

CVC Financials

	1994 CVC Income	1995 CVC Income
Membership Dues	\$7,817.50	\$7,800.00
CVC Manual Sales	315.00	120.00
Meeting Receipts	2,025.00	1,900.00
Interest Earned	134.45	141.08
Miscellaneous	3,347.24	685.50
Total Receipts	\$13,639.19	\$10,646.58

	1994 CVC Expenses	1995 CVC Expenses
Administration	\$1,695.43	\$1,096.31
Publications	4,821.79	4,932.38
Program	5,102.03	4,687.00
Miscellaneous	1,050.00	2,903.00
Total Expenses	\$12,669.25	\$13,618.69

*1994 financial information audited as of September 27, 1995.

*Financial information, reported through December 5, 1995, is unaudited and not reviewed. Complete financial information for 1995 is available upon request.

1995 ANNUAL REPORT

Tad Piper's Top 10 Dividends of Corporate Volunteering

Tad Piper, CEO Piper Jaffray Companies, Inc., gave a speech at the Carlson School of Management Alumni Luncheon in August 1995. In it he talked about the importance of leveraging financial contributions along with volunteer commitment because the community gets a better return on those dollars and the company gets many dividends. Here are the 10 dividends Piper highlighted in his speech.

- Dividend #1: The delight felt in seeing the results of your volunteer actions.
- Dividend #2: Volunteers are better for the experience—better people, better employees, better with customers.
- Dividend #3: Giving of time and money helps broaden employees' perspectives.
- Dividend #4: In addition to building employees' feelings of self-worth, volunteer work develops leadership skills.
- Dividend #5: Volunteer work helps employees keep their jobs in perspective.
- Dividend #6: Volunteer work builds employee relationships.
- Dividend #7: Volunteer experiences provide the camaraderie that can help get a company through difficult times.
- Dividend #8: Employees take pride in working for a company with a reputation for caring.
- Dividend #9: Your community service record helps attract better customers.
- Dividend #10: Your communities are better, safer, stronger and are better places to conduct business and for customers and employees to live with their families.

[As CVC members] provide the exemplary leadership and direction for giving back to the community, hopefully more corporations will realize the return once described by Winston Churchill: "We make a living by what we earn. We make a life by what we give."

Dear CVC Members:

Who will be CVC's members in the year 2000? How can CVC best serve these members? And the Twin Cities community?

As CVC marked its fifteenth year, it was clear that as a mature organization we had an opportunity and a responsibility to address these issues and our direction and role in the Twin Cities business and volunteer communities. Through considerable discussion, and input obtained through a membership telephone survey, the 1995 CVC Executive Committee developed and adopted a long range plan which we believe will provide this organization with a clear focus and direction through the remainder of this decade.

As an organization dedicated to helping its members make a difference in our community, the Executive Committee believed it was critical that CVC have a 'road map' for the coming years. Our goal is to use this plan to best focus CVC's energy and resources on our members and community.



The five-year plan addresses such topics as:

- The future composition of CVC corporate membership. While the organization consists primarily of large companies today, we must also determine how to best serve members from small- and medium-sized businesses as well as investigate participation by organizations such as colleges, universities and hospitals.
- CVC's leadership role in addressing Twin Cities' social needs. The organization must examine its existing sponsorships (Metro Paint-A-Thon and Minnesota FoodShare) and identify new concerns by communicating with key political and community leaders.

- The continued development of CVC's relationship with its associate (non-profit) members and the Twin Cities non-profit sector. The goal is to work together to identify and address community needs.

While we recognize that many of our goals will take several years to accomplish, CVC now has a clear direction to carry it forward in the coming years.

This year CVC also established firm financial and organizational footing to provide a foundation for achieving our goals. During the past year, CVC's 1994 financial records underwent a successful audit. Membership also approved the first major revision of the organization's bylaws in several years.

In September 1995, CVC was honored to serve as host organization for the national Points of Light Foundation's Awards of Excellence program. This event brought together corporate leaders and volunteer professionals from around the country to honor award winners. Nationally recognized leadership expert, Dr. Stephen Covey, delivered the keynote address titled, "Total Stakeholder Satisfaction."

