

# 2011

## ANNUAL REPORT

Corporate Volunteerism Council  
Twin Cities



# 2011 CVC-TC BOARD

## PRESIDENT

Christine Page | FAEGRE BAKER DANIELS

## VICE PRESIDENT

Shannon Toren | ECOLAB

## PAST PRESIDENT

Katy Friesz | AMERIPRISE FINANCIAL, INC.

## TREASURER

Rachel Schwalbach | BESTPREP

## SECRETARY

Debbie Prince | LAND O'LAKES, INC.

## ANNUAL LUNCHEON CHAIRS

Mary Bachman | CATHOLIC CHARITIES OF ST. PAUL & MINNEAPOLIS

Tiffany Calderon | BEST BUY

## LEADERSHIP DEVELOPMENT CHAIRS

Jenessa Jensen | UNITEDHEALTH GROUP

Judy Sharken Simon | MAP FOR NONPROFITS

## MARKETING & COMMUNICATIONS CHAIRS

Katie Janowiak | MEDTRONIC

Sheila Snapp | THOMSON REUTERS

Susan Schuster | BLUE CROSS AND BLUE SHIELD OF MINNESOTA

## MEMBERSHIP CHAIRS

Sue Moyer | GREATER TWIN CITIES UNITED WAY

Aly Wallberg | HEALTHPARTNERS

## PROGRAM COMMITTEE CHAIRS

Susan Beatty | BREMER BANK

Zeeda Magnuson | HANDSON TWIN CITIES

## SPECIAL PROJECTS CHAIRS

Judson McNeil | THE TORO COMPANY

Phil Losacker | MEMORIAL BLOOD CENTERS

# COMMITTEE MEMBERS

## ANNUAL LUNCHEON COMMITTEE

Betty Carlson | ALLIANZ LIFE INSURANCE COMPANY OF NORTH AMERICA

David Jones | HANDSON TWIN CITIES

Kristi Nichols | C.H. ROBINSON WORLDWIDE, INC.

Rachel Schwalbach | BESTPREP

Shannon Toren | ECOLAB

## FINANCE COMMITTEE

Judy Sharken Simon | MAP FOR NONPROFITS

Jennifer Gostovic | MAP FOR NONPROFITS

David Jones | HANDSON TWIN CITIES

Phil Losacker | MEMORIAL BLOOD CENTERS

## LEADERSHIP DEVELOPMENT COMMITTEE

Scott Cummings | ACCENTURE

## MARKETING & COMMUNICATIONS COMMITTEE

Mara Hughes | THE MOSAIC COMPANY

Samantha Sleeman | RESOURCE, INC.

Beth Mammenga | GOODWILL/EASTER SEALS

## MEMBERSHIP COMMITTEE

Aimee Pappenfus | ALLINA HOSPITALS & CLINICS

Barb Tiggemann | DARTS

Heidi Satre | THE SAINT PAUL HOTEL

Jessica Hultgren | SECOND HARVEST HEARTLAND

Kristin Schurrer | HANDSON TWIN CITIES

Sarah Haugen | MINNESOTA TIMBERWOLVES & LYNX

## PROGRAM COMMITTEE

Meghan Morse | HANDSON TWIN CITIES

Sue Piva | CUMMINS POWER GENERATION (CPG)

Julie Opheim | GE CAPITAL FLEET SERVICES

Adam Thompson | FORMERLY OF NEIGHBORHOOD HOUSE

Riley Karbon | NEIGHBORHOOD HOUSE

## SPECIAL PROJECTS COMMITTEE

Sue Osten | UNITEDHEALTH GROUP

# LETTER FROM THE PRESIDENTS

The Corporate Volunteerism Council - Twin Cities (CVC-TC) has grown immensely since its beginnings in 1980. Although many of CVC-TC's original goals have remained consistent over the past 31 years, we have also been committed to developing new ideas, innovative strategies and best practices.

Early in 2011, we embarked on a strategic planning session to articulate our long-term vision, goals and objectives. As a result, the board adopted a three-year strategic plan which encompasses the following key goals:

- 1) Raise awareness of CVC-TC
- 2) Encourage every business to establish an employee community involvement program
- 3) Demonstrate the value of strategic employee community involvement

With the strategic plan as our guide and our members as our greatest asset, we are pleased to share a few of our successes in 2011.

Our membership continued to increase with achievement at record levels contributing to a highly engaged board and robust committee work. In addition, a new Finance Committee was established to support the financial health of our organization.

