



Community Health Charities MINNESOTA  
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There is a hero in each of us, waiting for the opportunity to fly

Community Health Charities Minnesota ★ Annual Report 2009/10

### You have the power to change lives

#### Community Health Charities Minnesota

A hero is created every time someone makes a choice to improve a life. Community Health Charities Minnesota (CHCM) harnesses the collective power of individuals at 178 partner companies to change the lives of people struggling with the most serious health issues of our time.

Community Health Charities Minnesota supports 33 well-known and trusted charities that provide research, prevention and direct programs for people affected by serious health issues. CHCM partners with employers to make a positive impact on the health of their employees, customers and community, and is the conduit for employers to engage in health causes they care about through education, giving and volunteering. In addition:

- Community Health Charities is a national brand that invests in local community relationships.
- Each member charity is evaluated annually to ensure high standards of service and quality.
- All CHCM supported charities are required to complete the Charities Review Council's "Accountability Wizard" which addresses areas of accountability and transparency.
- CHCM is the only federation devoted exclusively to health causes.
- Our services are free and customizable to your organization.

More than 2.3 million Minnesotans face at least one chronic health condition. This number does not include the emotional and financial strain on the lives of their friends and family.

There is a new, shared expectation among employees and the community for organizations to live out a commitment to social responsibility in the communities in which they live and work:

- 92% have a more positive image of a company that supports a cause they care about.
- Research shows engaged employees are more productive employees—and more likely to stay.

CHCM makes it easy for organizations to engage employees with meaningful information, services, peer experiences, volunteer and giving opportunities:

- Easy to donate through payroll deduction
- Give in honor or memory of a hero in your life
- Group and individualized skill-based volunteering
- On-site health and wellness resources

**Services**

Annual workplace giving campaigns, held primarily in the fall, collectively reach over 225,000 employees in Minnesota. In order to enhance each campaign, CHCM advises prospective and current employer partners on best practices in workplace charitable activity and shares the positive impact on the employer, donor and community.

In addition to customized campaign support, CHCM provides:

- Health Matters at Work™**, online resources and onsite health education seminars
- Health and Information Fairs** health screenings, information and resources at workplace health and wellness fairs
- Inspirational speakers** CHCM recruits and trains volunteer representatives from member charities to share their personal stories
- Hero Projects** one-time or ongoing opportunities for individual or groups at participating companies to do volunteer service with our member charities.

**Why your support is important**

More than 2.3 million Minnesotans face at least one chronic health condition. This number does not include the emotional and financial strain on the lives of their friends and family.

In 2010, we are proud to report that 34 member companies in Minnesota, including some of the largest employers in the state, donated through payroll giving board and committees, gave of their time.

Research that creates care and support. They provide information and medical services and medical care that creates care and support. They provide information and medical services and medical care that creates care and support.

Established in 1986 to provide a safe place for children with cancer and their families, Ronald McDonald House Charities of America is a 501(c)(3) tax-exempt organization. Our high standards of service and our commitment to accountability must be complete and transparent for charities. Charities Review Council evaluation are located at [www.aunt.org/giving.asp](http://www.aunt.org/giving.asp).

Annual Report 2010/11



Sydney, cancer survivor and hostess of tea parties, thanks to research supported by the Children's Cancer Research Fund and your support of Community Health Charities, she is now a healthy child.

### Member Charity Achievements

We support the crucial research, prevention, health education and services that change lives. Below are examples of how donations like yours are making a difference.

Children's hematology/oncology program delivers some of the highest survival rates among leading U.S. children's hospitals treating hematologic/oncology patients.

**Cancer Risk Fund of Children's Hospitals and Clinics of Minnesota**

CCFA has played a role in every major scientific breakthrough in HD (Hemodialysis Bowel Disease), from generating data that led to new therapies to the discovery of the first gene for Crohn's Disease.

**Chapter (CCFA)**

St. Jude physicians and scientists have pioneered treatments that have helped push the overall survival rates for childhood cancers from less than 20 percent, when the hospital opened in 1962, to 80% today.

