

**PADILLA PROVIDED FINANCIAL SUPPORT TO THE FOLLOWING NONPROFIT ORGANIZATIONS DURING 2010:**

- |  |  |
|--|--|
| American Heart Association                           | Metro State University                       |
| American Red Cross                                   | Mill City Museum                             |
| Amherst College                                      | Minneapolis Institute of Arts                |
| Amherst Wilder Foundation                            | Minnesota Center for Book Arts               |
| Arc – Greater Twin Cities                            | Minnesota High Tech Foundation               |
| Arthur W. Page Society                               | Minnesota Orchestra                          |
| Best Prep  | Minnesota Sinfonia                           |
| Boys & Girls Club – Twin Cities                      | Northside Achievement Program                |
| Children's Cancer Research Fund                      | Page Education Foundation                    |
| Children's Home Society & Family Services            | Penumbra Theatre Company                     |
| Children's Theatre Company                           | People Serving People                        |
| Chrysalis/Tubman Family Alliance                     | Project for Pride in Living (PPL)            |
| Crisis Connection                                    | Sample Night Live                            |
| Cristo Ray   | Science Museum of Minnesota                  |
| Eastside Neighborhood Development                    | Second Harvest Heartland                     |
| Employee Ownership Foundation                        | SME Education Foundation                     |
| Friends of Minneapolis Public Library                | St. Paul Chamber Orchestra                   |
| Girl Scouts of Minnesota and Wisconsin River Valleys | Stages Theatre Company                       |
| Greater Minneapolis Crisis Nursery                   | Suicide Awareness Voices of Education (SAVE) |
| Greater Twin Cities United Way                       | The Loft Literary Center                     |
| Guthrie Theater                                      | The Salvation Army                           |
| History Theatre                                      | ThreeSixty (University of St. Thomas)        |
| Jeremiah Program                                     | Twin Cities Public Television                |
| Job Corps  | Vail Place                                   |
| Jungle Theater                                       | Walker Art Center                            |
| MacPhail Center for Music                            | YouthCARE                                    |
|  | YouthLink                                    |
|  | YMCA Downtown Minneapolis                    |



**PADILLA EMPLOYEES DONATED TIME TO THE FOLLOWING NONPROFIT ORGANIZATIONS DURING 2010:**

- |                                       |   |   |   |   |
|---------------------------------------|---|---|---|---|
| American Heart Association*           | Food Allergy Support Group of Minnesota               | Junior League of Madison                          | Minnesota PKU Foundation*                                       | St. David's Center for Child & Family Development     |
| Arc – Greater Twin Cities             | Friends of the Mississippi River*                     | Lumin*  | Minnesota PRSA  | St. Olaf College                                      |
| Best Prep*                            | Gilda's Club  | MEET Minneapolis*                                 | Minnesota Women's Economic Roundtable                           | The Citizens League                                   |
| Capital City Partnership*             | Girl Scouts of Minnesota and Wisconsin River Valleys* | Metropolitan State University Alumni Association* | Minnesotans for Safe Driving                                    | The Minneapolis Foundation*                           |
| Children First                        | Golden Valley Fire Department                         | Minneapolis Club*                                 | Multiple Sclerosis Society – Minnesota Chapter                  | The Nature Conservancy                                |
| Children's Cancer Research Fund*      | Golden Valley Fire Relief Association                 | Minneapolis Downtown Council*                     | National Academy of Television Arts & Sciences – Upper Midwest* | Twin Cities in Motion                                 |
| Children's Defense Fund               | Goodwill  | Minnesota AIDS Project                            | National Agri-Marketing Association                             | Union Gospel Mission                                  |
| Community Justice Project             | Greater Minneapolis Crisis Nursery                    | Minnesota Brass                                   | New Brighton Alano Society*                                     | University of Minnesota School of Nursing Foundation* |
| Compatible Technology International   | Greater Twin Cities United Way                        | Minnesota Business Marketing Association*         | Pheasants Forever   | U.S. Green Building Council – Minnesota Chapter       |
| Cristo Rey Jesuit High School         | Habitat for Humanity                                  | Minnesota Council for Quality*                    | PRSA  | Women's Health Leadership TRUST*                      |
| East Downtown Council                 | Helping Paws*   | Minnesota/Dakotas ESOP Association                | Second Harvest Heartland*                                       | Working Family Resource Center*                       |
| Eden Prairie Soccer Club              | Hennepin County 4-H                                   | Minnesota High Tech Association*                  | ServeMinnesota*   | Youth Advantage*                                      |
| Edina Youth Association               | Honor Flight Network                                  | Minnesota Jump\$tart Coalition*                   | Sisu Nordic Ski Foundation*                                     | Youth in Music  |
| Financial Executives International    | IABC  | Minnesota Keystone                                | SME Education Foundation*                                       | YWCA of Minneapolis*                                  |
| Fish Lake Area Residents Association* | Itasca Project  | Minnesota Manufacturers' Coalition                |   |   |

2010 Contributions Report



padilla speer beardsley

\* DENOTES EMPLOYEE MEMBERSHIP ON ORGANIZATION'S BOARD OF DIRECTORS



## UNITED WAY TACTICS

### STRATEGY ONE:

Develop a social networking contest

- Recruited four social-media savvy broadcast personalities and eight professional athletes to lead teams, produce promotional YouTube videos and promote the contest to their networks
- Designed and developed website adapting a new platform based on social mobilization technology to track, facilitate and measure social connectedness

### STRATEGY TWO:

Raise awareness among audiences

- Developed site-specific content and enabled one-click sharing of content via Facebook, Twitter, LinkedIn and email

### STRATEGY THREE:

Use the United Way social media channels to engage participants

- Interacted daily with participants on Greater Twin Cities United Way Twitter and Facebook sites

# Social Media for Social Good

## Helping United Way forge new connections

Economic, technological and cultural changes are reducing the number of full-time workers at corporations throughout the country, who are replaced by contractors and virtual employees working outside the reach of traditional workplace charitable-giving campaigns.

