An initial grant of \$175,000 was committed in 2004 with a total award of \$500,000.

NDC was chosen through an in-depth, thoughtful process that was facilitated by an outside consultant, but entirely guided by employee involvement and input. Employees started by meeting with local nonprofit experts and taking a bus tour, which took them to different neighborhoods in Minneapolis and allowed them to see firsthand organizations, developments and businesses at work in the community.

Over the next three years, Piper Jaffray employees will target dollars and volunteer efforts, working with NDC, to improve the lives of residents and the health of local businesses in the Midtown Phillips neighborhood in Minneapolis. In this community, NDC had already led the development of the Mercado Central, a thriving Latino community market consisting of 49 Latino owned businesses that collectively generate more than \$4 million in sales per year.

*One of our Guiding Principles is to contribute our talents and resources to serve the communities in which we live and work. We are thrilled to participate in the success of A Place to Call Home initiative.*

*Andrew Duff  
CEO*

In 2004, NDC began redevelopment of the former Antiques Minnesota building, across the street from Mercado Central, now renamed Plaza Verde. This completely renovated building will be a retail destination and also include the Lake Street Entrepreneur & Career Center (LSECC), Latino Communication Network, a Latino insurance agency and public accountant and a distinguished ballroom to serve as performance space for In the Heart of the Beast Puppet and Mask Theater.



Pictured Above: Grand Opening event for Plaza Verde.

## CVC BOARD

President (March – October 2004)  
Peggy Paul, GMAC-RFC

President (November 2004 – current)  
Vice President  
David E. Jones,  
Thrivent Financial for Lutherans

Secretary  
DeDee Varner, HealthPartners

Treasurer  
Tom Lee,  
Blue Cross and Blue Shield of Minnesota

Program Chair  
Jonda Hammons, Best Buy

Associate Membership Chair  
Dan Narr, Catholic Charities

Marketing/Communications Chair  
Nancy Thorman Dahl,  
Mentoring Partnership of Minnesota

Membership Chair  
Tony Tolliver, Carlson Companies

Leadership Development Chair  
Amy Wagner, MAP for Nonprofits

Annual Luncheon Chair  
LaChelle Williams

## COMMITTEE MEMBERS

Ayako Birch, GMAC-RFC  
Jeanne Erickson, CHS  
Wendy Hughes, GMAC-RFC  
Zeeda Magnuson, Volunteer Resource Center  
Marsha Milgrom, Star Tribune  
Tom Lee,  
Blue Cross and Blue Shield of Minnesota  
Deb Prince, Land O'Lakes  
DeeDee Rauchbauer, Land O'Lakes  
Rebecca Smith, Piper Jaffray  
Donna Svendsen, General Mills  
Tony Tolliver, Carlson Companies

## MEMBERSHIP LIST

### Corporate Members, More Than 1,000 Employees

3M  
ADC Foundation  
American Express  
Best Buy Co., Inc.  
Blue Cross & Blue Shield of Minnesota  
C.H. Robinson Worldwide, Inc.  
Cargill  
Carlson Companies  
CHS Cooperatives  
Dorsey & Whitney LLP  
General Mills  
GMAC-RFC  
Graco, Inc.  
Guidant Corporation  
Health Partners  
Land O' Lakes, Inc.  
Medtronic, Inc.  
New York Life Insurance Company  
North Memorial Health Care  
NS  
Park Nicollet Health Services  
Piper Jaffray  
RBC Dain Rauscher  
Star Tribune  
Target Corporation  
TCF National Bank  
The Toro Company  
Thrivent Financial for Lutherans  
U.S. Bank  
UPS  
Wells Fargo Bank Minnesota

### Corporate Members, Less Than 1,000 Employees

Assurant  
Ceridian Corporation  
Coughlan Publishing  
Delta Dental Plan Of MN  
Guaranty Residential Lending  
Prudential Financial  
State Farm Insurance  
  
**Associate Members**  
Achieve! Minneapolis  
Big Brothers Big Sisters of the Greater Twin Cities  
Catholic Charities  
Community Health Charities  
Junior Achievement of the Upper Midwest  
Management Assistance Program for Nonprofits  
Mentoring Partnership  
Minnesota Historical Society  
Volunteers of America of MN/NRVC  
Volunteer Resource Center

## DONOR LIST

Best Buy Children's Foundation  
Carlson Companies  
GMAC-RFC  
Lizz Sable Staunning, Sable Design  
Thrivent Financial for Lutherans