The annual Awards Luncheon event featured keynote speaker Bea Boccalandro, a nationally recognized authority on corporate community involvement. In conjunction with the Awards Luncheon, we organized a special workshop, thanks to a grant from the Travelers Companies, in which Bea provided an in-depth analysis of our local results from the Drivers of Effectiveness for Employee Volunteering and Giving Programs Benchmarking Survey.

CVC-TC members continued to network and learn through our in-depth programs and connect through social media such as Facebook, Twitter and LinkedIn. We also unveiled an updated newsletter design.

We are proud of our history, excited for our future and grateful that you have joined us on this journey.

Sincerely,

**SHANNON TOREN**

ECOLAB  
2012 PRESIDENT

**CHRISTINE PAGE**

FAEGRE BAKER DANIELS  
2011 PRESIDENT

## 2011 CVC-TC PROGRAMS

### MARCH 2011

Host: Blue Cross and Blue Shield of Minnesota | CAREERS IN THE FIELD

### APRIL 2011

Minneapolis Marriott City Center | CVC-TC 2011 AWARDS LUNCHEON AND BOSTON COLLEGE ASSESSMENT WORKSHOP

### MAY 2011

Gateway Elementary – Hopkins School District | FOURTH ANNUAL ALL-CVC-TC VOLUNTEER EVENT

### JULY 2011

Host: Neighborhood House | WHY CULTURE MATTERS?

### SEPTEMBER 2011

Host: GE Capital Fleet Services | ON-SITE VOLUNTEER PROJECTS

### OCTOBER 2011

Host: General Mills | VOLUNTEER MOTIVATION RESEARCH, DR. MARK SNYDER

### DECEMBER 2011

Host: The Saint Paul Hotel | CVC-TC HOLIDAY EVENT

### FEBRUARY 2012

Host: Wilder Research | ANNUAL BUSINESS MEETING, MINNESOTA COMPASS

In 2009, Ameriprise Financial began a partnership with Feeding America, the nation's largest domestic hunger-relief organization. By partnering with Feeding America, we align the engagement of our employees and financial advisors with our corporate giving priority of Meeting Basic Needs. More than 10,000 Ameriprise financial advisors and thousands of Ameriprise employees support Feeding America, its 200 member food banks and 63,000 agency partners, in local communities across the country. Since 2009, Ameriprise Financial has contributed more than \$2 million and 50,000 volunteer hours to help fight hunger.

Ameriprise Financial National Day of Service (NDS) is one day when thousands of Ameriprise volunteers – advisors, employees, clients and prospective clients – come together to help solve hunger in their local communities. Part of the power of the event is the pride it creates in what we as a company can do by working together and focusing on the same goal. Our second annual National Day of Service, held on Nov. 18, 2011, sent a strong message about our company and our culture.

NDS was the largest volunteer event in the company's history. The event advanced our partnership with Feeding America; aligned with our community objectives and helped deepen client and community relationships. We achieved our key goals of educating and engaging employees and advisors in hunger relief. Year over year, advisor and employee engagement in NDS grew 233%

(2,100 volunteers to more than 7,000 volunteers), advisor-led sites increased from 60 to more than 320, and all employee centers participated. Volunteer hours went from 4,800 hours to more than 17,000 hours – valued at \$363,120 (Independent Sector). Our geographic presence went from 26 states to 45 states.

As part of our partnership with Feeding America, Ameriprise Financial added a consumer-facing message linking NDS and the company's dollar-for-dollar match, up to \$500,000, for contributions made during Feeding America's Thanksgiving Appeal. Feeding America experienced a 23% increase, year over year, in its Thanksgiving appeal, raising \$1.5M with \$13,590 donated through an Ameriprise URL that employees could access and Ameriprise financial advisors could communicate to clients.

Qualitative data from advisors and clients include statements from clients like, "my advisor is always there for me so I wanted to be here and help today," or "this feels like family." Clients made generous contributions: a client in NH donated fleece for blankets for all Thanksgiving baskets; an office raised \$8,000 for their local food bank; another reported, "we filled a long-bed Toyota truck with food and clothing," while another office donated 45 frozen turkeys and 22 shopping carts of food.

National Day of Service provided a shared experience that our advisors, employees, clients and communities won't soon forget.



