

CVC's Key 1993 Accomplishments

- Recruited eight new business members.
- Completed Report to Community, a volunteerism survey of local corporations and nonprofit organizations.
- Developed a strategic plan for CVC to be implemented in 1994.
- Drew more than 100 people to CVC Program Meetings.
- Sold more than 30 copies of CVC's training manual, "Volunteerism Corporate Style," generating nearly \$2,000 in revenue.
- Produced and distributed six issues of CVC's bi-monthly newsletter, Connection.



CVC Nonprofit Members

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

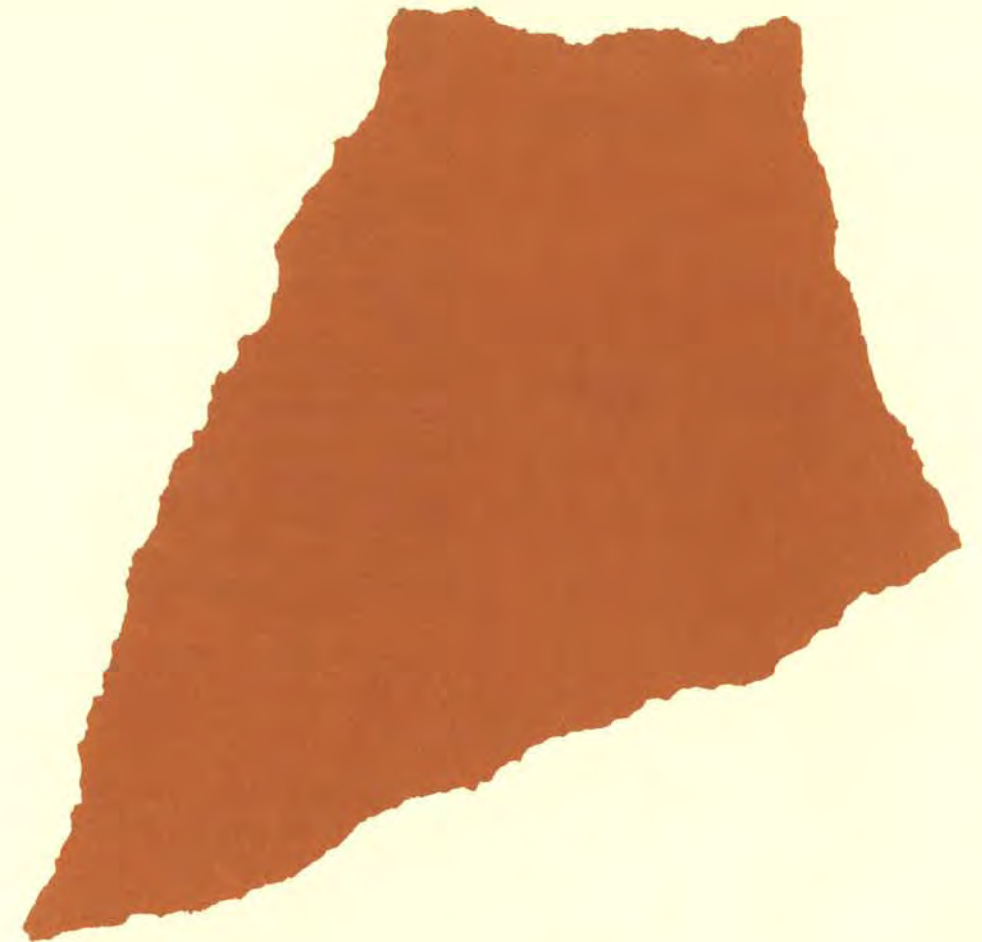
Income

Membership dues	\$7,350.00
CVC Manual sales	\$2,467.50
Meeting receipts	\$ 314.00
Interest earned	\$ 123.76
Miscellaneous	\$ 490.02
Total Receipts	\$10,745.28

Expenses

Administration	\$ 689.71
Publications	\$2,230.70
Program	\$ 263.87
Miscellaneous	\$1,340.04
Total Expenses	\$4,524.32

Financial information reported through Nov. 22, 1993. Complete financial information for 1993 is available on request.



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

1993

Annual Report



About CVC:

Community Outreach

The Corporate Volunteerism Council of the Minneapolis/St. Paul Metro Area is a professional association of 59 corporate and 14 nonprofit members in the Twin Cities area which respond to community needs through the promotion of corporate volunteerism and the mobilization of corporate volunteers. Following are some of the ways CVC reached out to its members in 1993:

CVC works hard to set the pace for and promote volunteerism in the Twin Cities by providing its members with timely and useful information, both through written communications and seminars.

In 1993, CVC produced and distributed six issues of its bi-monthly newsletter, Connection. The publication, which is sent to all members, covers news, trends and issues in the world of volunteerism. It's the only publication of its kind in the Twin Cities.