**St. Jude Children's Research Hospital**

Memorial Blood Centers' Apheresis Angels Program pairs cancer patients with specifically-typed blood donors, their blood typed for HLA phenotypes and to be on-call to donate for a specific patient.

**Memorial Blood Centers**

Opening in 2010, the Ronald McDonald House inside Children's Hospital will serve local families as well as those from Greater Minnesota and beyond, keeping them together and strong while battling a child's critical illness.

**Ronald McDonald House Charities Upper Midwest**

Virtually all of today's textbook knowledge about muscle disease is based on research sponsored by MDA.

**The Leukemia and Lymphoma Society, Minnesota Chapter**

Through CHCM, they set up a *Guide for Kids* event at The Ronald McDonald House. Due to an overwhelming response, they are preparing a second year. "My employees are right out of college, they may not understand the impact of service versus the impact of a check," says Zelle, Lead, Legal Assistant to Priscilla McNally and co-chair of this year's campaign. "I know volunteering at The Ronald McDonald House changed my life. I became a monetary giver. It opened my eyes. These people didn't ask for these accommodations. To meet a kid girl who is 1 of a people in the world with that condition." It is a life-changing experience.

Annual Report 2010/11



Who is a hero? Capella's story



Capella's CEO, Kevin Gilman (center), after being thanked in the bank book at the company picnic. Employees paid \$1 per share for the fundraiser.

On the cover from left to right: Kerry Carus Committee, Denise Blumberg-Teadle, Gene Fraxton, Donna Moore, Frank Blankley, Joan Ganley

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### Every day. Heroes.

Annual Report 2010

#### From Our President and Board Chair

Dear Friends,

"Every day. Heroes." We think it's a fitting expression of what we witness through our work at Community Health Charities Minnesota (CHCM). Each and every day, we see first-hand our member charities' commitment in serving people living with chronic illness. And we see the generous spirit of our corporate partners—and their employees—volunteering their time and donating financial support, aware that every effort can truly change a life.

In this report you will find just some of the thousands of heroes who made a difference in 2010. We chose to feature our five 2010 Ambassadors—individuals who represented CHCM and a member charity dear to their heart. These five shared their stories with our corporate partners throughout the year, and now we're sharing their stories with you. You'll also see a story about a real Minnesota hometown hero—Kemp, and their shining example of the power of a cohesive (and fun!) year-long campaign.

Innovation and education came to the workplace through our **Health Matters at Work®** program. We worked with many of our corporate partners to enhance their commitment to employee health and wellness. From heart-healthy eating to diabetes prevention, smoking cessation to cancer prevention, our member charities' health educators provided employees with credible and timely health information and resources. We are pleased to be expanding this popular, informative free service in the coming year.

In early 2011, our national Board of Directors came to Minnesota for **In the Company of Heroes**, an inspiring evening that showcased the medical research and discovery for chronic disease taking place at the University of Minnesota, supported by Community Health Charities. The event was attended by national and local Community Health Charities Directors, business leaders, University faculty and health philanthropy experts who are shaping the future of healthcare by supporting the nation's leading health charities. You can read more about this distinctive gathering on page 16.

We are profoundly grateful for the outstanding efforts of so many. Even in these challenging economic times, our corporate partners and their employees helped us exceed our financial goal by 6%, enabling us to invest nearly \$3 million in a spectrum of key health initiatives with our member charities.

We will continue to reach out and expand our network of member charities and corporate partners, furthering opportunities for individuals to volunteer, connect, and contribute in the heroic act of changing lives for those impacted by chronic illness — every day.

Sincerely,

*Teri Anthony*      *Chaire H. Topp*  
Teri Anthony      Chaire H. Topp  
President & CEO      Board Chair

Annual Report 2010

### Community Health Charities Minnesota

Three paths for participation

Throughout the year, CHCM worked closely with our corporate partners to enhance their employees' charitable activity, and provide purposeful ways to contribute, volunteer and connect. All of the work that we do together ultimately supports our 34 member health charities (listed on pages 10 & 11).

