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Subject: Final 2002 Charitable Campaign Report
2002 - H.O.P.E. Helping Our Partners Everyday

Introduction

The following report has been prepared to summarize the results of the 2002 City of Minneapolis Charitable Campaign. The City of Minneapolis employees demonstrated their unrelenting generosity and commitment to the community notwithstanding the current instability of our economy. Moreover the City of Minneapolis Employees contributions per person averaged out to be \$211.56, compared to \$185.53 in 2002. Although overall results were down \$23,747.26 or 13.94%, from the reported \$194,053.76 that was pledged in 2001, some departments achieved increases in participation and contributions. Assessor, City Coordinator group which includes IGR, Communications and the City Coordinator's office, ITS, MBC, NRP, Planning, and Police were departments that experienced increases in one or both categories.

Results

Listed below are the results for the 2002 Charitable Campaign. Contributions totaled \$170,306.50, which is 87.76% of what was donated in 2001. All but one of the seven organizations met the ten- percent employee donating percentage requirements as described in Section 13 of the City of Minneapolis Regulations for Solicitation & Payroll Deduction for Nonprofit Charitable Organizations.

1. Minnesota Environmental Fund 15%
2. Open Your Heart to the Hungry & Homeless 19%
3. United Arts 6%
4. UNCF 12%
5. Greater Twin Cities United Way 22%
6. Community Health Charities 13%
7. Community Solutions Fund 12%

Organization	Contributions	Number of Contributions	Number of Employees	Participation Percentage
MN Environmental Fund	\$ 25,193.50	14.79%	257	31.93%
Open Your Heart	\$ 33,146.00	19.46%	320	39.75%
United Arts	\$ 10,010.00	5.88%	130	16.15%
United Negro College Fund	\$ 21,274.50	12.49%	163	20.25%
Greater Twin Cities United Way	\$ 38,195.00	22.43%	241	29.94%
Community Health Charities	\$ 22,787.50	13.38%	213	26.46%
Community Solutions Fund	\$ 19,700.00	11.57%	159	19.75%
TOTALS	\$ 170,306.50	100%	1483	805

Campaign Activities

In 2002, campaign activities included the ever-popular Match and Win game, FYI articles, an Intranet Web Site as well as the combined kickoff with Hennepin County. Although the kickoff was scaled back and more subdued than in previous years there was more participation by City employees in the activities than in previous years. City employees helped with set up of tables, selling of popcorn and clean up for the kickoff.

Changes

This year we added a significant change, by implementing the use of *'HRIS Employee Self Service Job Aid for 2002 Charitable Campaign'*. Employees were able to sign on to the Internet from home or work using the self service links found on Insite or from the City's home site. In addition the *"City of Minneapolis Fire Department"* put together a very impressive display, which was located in tunnel across from the Falls Cafeteria, just beyond City County Federal Credit Union. The display included a mannequin dressed in full regalia along with the equipment necessary. We continued the design of last years pledge form which gave participants an opportunity to designate a contribution not be distributed to a specific organization.

Conclusions

Even though the instability of our economy and indecision for the future, City of Minneapolis employees continued to demonstrate generosity and commitment to the community they work and live in by pledging donations in excess of \$170,000 this year. Attached is a detailed breakdown showing contributions to each of the seven charitable federations.