Employee volunteer councils carry out employee volunteerism at a local level and are integral to UnitedHealth Group's overall social responsibility efforts. With the introduction of a "volunteer portfolio," the councils were encouraged to use the new strategic direction and targets set for 2012 and beyond as a guide to transition their activities to even more impactful ones – not only to help communities thrive in ways that would match the company's mission of helping people live healthier lives, but to help employees better leverage their own interests and expertise.

Locally, the employee-led Minnesota Community Action Council committed itself to harnessing the passions of Twin Cities' employees and revamping volunteer initiatives to achieve alignment with UnitedHealth Group's Social Responsibility priority areas of Chronic Disease and Health. Many new volunteer opportunities were established in 2011, a majority of which supported the new strategic direction. Activities ranged from promoting healthy eating by prepping community garden beds

for growing fresh produce; to hosting large-scale parties for hospitalized children and their families; to phenomenal top team employee participation in the American Heart Association's Twin Cities Heart Walk. In the record-setting year, Twin Cities' employee participation in company-sponsored volunteer events increased by 32 percent over the previous year, and the total in-kind value of volunteer hours was \$1.1 million.

Company-wide, employees donated their time and skills at record levels in 2011. Seventy-nine percent of employees volunteered. Over 381,000 volunteer hours were collectively logged – exceeding the 2011 goal of 250,000 by 53 percent and nearly doubling the amount of time spent in the previous year. Remarkably, the in-kind value of volunteer hours in 2011 was \$8.2 million. These efforts and results clearly show that UnitedHealth Group understands the power which a mobilized and motivated volunteer force can have. And, they are doing all they can to facilitate it.





## CORPORATE MEMBERS

3M	Graco, Inc.
Accenture	H.B. Fuller
Allianz Life Insurance Company of North America	HealthPartners
Allina Hospitals & Clinics	King Solutions, Inc.
Ameriprise Financial, Inc.	Land O'Lakes, Inc.
Andersen Corporation	McKinley Group Inc.
Best Buy	Medica
Blue Cross & Blue Shield of MN	Medtronic
Boston Scientific Corporation	Minnesota Timberwolves & Lynx
Bremer Bank	Minnesota Twins
C.H. Robinson Worldwide, Inc.	New York Life Insurance Company
Cargill	Opus Group
Carlson	Park Nicollet Health Services
CenterPoint Energy	Prime Therapeutics
CHS	RBC Wealth Management
Comcast	Target Corporation
Cummins Power Generation (CPG)	Tastefully Simple
Dairy Queen (ADQ)	The Mosaic Company
Dorsey & Whitney LLP	The Saint Paul Hotel
Ecolab	The Toro Company
Event 360	The Travelers Companies
Faegre Baker Daniels	Thomson Reuters
Fredrikson & Byron, P.A.	Thrivent Financial for Lutherans
GE Capital Fleet Services	U.S. Bancorp Foundation
General Mills	UnitedHealth Group
	Xcel Energy

## ASSOCIATE MEMBERS

Aeon	Kids Against Hunger
BestPrep	Memorial Blood Centers
Bridging, Inc.	Neighborhood House
Catholic Charities of St. Paul & Minneapolis	RESOURCE, Inc.
Courage Center	Second Harvest Heartland
DARTS	Volunteers of America of Minnesota

## PARTNER ORGANIZATIONS

Greater Twin Cities United Way
HandsOn Twin Cities
MAP for Nonprofits

## IN-KIND CONTRIBUTORS

Blue Cross and Blue Shield of Minnesota
Ecolab
GE Capital Fleet Services
General Mills
HandsOn Twin Cities
MAP for Nonprofits
Thomson Reuters

## FINANCIAL SUMMARY

### INCOME

<b>MEMBERSHIP:</b>	\$20,875	(40.95%)
<b>SPONSORSHIP:</b>	\$12,750	(25.01%)
<b>REGISTRATIONS:</b>	\$4,565	(8.96%)
<b>IN KIND:</b>	\$10,521.58	(20.64%)
<b>GIFTS &amp; GRANTS:</b>	\$2,250	(4.41%)
<b>INTEREST:</b>	\$9.61	(.02%)
	<b>\$50,971.19</b>	<b>(100%)</b>

### EXPENSES

<b>PROGRAM:</b>	\$50,740.74	(80.58%)
<b>FUNDRAISING:</b>	\$3,476.89	(5.52%)
<b>ADMINISTRATION:</b>	\$8,752.78	(13.90%)
	<b>\$62,970.41</b>	<b>(100%)</b>

**CORPORATE VOLUNTEERISM COUNCIL – TWIN CITIES**

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