**CONTRIBUTE: Workplace Giving**

Workplace giving is the cornerstone of CHCM. Direct donations provide a path for employees to make a personal and heartfelt contribution to the charity of their choice, knowing their donation will have a profound impact on the lives and change lives on a daily basis.

We provide ongoing support and stay personally engaged with our corporate partners throughout their campaign, often customizing programs to suit specific needs. Our program makes it easy to participate through a variety of direct donation, employee events, and development of other special initiatives.

**185** corporate partners participated in 2010  
Approximately **10,000** employees participated in Minnesota  
Nearly **\$2.8 MILLION** was raised

In addition, Community Health Charities Minnesota is the only national federation to offer tribute donations through workplace giving. In 2010 hundreds of heroes were honored through tribute gifts. (see pages 14-16 for full listing)

Annual Report 2010

### VOLUNTEER: HERO PROJECT

Our Hero Project is the heart of CHCM's Corporate Volunteer Program. Since its inception in 2010, the Hero Project has connected employees directly to health charities important to them through meaningful, and fun, volunteer experiences. This popular program impacts countless lives across the region every day. These giving and those receiving services, experience first-hand the power of volunteerism.

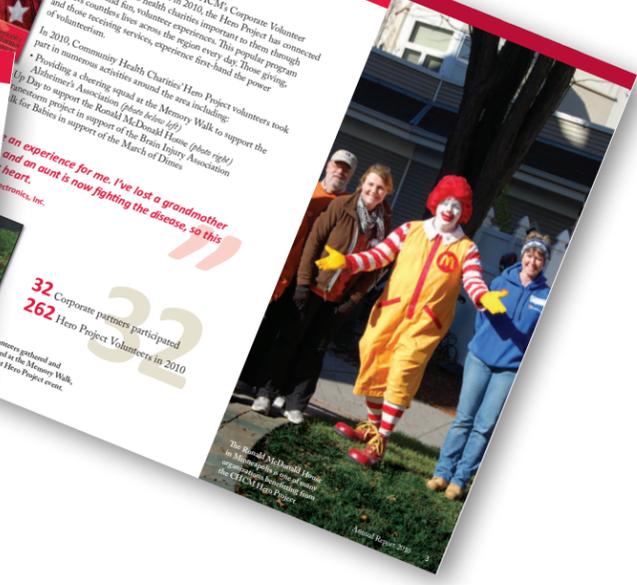
In 2010, Community Health Charities' Hero Project volunteers took part in numerous activities around the state including:

- Providing a cheering squad at the Memory Walk to support the Alzheimer's Association (photo below left)
- Up Do to support the Ronald McDonald House (photo right)
- Countdown project in support of the Brain Injury Association of Minnesota
- Run for Babes in support of the March of Dimes

**32** Corporate partners participated  
**262** Hero Project Volunteers in 2010

Volunteers gathered and cheered at the Memory Walk, the first Hero Project event.

Annual Report 2010



an experience for me, I've lost a grandmother and an aunt is now fighting the disease, so this is important to me.

Please make my gift in honor of Amy... my very best friend since 4th grade who suffers from MS.  
—Lennie Frye, Dorsey & Whitney LLP

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Needs mean good business

**Kemps CEO Jim Green**

"We Nourish Families" underscores the point that what we do at Kemp's is intrinsically important, intrinsically meaningful, and that we are all involved in a larger purpose that goes way beyond our job descriptions. Our volunteerism program supports our purpose and allows employees to be actively involved in non-profit organizations in the communities we serve. It provides an excellent opportunity for employees to get to know one another better while giving back, and allows them to volunteer for events or projects that are meaningful on a personal level. Employee involvement in charitable organizations like Community Health Charities supports our larger purpose and helps to make Kemp's a great place to work.

