



# 2016

## Annual Report

CORPORATE VOLUNTEERISM COUNCIL – TWIN CITIES

# LETTER FROM THE PRESIDENTS

2016 was a remarkable year. The Twin Cities regained its regional status as first in the nation for volunteers per capita. At CVC-TC, we adopted a theme of workplace volunteerism as a catalyst for diversity, equity and inclusion. Reflecting on the programs and impact of CVC-TC of the past year, it's a very impressive list of accomplishments and outcomes.

CVC-TC adopted a new strategic plan that carries us through 2019. We focused and clarified our mission: **CVC-TC educates and connects our members to advocate for, support, and grow workplace volunteerism to strengthen our community.** Our updated strategic plan includes big, bold ideas to engage our membership and support our corporate volunteerism leaders in the Twin Cities. We hope that you've also noticed that we stepped up our game on social media this year. If you haven't, please make sure to follow and engage with us online via LinkedIn, Facebook and Twitter.

At our annual awards luncheon, we honored two of our members. U.S. Bank received the Innovation Award and UnitedHealth Group received the Minnesota Employee Engagement Award. At the luncheon, our program highlighted our diversity, equity and inclusion theme for the year. The program was *Creating Tomorrow's Workforce Through Volunteerism* and featured: Peter Frosch, Vice President of Strategic Partnerships, Greater MSP and Miguel Ramos, Director, Diversity Marketing, Minnesota Twins.

2016 was also a great year for membership growth. We now have the largest membership roster in our history. This growth helped CVC-TC finish 2016 in a very strong financial position. Our financial strength and the membership growth will allow us to invest in great new programming and create new opportunities for networking and developing our community of corporate volunteer leaders.

In 2016, our programming introduced our members to some big upcoming opportunities to connect in our community. We heard about the #BoldNorth from Eric Dayton and Super Bowl 52 from the MN Super Bowl Host Committee. We also held innovative educational programs about Social Enterprises and leveraging Employee Resource Groups to engage volunteers to achieve diversity, equity and inclusion goals. We also created more member focused social events to provide time for networking between CVC-TC individuals and member companies.

Looking back over the past 12 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.

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 are excited for the opportunities ahead for CVC-TC.

Yours in volunteerism,

**Scott Cummings**  
2016 President  
Accenture

**Susan Schuster**  
2017 President  
Blue Cross and Blue Shield of Minnesota

# 2016 CVC-TC BOARD

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## PRESIDENT



**Scott Cummings**  
Accenture

## VICE PRESIDENT



**Susan Schuster**  
Blue Cross and Blue Shield  
of Minnesota

## PAST PRESIDENT



**Susan Beatty**  
U.S. Bank

## TREASURER



**Zeeda Magnuson**  
HandsOn Twin Cities

## SECRETARY



**Sarah Richter**  
Ameriprise

## ANNUAL CELEBRATION



**Diana Dalsin**  
Bridging



**Stephanie Johnson**  
Minnesota Twins

## LEADERSHIP DEVELOPMENT

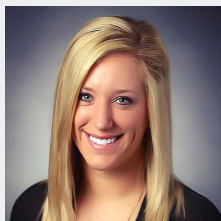


**Mary Bachman**  
Catholic Charities of  
St. Paul & Minneapolis



**Kristi Nichols**  
C.H. Robinson

## MARKETING / COMMUNICATIONS



**Jessy Annoni**  
C.H. Robinson



**Traci Norum**  
Land O'Lakes, Inc.

## MEMBERSHIP



**Jessica Hultgren**  
Second Harvest Heartland

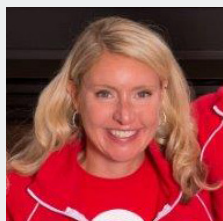


**Mary Smith**  
Greater Twin Cities  
United Way

## PROGRAM COMMITTEE



**Tiffany Calderon**  
Best Buy



**Jenny Moe**  
Target

## SPECIAL PROJECTS



**Jennifer Kramm**  
MAP for Nonprofits



**Phil Losacker**  
Memorial Blood Centers

# COMMITTEE MEMBERS

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## ANNUAL CELEBRATION

Sabrina Berg, ECMC Group  
Diana Dalsin, Bridging  
Deb Donovan, Second Harvest Heartland  
Tina Ewing, Ameriprise Financial  
Stephanie Johnson, Minnesota Twins

