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FROM: Alex Jackson, Chair 2005 Charitable Campaign  
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Subject: Final 2005 Charitable Campaign Report  
2005- Listen to Wishes

## **Introduction**

The following report has been prepared to summarize the results of the 2005 City of Minneapolis Charitable Campaign. Contributions per person average as well as the overall total were down again in 2005, there remain a considerable number of City of Minneapolis employees that continue to demonstrate their generosity and commitment to the community. Overall results were down 26% from last year.

## **Results**

Listed below are the results for the 2005 Charitable Campaign. Contributions totaled \$70,968.55.

1. United Way 31.09 %
2. Community Solutions Fund 9.46%
3. Community Health Charities 13.66%
4. Minnesota Environmental Fund 12.20%
5. Open Your Heart to the Hungry & Homeless 23.55%
6. United Arts 4.19%
7. UNCF 5.85%

Organization	Contributions	Contribution Percentage	Number of Contributions	Number of Employees	Participation Percentage
Greater Twin Cities United Way	\$ 22,066.70	31.09%	110		22.49%
Community Solutions Fund	\$6715.18	9.46%	49		10.02%
Community Health Charities	\$ 9691.35	13.66%	80		16.36%
MN Environmental Fund	\$ 8,658.80	12.20%	73		14.93%
Open Your Heart	\$ 16,712.80	23.55%	105		21.47%
United Arts	\$ 2,971.82	4.19%	32		6.54%
United Negro College Fund	\$ 4,151.90	5.85%	40		8.18%
<b>TOTALS</b>	<b>\$70,968.55</b>	<b>100%</b>	<b>489</b>	<b>247</b>	<b>100</b>

### **Campaign Activities**

In 2005, campaign activities included a campaign trivia contest, 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 once again held the campaign in mid September in an effort to further remove itself from the Hennepin County. Another change was the concentrated effort to encourage all employees to make their donations online instead of using a hard copy.

### **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 \$70,000 this year. A recommendation to use a liaison instead of a campaign chair and co chair from the City of Minneapolis and allow the campaign federations to utilize their fund raising skills may prove more fruitful, and possibly give the 2006 campaign more exposure. Or consider again working with Hennepin County which has a full time fundraising staff, this recommendation is based on our understanding that donations have declined each year since the City of Minneapolis moved away from a joint campaign with the County. Another recommendation is to link all city departments and employees together. One of the reasons that contributions may have suffered is because we didn't know that all city employees such as the park board and the library employees do not have access to the City Talk intranet site, which as stated earlier was used heavily to promote and encourage employees to use the online form to donate. An email was sent to all department heads asking for 1 contact person so that brochures could be provided to all employees, even though this was a good idea it only worked marginally well because the city has so many employees that work in silos.

The last recommendation is to create an online donation form that allows employees via a drop down menu to designate their donations to specific charities within an organization.