Engaging, enriching and educating your workplace. Community Health Charities Minnesota makes it easy to engage employees in meaningful participation. Through our work donation administration, extensive volunteer opportunities and our Health Matters at Work® program, we work closely with our staff to create a comprehensive and successful campaign.

Call us at 952.844.9844 or visit our website at [www.healthcharitiesmn.org](http://www.healthcharitiesmn.org)

This ad sponsored by M&I Bank, a proud partner of Community Health Charities Minnesota

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Member Charities Workplace Giving Health Resources Join Us

Heroic Efforts! Learn more about our charity partners and dedicated volunteers.

You have the power to change lives.

Hunter – living with juvenile diabetes  
"I give for Hunter and anyone else. I give so that someday there will be a cure."  
— Hunter's mother, Kally

Support us to fund these charities – and more.

Host Share Learn

Uniting caring donors in the workplace with our nation's most trusted health charities.

Privacy Careers National Organization Annual Report

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The Miracles of Mitch Foundation

View All Charities



**"I give for Hunter and anyone else. I give so that someday there will be a cure."**

– Hunter's mother, Kelly

**44%** of Minnesotans are directly affected by serious health issues.

Community Health Charities supports crucial research, prevention and services for people facing a life altering illness.

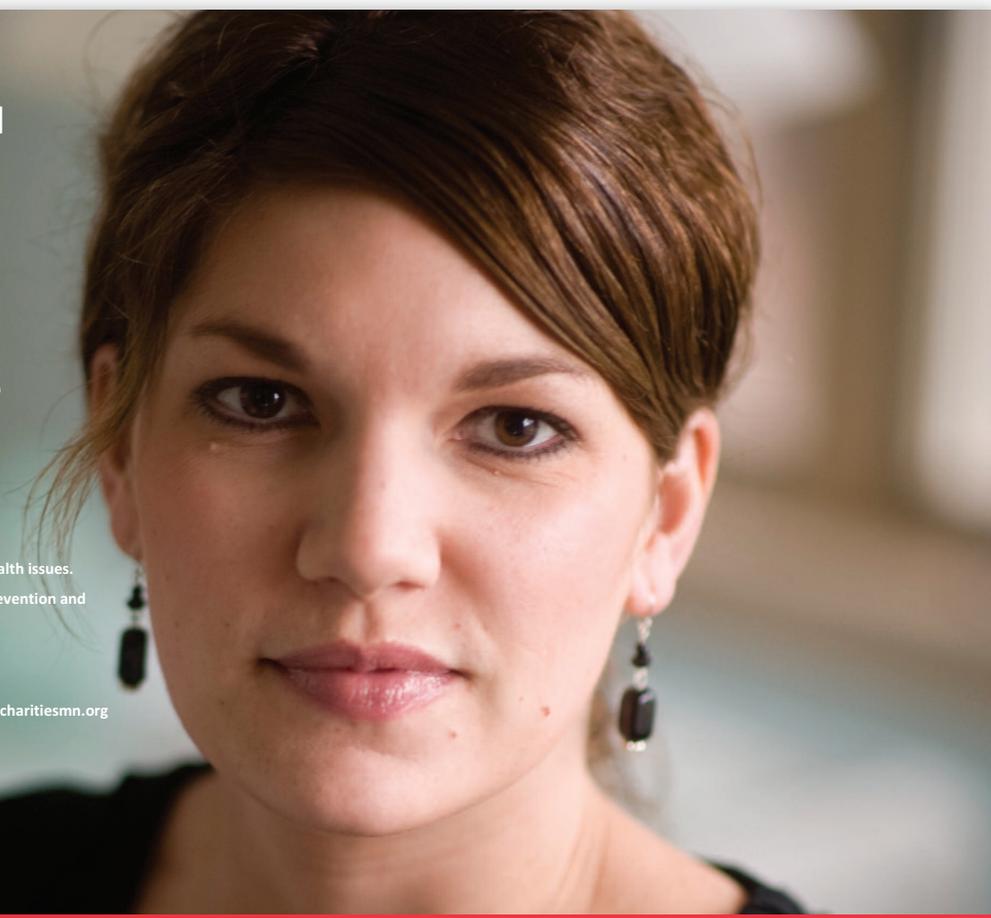
You can be a hero. You have the power to change lives.