## LEADERSHIP DEVELOPMENT COMMITTEE

Mary Bachman, Catholic Charities  
Sam Holsen, Xcel Energy  
Jennifer Kramm, MAP for Nonprofits  
Kristi Nichols, C.H. Robinson  
Christine Page, Faegre Baker Daniels  
Jamie Yanisch, Boston Scientific

## MARKETING AND COMMUNICATIONS COMMITTEE

Liz Andert, H.B. Fuller  
Jessy Annoni, C.H. Robinson  
Anna Bosak, H.B. Fuller  
Emily Eddy, The Food Group  
Traci Norum, Land O'Lakes, Inc.  
Matt Oquist, Luther Automotive Group

## MEMBERSHIP COMMITTEE

Jessica Hultgren, Second Harvest Heartland  
Jenny Kriha, Versique  
Rose Maanum, HandsOn Twin Cities  
Mary Smith, Greater Twin Cities United Way

## PROGRAM COMMITTEE

Tiffany Calderon, Best Buy  
Keely Couillard, American Cancer Society  
Diana Dalsin, Bridging  
Athena Hollins, Thomson Reuters  
Jenny Moe, Target  
Bonnie Vagasky, Best Prep

## SPECIAL PROJECTS

Jennifer Kramm, MAP for Nonprofits  
Phil Losacker, Memorial Blood Centers

# 2016 EVENTS

IRL (In Real Life)  
Book Club Meeting

2016 Annual Event +  
New Member  
Orientation

**JAN 25**



**MAR 15**

Social Media  
Discussion Group

Networking Mixer

**MAR 24**



**MAY 12**

Annual Awards Luncheon

Social Media Breakfast

**JUN 07**



**JUL 14**

Social Enterprises:  
Social Innovation through  
Market-Driven Solutions

Summer Fun:  
Networking Happy Hour

**AUG 23**



**OCT 05**

Super Bowl 52 Legacy Fund:  
Leaving a Legacy for Minnesota  
in Honor of Super Bowl LII

Community Connections:  
How ERGs + Volunteerism =  
Business Value

**NOV 09**



**DEC 01**

Holiday Party



# 2016 MEMBERS

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## CORPORATE MEMBERSHIP

3M  
Accenture  
Allianz Life Insurance Company of North America  
Allina Health  
American Dairy Queen Corp  
Ameriprise Financial, Inc.  
Aveda  
Bank of America  
Best Buy  
Blue Cross and Blue Shield of Minnesota  
Boston Scientific Corporation  
C.H. Robinson  
Cargill  
Caribou Coffee Company  
Carlson Companies  
CHS  
Comcast  
ECMC Group  
Ecolab  
Faegre Baker Daniels  
General Mills  
H.B. Fuller  
HealthEast  
Hennepin County  
KARE 11  
Land O'Lakes, Inc.  
Luther Automotive Group  
Medica  
Minnesota Twins  
Mystic Lake Casino  
Northeast Bank  
Opus Group  
Polaris Foundation  
Prime Therapeutics  
Sodexo  
St. Jude Medical  
Sunrise Banks  
Target Corporation  
The Mosaic Company  
The Toro Company  
Thomson Reuters  
Thrivent Financial for Lutherans

U.S. Bank  
UnitedHealth Group  
UnitedHealthcare  
Uponor  
Versique  
Xcel Energy

