

# Corporate Volunteerism Council

Twin Cities | ANNUAL REPORT 2009



## 2009 CVC Board

**President:** Cheryl Thompson, *Target Corporation*  
**Vice President:** Katy Friesz, *Ameriprise Financial*  
**Treasurer:** Phil Losacker, *Memorial Blood Centers*  
**Secretary:** Zeeda Magnuson, *HandsOn Twin Cities*  
**Past President:** Dot Belstler

**Awards Luncheon Chairs:**

Mary Bachman, *Catholic Charities of St. Paul & Minneapolis*  
Jenessa Jensen, *U.S. Bancorp Foundation*

**Leadership Development Chairs:**

Emma Mogendorff, *Thrivent Financial for Lutherans*  
Judy Sharken Simon, *MAP for Nonprofits*

**Historian:** David Jones

**Marketing & Communications Chairs:**

Beth Mammenga, *Goodwill/Easter Seals Minnesota*  
Sheila Snapp, *Thomson Reuters*

**Membership Chairs:**

Donna Alberts, *New York Life Insurance*  
Kris Kosek, *Best Buy*

**Program Committee Chairs:**

Tony Tolliver, *Carlson*  
Shannon Toren, *Ecolab*

**Special Projects Chairs:**

Christine Page, *Faegre & Benson*  
Debbie Prince, *Land O'Lakes*



## Committee Members

**Awards Luncheon Committee:**

Tiffany Calderon, *Ameriprise Financial*  
David Jones, *HandsOn Twin Cities*  
Kelsey Ohme, *Metro Meals on Wheels*  
Rachel Schwalbach, *BestPrep*  
Shannon Toren, *Ecolab*

**Leadership Development Committee:**

Ayako Birch, *ADC Telecommunications*  
Judson McNeil, *The Toro Company*

**Membership Committee:**

Barb Alfrey, *Big Brothers Big Sisters of the Greater Twin Cities*  
Judson McNeil, *The Toro Company*  
Sue Moyer, *Greater Twin Cities United Way*  
Michelle Zirbes

**Marketing & Communications Committee:**

Eileen Chanen, *Thrivent Financial for Lutherans*  
Susan Schuster, *Blue Cross and Blue Shield of Minnesota*

**Program Committee:**

Shelley Long, *Cargill*  
Meghan Morse, *HandsOn Twin Cities*

## Letter from the President

CVC-TC members persevered in 2009. Budget cuts and behavior changes have created a “new normal” across all sectors, and both corporate and associate members pushed their partnerships to new levels of effectiveness by remaining flexible in the face of rapidly changing community needs, continuing to provide meaningful volunteer opportunities and supplying even more motivated volunteers.

Even in the midst of this tumultuous economy, our community has cause to celebrate. Again in 2009 the Corporation for National and Community Service ranked Minneapolis-St. Paul number one in volunteerism. We believe our community’s long history of giving back has something to do with our members’ good work. Also because of you, the CVC-TC received national recognition as CVC of the Year!

CVC-TC continued to create space for learning, sharing best practices, and promoting our members’ accomplishments in 2009. Our foray into social media (that’s right, CVC-TC is on Facebook and Twitter); increasingly popular programming; and the successful pilot of a peer consulting project, our newest member benefit that leverages the expertise of our CVC-TC partners HandsOn Twin Cities and MAP for Nonprofits, deserve special note.

The second annual CVC-TC-wide volunteer opportunity brought together more than 79 volunteers from our member organizations to help revitalize the Farnsworth Aerospace 5-8 School. The sea of multicolored volunteer T-shirts representing our members – people from different organizations, working side by side for the common good – is truly an inspiring sight to behold. We hope you’ll join us for this important event in 2010.

Congratulations on another impressive year, and thank you for making CVC-TC great.