As CVC moves toward the end of this decade, its members and its community can be proud of this organization's contributions toward the Twin Cities' national reputation as a leader in volunteerism.

Lani Jordan
1995 Executive
Committee Chair

Federal Reserve Bank of Minneapolis
First Bank N.A.
Fortis Benefits Insurance Company
H.B. Fuller
General Mills, Inc.
Graco, Inc.
Health Partners
Honeywell, Inc.
KARE - Channel 11
KMPG Peat Marwick
KSTP - TV/Hubbard Broadcasting, Inc.
Land O'Lakes, Inc.
Lutheran Brotherhood
M.A. Mortenson Company
Marquette Banks
Medtronic, Inc.
Minnegasco
National Car Rental System, Inc.

1995 CVC CORPORATE MEMBERSHIP

Alliant Techsystems, Inc.
American Bank, N.A.
American Express Financial Advisors
American Medical Systems
Apogee Enterprises, Inc.
Aspen Medical Group
AT & T Wireless Services
Bemis Company, Inc.
Byerly's
Cargill
CENEX, Inc.
Central Bank
Ceridian Corporation
Control Data
Dain Bosworth
Dataserv, Inc.
Dayton's Department Store
Deluxe Corporation
Displaymasters, Inc.

CVC's 1995 Accomplishments

Strategic Plan Helps CVC Better Serve Members

The 1994-1999 CVC strategic plan was approved by the Executive Committee following a process which included a telephone poll of members. The five-year plan addresses such topics as CVC corporate membership, CVC's leadership role in addressing Twin Cities' social needs and CVC's relationship with its associate members and the non-profit sector. The adoption of this plan allows CVC to better serve its members and to move the organization into the 21st century.

Membership Continues to Grow in '95

CVC's success is based on its membership. And in 1995, membership remained consistent, with a total of 58 corporate members and 14 associate members. During the year, an orientation was held to inform five new members and 13 new administrators about CVC and membership.

CVC Programs Provide Diversity

In 1995 the CVC Program Committee provided a variety of programs, socials and meetings that offered something for everyone. Program topics and socials included "How to Recruit and Retain Volunteers," "Tough Issues: A Panel Discussion with Corporate Management," "Stress and Humor," a St. Paul Saints game with a mini agency fair, and a holiday open house. Next year the committee plans to continue to provide high quality programs and opportunities for networking among members.

Newsletter Expanded to Focus on Broader Issues

CVC's quarterly member newsletter, *Connection*, expanded its communication efforts this year by increasing the frequency of newsletters, publishing CVC event photographs and providing articles on broader, national issues. Newsletters produced this year included topics such as "National Policy Changes Affect the Need for Corporate Volunteers," "How Corporate Giving and Volunteer Programs Effectively Work Together" and "School Partnerships: Working Together for the Future."

National City Bank
North Memorial Medical Center
Northern States Power Company
Northland Insurance Company
Norwest Banks
Oppenheimer Wolff & Donnelly
Paragon Cable
Park Nicollet Clinic/Healthsystems Minnesota
Pillsbury
Piper Jaffray Companies, Inc.
The Prudential
ReliaStar (formerly NWNL)
Richfield Bank & Trust Company
The St. Paul Companies, Inc.
Star Tribune
State Farm Insurance
3M
Target Stores
United HealthCare Corporation
US WEST Communications
WCCO Radio 8.3.0.
Weisman Enterprises

1995 CVC ASSOCIATE MEMBERSHIP

Community Volunteer Service of the St. Croix Valley Area
Dakota Area Resources & Transportation for Seniors
Greater Minneapolis Chamber of Commerce
Hennepin County Community Services
Management Assistance Program for Nonprofits, Inc. (MAP)
Minnesota Office of Citizenship & Volunteer Services (MOCVS)
National Association of Partners in Education
National Retiree Volunteer Coalition of Minnesota
Retired & Senior Volunteer Program - Greater Minneapolis
Retired & Senior Volunteer Program - Greater St. Paul
Twin Cities One to One
United Way Volunteer Center - Minneapolis
The Volunteer Center - St. Paul
Youth Trust