Don't wait. Join us.

To learn more, call us at 952.844.9844 or visit [www.healthcharitiesmn.org](http://www.healthcharitiesmn.org)

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Hunter – living with juvenile diabetes



**"I am living hope. If people donate, they will find cures not only for others but possibly for themselves.**

**I was cured.**

**And we can get the cure rate even higher."**

– Melissa

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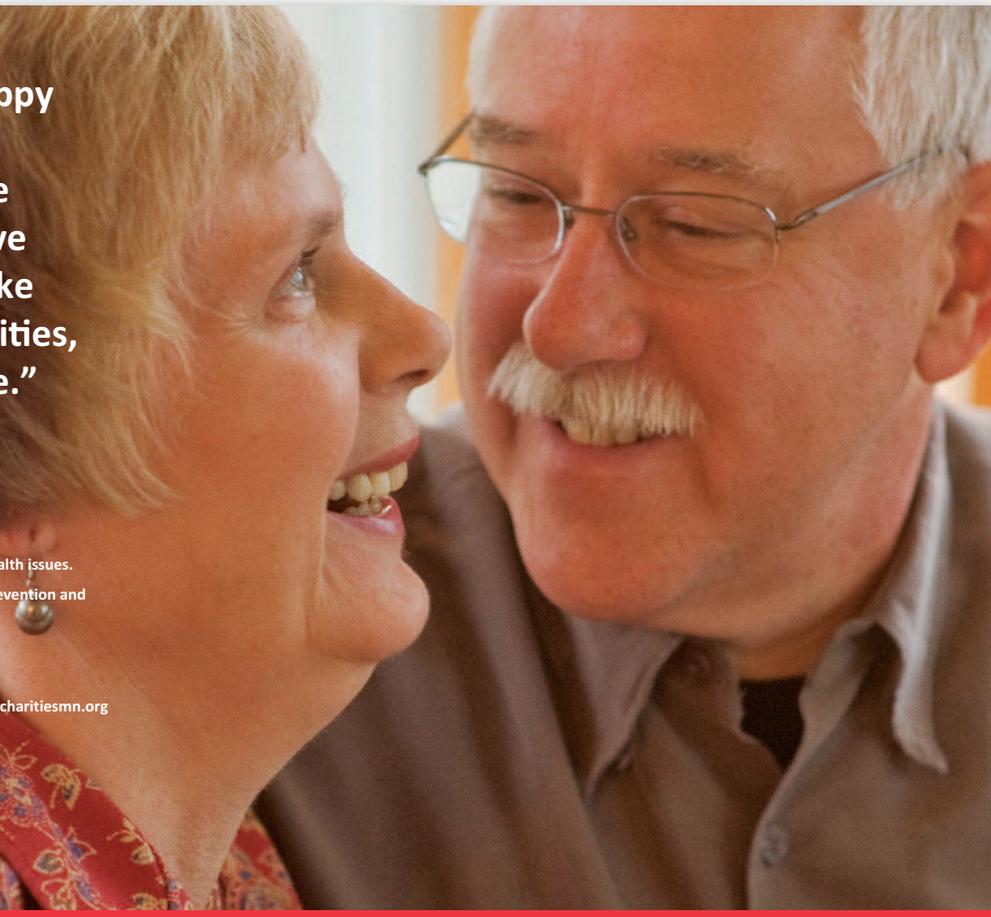
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 **Community  
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Melissa was diagnosed with cancer at 16. She has never relapsed, and she hasn't stopped fighting for a cure.



**"Alzheimer's is not a happy disease. There are no survivors. The easier we make it for people to give through organizations like Community Health Charities, the better off we'll all be."**

– David

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Linda and David, living with Alzheimer's