Sincerely,

Katy Friesz  
Ameriprise Financial  
2010 President

Cheryl Thompson  
Target Corporation  
2009 President

## 2009 Programs

June 2009, **Host: Target**  
Trends in Volunteerism: *Utilization of Communication Tools*

September 2009, **Farnsworth Aerospace 5-8 School**  
CVC-TC Corporate Month of Service Event

November 2009, **Host: Land O’Lakes**  
Keeping Track of It All: *A Conversation about Survival*

December 2009, **CVC-TC Holiday Event**  
Tour and Hotseats at the Holidazzle Parade

February 2010, **Host: Wilder Research**  
Annual Business Meeting, Minnesota Compass

March 2010, **Host: Best Buy**  
Successful Partnerships: *Corporate/Nonprofit Success Stories*

## Community Partner Award Winner

Five years ago, **Bremer Bank** was determined to create a community partnership with a nonprofit organization that could make a positive and lasting impact on the communities it serves. To do that, the company asked its employees to identify what issues they were most passionate about. The employees chose hunger as the number one issue they wanted to tackle. Based on that response, Bremer formed a partnership with Second Harvest Heartland and Feeding America. Out of that partnership, the Taking Action Against Hunger campaign emerged and has been running strong for more than four years. To date, the campaign has raised over a half million dollars. Bremer is currently working on the 2010 campaign, which will run during the month of June.

Each year, Bremer has tried a different approach to keep interest in the campaign high. Last year, Bremer focused on gathering donations by “selling” a reusable grocery tote to all those who donated. In addition to the bags, Bremer had an information tent at the Farmers Market on Nicollet Mall in Minneapolis and at the St. Paul Farmers Market, in partnership with Hubbard Broadcasting. At each event, free packets of seeds were handed out, and nearly \$3,000 in donations was collected. In 2008, Bremer turned downtown St. Paul into a large community cook-off featuring well-known chefs, media personalities, and mascots. The teams were tasked with creating dishes made of items commonly found at food shelves. In 2007, Bremer held a radio-a-thon with FM107 broadcasting for an entire day from the Roseville Bremer Bank parking lot. And in 2006, business leaders and other executives were invited to a “Lunch About Nothing” consisting of saltine crackers and water to raise awareness and funds.



In addition to Bremer’s donation events and activities, employees volunteer during the month-long campaign, assembling food packages and unpacking donated food items at Second Harvest Heartland’s offices in St. Paul and Minneapolis. Outside of the Twin Cities, employee groups across Bremer’s three-state footprint volunteer at local food shelves and run other events at their branch locations. For example, employees have collected food donations, run silent auctions, and hosted special events to gather donations.

## Employee Engagement Award Winner

How do you connect employees located in more than 20 countries with ideas, resources, and tools to help them use their paid time off to volunteer? Introducing the Volunteer Action Network ... or as Thomson Reuters calls it, the VAN.

For well over 100 years, **Thomson Reuters, Legal** has maintained a dedicated presence in the communities where their employees live and work. Thomson Reuters, Legal provides financial and in-kind support to a wide variety of nonprofit agencies, including their signature program, which offers employees paid time off to volunteer each year.

The VAN was established in 2009 as a global grassroots working group that shares best practices and promotes employee involvement in volunteerism. The VAN also connects employees and resources and encourages the exchange of ideas about their communities around the globe.

Developed by employees, for employees, and made up entirely of employees, the VAN has a simple objective: to connect colleagues from around the world through a common interest in volunteering.

The VAN now has 20 members who meet via teleconference each month to discuss upcoming events, collaborate, and brainstorm ways to encourage the broader employee population to volunteer in their communities.

The first VAN-sponsored event happened on Oct. 16, 2009, in recognition of World Food Day. Each location picked a culturally acceptable way to recognize the day. Many hosted food drives, collected donations, or volunteered at a food shelf.

The recognition events were a resounding success and prompted a larger series of collaboration events for 2010. The group plans to host quarterly events focused on different aspects of community support, education, environment, youth, and hunger.