Greater Twin Cities United Way — which traditionally collects more than 90 percent of its annual contributions from employer-sponsored drives — recognized it needed to forge connections with potential donors through social media to reach this new category of workers.

United Way partnered with Padilla Speer Beardsley to develop a social networking campaign called “Join My Dream Team.” It leveraged cutting-edge social engagement technology among four competitive teams in a no-holds-barred battle to build the largest social network. Each team aligned with a United Way key cause — hunger, shelter, wellness and literacy.

Socially connected media personalities became team leaders, produced viral videos, and tapped their traditional and social networks to take first place. Padilla Gorilla, our interactive team, identified a tool that allowed the competing teams to recruit from their social networks and collect points for each new member they attracted.

The six-week campaign was a huge success, growing United Way's email prospect list by 16 percent — the fastest growth ever experienced by a chapter — and **dramatically increasing the organization's social media presence**. The campaign received attention from United Way's headquarters, and chapters are considering replicating the initiative.



Greater Twin Cities United Way



# A New Image for a Timeless Treasure

## Updating The Schubert Club's visual identity

The Schubert Club is one of the Midwest's most treasured cultural assets. For nearly 130 years, it has attracted the world's premier classical performers to Twin Cities' stages. At the same time, it has nurtured the talents of thousands of local artists, and assembled a renowned collection of musical masterworks, including rare instruments and manuscripts from many virtuoso composers.

But while the Schubert takes tremendous pride in its status as Minnesota's oldest performing arts organization, its leaders recognized they needed a contemporary visual identity to reflect the Schubert's vibrancy and sophistication, and to help broaden its audience base.

They turned to Padilla Speer Beardsley's creative team, which delivered a polished new look for its visual identity and collateral materials. The team started with a brand analysis and materials audit before interviewing key stakeholders to help formulate a strong brand proposition. We then redesigned a multitude of points of contact, from The Schubert Club logo, to program materials, to member newsletters. The beautiful new logo and other design details underscore The Schubert Club's historic roots and its forward-looking musical mission. **The design won kudos** not only from the Schubert's leadership, but from its subscribers and others in the community who complimented its classic, yet modern appeal.



THE SCHUBERT CLUB

*Sharing the finest musical arts*



## PADILLA PLUGGED IN:

Throughout the year, Padilla Plugged In rallies our employees to volunteer in hands-on projects across the Twin Cities:

- In the **spring**, employees cleaned the yards of elderly homeowners in Northeast Minneapolis.

- During the **summer**, Plugged In partnered with *Rebuilding Together Twin Cities* to renovate and repair a Minneapolis woman's home, a project that included installing new windows and fire alarms.
- In the **fall**, we hosted a career workshop at our Minneapolis headquarters for more than two dozen students from the *Hubert H. Humphrey Job Corps*. Padilla employees worked one-on-one with the students, conducting “mock” job interviews and then providing feedback they could use when they meet with potential employers.

## Dear Friends:

Alexis de Tocqueville might have been the first to observe our nation's predilection to lend a hand when his book, “Democracy in America,” appeared in 1835. Today, our “give-back gene” is well-documented by social scientists.

Those same scientists also admit that hard-wired traits don't necessarily translate into action. Sometimes they need a catalyst. Business leaders in the Twin Cities play that role well. They understand the link between corporate social responsibility and shareholder value. And they set strong examples — donating immense time, talent and treasure to vital, local nonprofits.

Business leaders might set the pace, but our culture of contributing runs deep in the workplace. I was reminded of that recently when I called to thank a CEO for his company's donation to the United Way. The company was recovering from a rough patch, so I wasn't sure the much-needed gift would materialize. A relative newcomer to the Twin Cities, he explained that his employees' unwavering commitment to give a slice of their paychecks inspired him to carve out hard-won corporate profits to help build pathways out of poverty.

The nonprofits in which we invest are rising to the challenge of scarcer resources as well. They are tracking outcomes, sharing administrative functions, and some social service agencies are following the lead of Twin Cities RISE!, which is leading a pay-for-success model that would be financed in part through the public sale of “human capital performance bonds.” If a proposed pilot program succeeds, it could increase the investment in and further improve the outcomes of our hard-working nonprofits.

As the 115 employee owners of Padilla Speer Beardsley celebrate our 50<sup>th</sup> year in 2011, I am especially proud of our uninterrupted history of contributing a portion of our profits and thousands of hours annually to causes that improve the quality of life in our headquarters, community and beyond.

Your support helps make that possible. For that and so much more, I am grateful.

Sincerely,

Lynn Casey  
Chair and Chief Executive Officer, April 2011