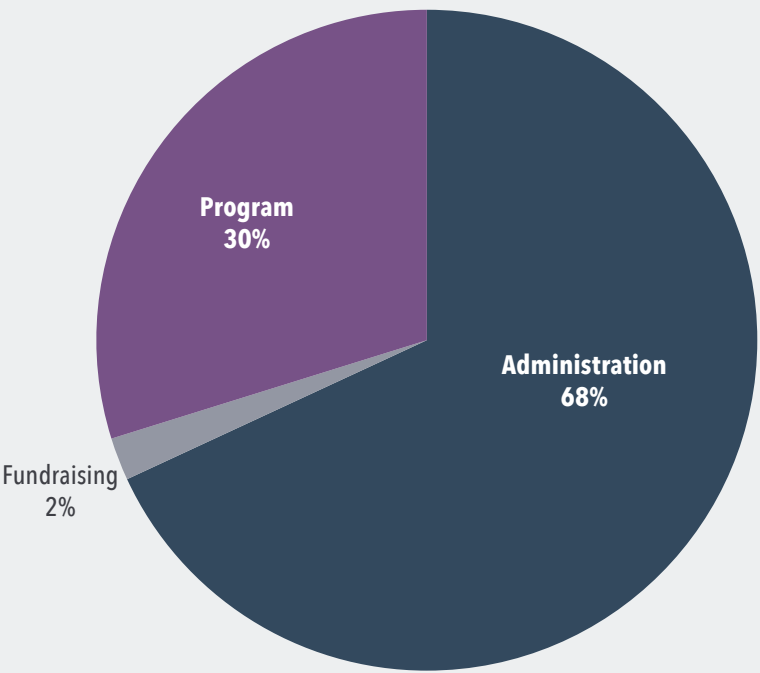
## ASSOCIATE MEMBERSHIP

American Cancer Society  
BestPrep  
Bridging  
Catholic Charities of St. Paul and Minneapolis  
Memorial Blood Centers  
Neighborhood House  
Open Arms of Minnesota  
Rebuilding Together Twin Cities  
Second Harvest Heartland  
Simpson Housing Services  
The Food Group  
Twin Cities Habitat for Humanity

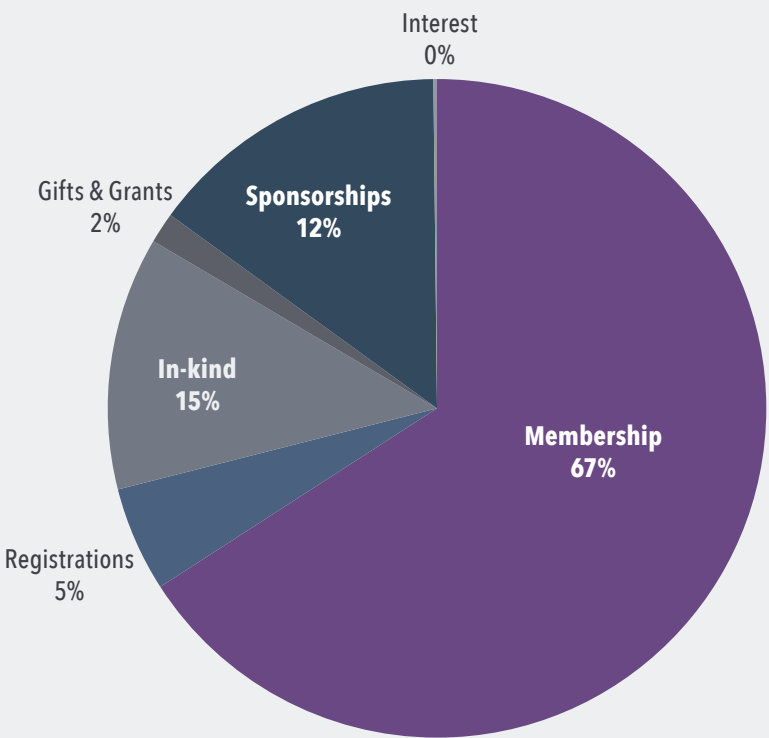
## PARTNER ORGANIZATIONS

Greater Twin Cities United Way  
HandsOn Twin Cities  
MAP for Nonprofits

# FINANCIAL SUMMARY



EXPENSES	Amount	Percentage
Administration	\$32,463.43	68%
Fundraising	\$1,000.00	2%
Program	\$14,213.98	30%
Total	\$47,677.41	



REVENUE	Amount	Percentage
Memberships	\$37,075.00	67%
Registrations	\$2,900.00	5%
Sponsorships	\$7,000.00	12%
Gifts & Grants	\$850.00	2%
In-kind	\$8349.13	15%
Interest	\$7.17	0%
Total	\$56,181.30	



TWIN CITIES

**CORPORATE VOLUNTEERISM COUNCIL - TWIN CITIES**

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