The establishment of the VAN was the vehicle for connecting employees around the world.



## Corporate Members

3M  
 ADC Foundation  
 Allianz Life Insurance Company of North America  
 Ameriprise Financial, Inc.  
 Best Buy Co., Inc.  
 Blue Cross and Blue Shield of Minnesota  
 Boston Scientific Corporation  
 Bremer Bank  
 Cargill  
 Carlson Companies  
 CHS  
 Comcast  
 Cummins Power Generation, Inc.  
 Delta Dental of Minnesota  
 Ecolab  
 Faegre & Benson LLP  
 G&K Services

General Mills  
 Graco, Inc.  
 HealthPartners  
 Land O'Lakes, Inc.  
 Marquette Financial Companies  
 Medtronic, Inc.  
 New York Life Insurance Company  
 Piper Jaffray  
 Prudential  
 RBC Wealth Management  
 Target Corporation  
 Tastefully Simple  
 Thomson Reuters  
 Thrivent Financial for Lutherans  
 The Toro Company  
 UnitedHealth Group  
 U.S. Bank - U.S. Bancorp Foundation  
 Wells Fargo Bank Minnesota

## Associate Members

Achieve!Minneapolis  
 Best Prep  
 Big Brothers Big Sisters of the Greater Twin Cities  
 Catholic Charities of St. Paul & Minneapolis  
 Children's Home Society and Family Services

Goodwill/Easter Seals Minnesota  
 Greater Twin Cities United Way  
 Lutheran Social Service of Minnesota  
 Memorial Blood Centers  
 Metro Meals on Wheels

## Partner Organizations

HandsOn Twin Cities

Management Assistance Program (MAP) for Nonprofits

## In-Kind Contributors

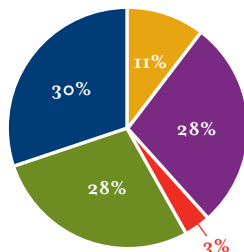
Best Buy Co., Inc.  
 HandsOn Twin Cities  
 Land O'Lakes, Inc.  
 MAP for Nonprofits

Medtronic, Inc.  
 Memorial Blood Centers  
 Target Corporation  
 Thomson Reuters  
 Star Tribune

## Financial Summary

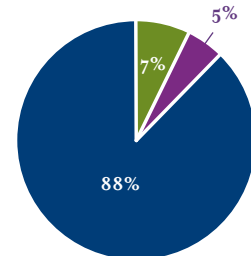
INCOME **\$55,572**

Membership	30%
Sponsorships	28%
Fees	3%
In-Kind	28%
Grants & Gifts	11%
Interest	0%
	<u>100%</u>



EXPENSES **\$48,158**

Program	88%
Fundraising	5%
Administration	7%
	<u>100%</u>



CORPORATE VOLUNTEERISM COUNCIL – TWIN CITIES (CVC-TC) WINS NATIONAL AWARD:

### **CVC OF THE YEAR**

The Corporate Volunteerism Council – Twin Cities (CVC-TC) was awarded the 2009 Corporate Volunteerism Council (CVC) of the Year Award at the **2009 National Conference on Volunteering and Service** on June 23, 2009.

The Corporate Volunteer Council Awards, presented by the Points of Light Institute, honor the outstanding performance of CVCs across the country. CVC of the Year recognizes one of the 64 CVCs for its success in employing the **CVC Principles of Excellence**. These principles acknowledge that CVCs exist to meet the needs of businesses and the community, commit to assisting businesses interested in developing employee volunteer programs, and target CVC efforts to address serious social problems based on real community needs.

“We believe that employee volunteerism is the pinnacle of corporate citizenship, bringing together a corporation’s most valuable resource – its people – with organizations that address community needs and bring positive change,” said Cheryl Thompson, CVC-TC president. “The Corporate Volunteerism Council – Twin Cities is honored to accept this award on behalf of our member companies and nonprofit partners.”

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