CVC's nationally-recognized training manual, "Volunteerism Corporate Style," again proved to be an important resource for local companies that are establishing or expanding volunteer programs. More than 30 copies were sold in 1993, generating nearly \$2,000 in revenue for CVC. One of

the copies was purchased by an organization in Canada, which received permission from CVC to translate it into French.

To promote National Volunteer Week, CVC, along with the United Way of Minneapolis and Naegle Sign Co., put the words, "It all begins with you: Volunteer!" on five billboards throughout the Twin Cities. The colorful signs also included the United Way's Volunteer Center's phone number, which helped generate new volunteers.

CVC's bi-monthly Program Meetings are another vehicle used to help its members stay in touch with issues related to volunteerism and the community. Last year, more than 100 people attended CVC Program Meetings, covering: "Diversity in Volunteerism," "Community Needs Assessment," "Advisory Councils and Leadership Teams," and "Volunteer Opportunities with Habitat for Humanity." The events were promoted through the Star Tribune and Pioneer Press and by direct mail to local businesses.

CVC Corporate Members

Alliant Techsystems · American National Bank · American Medical Systems · Apogee Enterprises · Arthur Andersen & Co. · Bemis Co. · CP RailSystem · SooCargill, Inc. · Cenex Inc.-Central Bank · Ceridian Corporation · Control Data Systems · Cray Research Inc. · Dataserv, Inc. · Dayton's Department Store · Deluxe Corporation · Displaymasters Inc. · Faegre & Benson · Federal Reserve Bank of Minneapolis · First Bank System · Fortis Benefits Insurance Co. · General Mills · Graco Inc. · Group Health, Inc. · H.B. Fuller · HealthSpan · Honeywell Inc. · IDS Financial Services Inc. · Inter-Regional Financial/Dain Bosworth · Josten's Inc. · KARE TV - 11 · KPMG Peat, Marwick & Company · Lakewood Publications Inc. · Land O'Lakes Company



Building Relationships with New and Existing Members

CVC is often the bridge that brings nonprofit organizations and corporations together.

Local companies, big and small, use CVC to identify ways in which they can get involved in their community. Nonprofits, in turn, tap into the "CVC Network" to find volunteers.

In 1993, CVC's Membership & Marketing Committee, which promotes the organization to prospective members, recruits new members, assists members with the formation of corporate volunteer programs and encourages active participation in CVC, brought eight new corporate members to CVC. An orientation session for new members and new volunteer administrators was held in October.

To make CVC's members more accessible to each other, a new membership directory was produced in 1993 that includes photos of the executive committee members and a complete member list.

LHB Architects & Engineers · Lutheran Brotherhood · M.A. Mortensen Company · Marquette Bank Minneapolis · Medtronic · National Interrent
National City Bank · Northern States Power · Northland Insurance Company · North Memorial Medical Center · Northwestern National Life Insurance Co.
Norwest Banks · Paragon Cable · Park Nicollet Medical Center · Pillsbury Company · Piper-Jaffray Company · Prudential Insurance Company

Looking Ahead

Prudential Home Mortgage, Inc.
· The St. Paul Companies ·
Star Tribune · Target Stores ·
TCF Banking and Savings · 3M ·
U S WEST Communications ·
University of St. Thomas ·
WCCO-AM ·
Weisman Enterprises

CVC took on two major initiatives in 1993 to assess the state of volunteerism in the Twin Cities. First, it distributed a survey to more than 150 businesses and nonprofit organizations. It then tallied the results from the 57 businesses and 13 nonprofit organizations that responded into a report that outlines both the current states and future trends. The report underscored the growing role business-generated volunteers play in meeting community needs. Secondly, CVC prepared an extensive strategic plan, outlining the ways it can better meet the needs of its members and the community in the future to provide new ways to serve its members in the coming years.

Staying on Top of the Issues

1993 CVC Executive Committee

Chairperson
Connie Ford
IDS Financial Services, Inc.

Vice Chair
Debbie Kitt
Dayton's
Department Store

Secretary
Naida Kissner
H.B. Fuller

Treasurer
Kathy Kolbo
U S WEST
Communications

Past Chairperson
Dixie Nelson
KPMG Peat, Marwick

Staff
Penny Ream
United Way's
Volunteer Center

Membership/Marketing
Christine Power
Federal Reserve Bank
of Minneapolis

Martha Baumbach
Inter-Regional Financial/
Dain Bosworth

Program
Gloria Sheehan
Graco Inc.

Barb Haugan
Pillsbury/
Grand Metropolitan

Communications
Lani Jordan
Cenex, Inc.

Pete Stoddart
First Bank System

Member at Large
Jane Crouch
National Retiree
Volunteer Coalition