

*It  
All  
Begins  
With  
You*



**VOLUNTEER!**



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

**1992 Annual Report**



## Letter to our members

1992 was an outstanding year for the Corporate Volunteerism Council of the Minneapolis St. Paul Metro Area. It was a year which exemplified *Involvement, Networking, Creativity, Innovation and Teamwork*.

This success is a tribute to the Executive Committee, other committees and task forces whose commitment and teamwork focused on our mission and addressed new and timely objectives to further enhance corporate volunteerism in our metropolitan area. In addition to the many committee accomplishments noted throughout the report, CVC:

- Created the CVC Network to provide members an opportunity to share and exchange volunteerism concepts in a semi-social environment.
- Welcomed seven new members, our largest one year gain in several years.
- Took a very active role, involving nearly 20 members, in the 1992 International Conference on Volunteer Administration, held in Minneapolis.
- Conducted a very successful first year collaboration with the Minnesota Foodshare, with nearly 25 members participating in the March food drive.

To culminate our successful year, CVC received the distinguished 1992 Association of Volunteer Administrators Service Award. This award recognizes organizations for outstanding contributions to their communities—contributions which have a major impact on the field of volunteerism. This award is a tribute to the previous 11 CVC chairs, Executive Committees and members. Through their leadership, insight and foresight on corporate volunteerism and community needs, CVC continues to grow in promoting corporate volunteerism locally and serves as a role model for other corporate volunteer organizations throughout the United States.

Thank you for your continued involvement and commitment to corporate volunteerism. As we move through this decade, CVC has the foundation, people and resources that will carry corporate volunteerism to even greater heights.

Dixie F. Nelson  
1992 CVC Chair  
Director Marketing Communications  
KPMG Peat Marwick

## Corporate Volunteerism Council

### 1992 Executive Committee

*Chair* Dixie Nelson  
KPMG Peat Marwick

*Vice Chair* Lisa Billingham  
Marquette Bank, Minneapolis

*Secretary* Lani Jordan  
Cenex

*Treasurer* Joan Sidla  
Land O'Lakes

*Past Chair* Susan Enright  
Pillsbury/Grand Met

### Membership/Marketing

*Co-Chairs* Sarah Schaffer  
Minnegasco  
Chris Power  
Federal Reserve Bank

### Program

*Co-Chairs* Connie Ford  
IDS Financial Services, Inc.  
Gloria Sheehan  
Graco, Inc.

### Communications

*Co-Chairs* Claudia Brau  
National InterRent  
Mary Lenard  
Jostens Inc.

### Member at Large

Karen Leach  
MN Office on Volunteer Service

### Staff

Penny Ream  
United Way's Volunteer Center

*On the cover—The Annual Report cover duplicates this year's billboard designed for Volunteer Recognition Week. Many thanks to Target for donating the artwork, and Naegle Outdoor Advertising for the space.*



## Membership/Marketing Committee...

The Membership/Marketing Committee promotes CVC to prospective members, recruits new members and encourages active participation by member companies. Outreach during 1992 was designed to increase awareness and understanding of CVC among companies throughout the Twin Cities area, and to provide a support network for new members and for individuals new to volunteer administration, within existing CVC member companies.

Recruiting efforts throughout the year have yielded seven new members. A list of target companies was developed to enhance recruitment efforts and help with tracking important steps in welcoming new members. Telephone contact was accompanied by a revised outreach brochure, mailed to several prospective new member companies.

For companies joining CVC and new company representatives to CVC, an orientation was conducted in early November. Other services to new members developed this year included a mentorship plan to link experienced volunteer administrators with those new to CVC, and a resource guide which provides information on major community events, volunteer opportunities and contacts.

## Communications Committee...

The goal of the Communications Committee for 1992 was to enhance the communication with member companies, as well as prospective members, and to bring a greater awareness of volunteerism to the Twin Cities.

With the arrival of a new editor for our bi-monthly newsletter, many new ideas for articles and identification were developed. The result was a newsletter, appropriately named *Connection*, which would keep CVC members informed about volunteer activities, business news, and recognition for achievements. Billboard advertising was explored as a method to recognize all volunteers in the Twin Cities area. The result was a contemporary, colorful message on five billboards, provided by Naegele Advertising, that was unveiled just prior to Volunteer Recognition Week in April.

A new outreach brochure was developed which included pertinent information on CVC's history, membership structure and membership application. The bi-annual *Report to the Community* is the final project for the Communications Committee. The Report (to be distributed in 1993) will focus on current and future trends in volunteer programs. It will include a local and national perspective, with input from for-profit and nonprofit organizations.

