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Subject: Final 2004 Charitable Campaign Report
2004- Light the Way . . . Your generosity will be a ray of hope

Introduction

The following report has been prepared to summarize the results of the 2004 City of Minneapolis Charitable Campaign. Although contributions per person average as well as the overall total were down, the City of Minneapolis employees continue to demonstrate their generosity and commitment to the community notwithstanding the instability of our economy. The average contribution per person for the 2004 campaign was \$258.93 compared to \$231.00 per contributor last year. Overall results were down \$45,800 or 32.3%, from the reported \$141,690 that was pledged in 2003.

Results

Listed below are the results for the 2004 Charitable Campaign. Contributions totaled \$95,803.18, which is 67.6% of what was donated in 2003.

1. Greater Twin Cities United Way 26%
2. Community Solutions Fund 9%
3. Community Health Charities 13%
4. Minnesota Environmental Fund 13%
5. Open Your Heart to the Hungry & Homeless 26%
6. United Arts 5%
7. UNCF 8%

Organization	Contributions	Contribution Percentage	Number of Contributions	Number of Employees	Participation Percentage
Greater Twin Cities United Way	\$ 24,854.94	26%	144		20%
Community Solutions Fund	\$ 9,111.80	9%	82		11%
Community Health Charities	\$ 12,447.20	13%	103		13%
MN Environmental Fund	\$ 12,510.20	13%	111		16%
Open Your Heart	\$ 25,035.20	26%	171		23%
United Arts	\$ 4,104.20	5%	50		7%
United Negro College Fund	\$ 7,598.64	8%	75		10%
TOTALS	\$ 95,803.18	100%	736	301	

Campaign Activities

In 2004, campaign activities included Identify Our Partners drawing, FYI articles, and an Intranet Web Site. This year's campaign mirrored the campaign of last year. It was scaled down and subdued.

Changes

This year's campaign tried to further remove itself from the Hennepin County campaign by holding the campaign in mid-September.

Conclusions/Recommendations

Even though the campaign took a subdued approach, City of Minneapolis employees continue to demonstrate generosity and commitment to the community they work and live in by pledging donations in excess of \$95,000 this year. A recommendation to return to department coordinators may give the 2005 campaign more exposure. Another recommendation to provide more exposure for the campaign would be to return to the October schedule.