## Program Committee...

Six program meetings were held this year. In January, a volunteer data base was discussed, followed by a series on emerging community issues. The Science Museum of Minnesota hosted the meeting on March 17. The topic was "*The Environment*," and the program featured the Sierra Club and Kids for Saving Earth. In May, the meeting, "*Issues Affecting Families*," was held at the new Human Service Center of Anoka County, which brings together 24 separate public and private agencies. The July meeting was held at the new History Center in St. Paul and featured highlights from the 1992 National Community Service Conference. The meeting included an opportunity to tour the new History Center and hear about their volunteer needs. September's program topic addressed "*Domestic Violence*" and was held at the Minnesota Church Center, featuring the Harriet Tubman Shelter and the Domestic Abuse Project. The Annual Meeting, held in November at the Midland Hills Country Club, featured a program on "*Cultural Diversity and Volunteerism*."

## Associate Members...

The role of the 13 nonprofit associate members is to facilitate direct linkages between the corporate and nonprofit communities. To meet this goal, the associate members sponsored the second *Corporate Access Fair*, which provided an opportunity for nonprofit organizations to learn how to develop partnerships with corporate volunteer programs, and expand efforts to recruit volunteers. The Fair was a tremendous success, with 16 participating corporate volunteer programs and 180 participants from the volunteer community.

## Financial Summary

## January 1, 1992 - October 31, 1992 Income

Membership Dues	\$ 7,212.50
Access Fair	\$ 1,760.00
Contribution for CVC Manual	\$ 1,500.00
Interest Earned	\$ 156.75
Miscellaneous	\$ 438.53
<b>Total Receipts</b>	<b>\$ 11,067.78</b>

## Expenses

Administration	\$ 1,284.36
Publications	\$ 2,732.10
Program	\$ 357.44
Contributions	\$ 520.00
CVC Access Fair	\$ 1,588.19
Manual Update	\$ 1,618.50
Miscellaneous	\$ 875.77
<b>Total Expenses</b>	<b>\$ 8,976.36*</b>

\* Financial information is not complete due to change in release date of Annual Report. Complete financial information for 1992 will be available upon request after February 1, 1993

## Corporate Members

ADC Telecommunications, Inc.  
Alliant Techsystems, Inc.  
American Medical Systems  
American National Bank\*  
Arthur Andersen & Company  
Bemis Company  
Cargill, Inc.  
Cenex  
Central Bank\*  
CP Rail System (Soo Line)  
Cray Research, Inc.  
Dayton's Department Store  
Deluxe Corporation  
Displaymasters\*  
Ecolab, Inc.  
Faegre & Benson  
Federal Reserve Bank of Minneapolis  
First Bank Systems  
Fortis Benefits  
General Mills  
Graco, Inc.

Group Health, Inc.  
H. B. Fuller  
Honeywell, Inc. - MAVD  
IDS Financial Services, Inc.  
Inter-Regional Financial/Dain Bosworth  
International Multifoods Corp.  
Jostens Inc.  
KARE-Channel 11  
John G. Kinnard & Co., Inc.\*  
KPMG Peat Marwick  
Lakewood Publications\*  
Land O'Lakes Company  
Lutheran Brotherhood  
M.A. Mortenson Company  
Marquette Bank Minneapolis  
Medtronic  
Minnegasco  
National InterRent  
National City Bank  
Northern States Power Co.  
Northland Insurance

Norstan-Rolm Resale Systems  
Norstan Communications  
North Memorial Medical Center  
Northwestern National Life Insurance Co.  
Northwest Airlines  
Norwest Banks  
Opus Corporation  
Park Nicollet Medical Center  
Pillsbury/Grand Met  
Piper, Jaffray & Hopwood, Inc.  
Prudential Insurance Company  
Riverside Bank  
Super Valu Stores, Inc.  
Target Stores  
TCF Banking & Savings  
3M  
University of St. Thomas\*  
U S West Communications  
Unisys Corporation  
WCCO-TV  
Weisman Enterprises\*

\*New Members

## Associate Members

Community Volunteer Service of St.  
Croix Valley Area  
Greater Mpls. Chamber of Commerce  
Hennepin County Community Services  
Management Assistance Project  
MN Office on Volunteer Services

National Association for Partners  
in Education-Mtka Public Schools  
National Association for Partners  
in Education-Mpls Public Schools  
National Retiree Volunteer Center  
Retired Senior Volunteer Program-  
Greater St. Paul

Retired Senior Volunteer Program-  
Greater Minneapolis  
St. Paul Area Chamber of Commerce  
United Way of Minneapolis Area  
Volunteer Center  
Voluntary Action Center-St. Paul Area  
Youth Trust/Buddy System



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

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