



INSIGHT

GOFF & HOWARD INC.

December 2005



The Coveted Gold Star

Remember your elementary school days when getting a gold star was the ultimate symbol of recognition for a job well done? The days of being recognized for a perfect score on your spelling test or cleaning your plate are over, but the gold star is likely etched in your mind for all time.

And today, in this season of giving, Goff & Howard's clients are earning one of the ultimate of stars that we as adults can achieve – the gold star for generosity.

Aid to Hurricane Victims

It would be hard to discuss giving efforts in 2005 without mentioning the massive amount of aid that went to help the victims of Hurricane Katrina. Two of our gold star stories emanate from the response to that tragedy.

★ MILLE LACS BAND OF OJIBWE

When the Crow Wing County United Way found itself thousands of dollars short in its mission to transport clothing donations to the Gulf Coast, the Mille Lacs Band donated \$9,000 to make the trip possible. This was in addition to thousands more dollars donated by the Band government and Band members to other hurricane relief efforts.

“We know what it’s like to be without life’s necessities, such as electricity and running water,” said Melanie Benjamin, Chief Executive of the Mille Lacs Band of Ojibwe. “Anytime we are in a position to share what we have, we want to do it.”



The Mille Lacs Band of Ojibwe donated \$9,000 to the Crow Wing County United Way following Hurricane Katrina, enabling the organization to transport these boxes of much-needed clothing to the Gulf Coast.



The *Today* show carried live coverage of Twin Cities Habitat for Humanity's construction of homes in St. Paul that were sent down the Mississippi River to help hurricane victims get back into quality housing. Minnesota-based Andersen Corporation partnered with Habitat on the project, supplying volunteer manpower, monetary donations, and windows.



ANDERSEN CORPORATION

Andersen Corporation, the Minnesota-based company known around the world for its windows and doors, has partnered with Habitat for Humanity over the past 11 years to build homes for families in need of quality housing. Following Hurricane Katrina, Andersen pledged products and employee manpower to Habitat's Operation Home Delivery, which will rebuild homes for families in the area devastated by the hurricane.

"This is an important time for all of us to renew our commitment to help those in such great need," said Jim Humphrey, President and CEO of Andersen Corporation. "The entire Andersen Corporation family has been strong supporters of Habitat and the important need it serves. Operation Home Delivery is a way to unleash the power of Habitat for Humanity at a critical time in which we all must do what we can to help."



GRAND CASINO HINCKLEY CAMPAIGNS FOR TOYS FOR TOTS

In December 2004, Grand Casino Hinckley delivered nearly 2,200 toys and \$10,240 to the U.S. Marine Corps Toys for Tots Program. The casino is wrapping up its 2005 Toys for Tots effort, and huge numbers are expected again this year.

Last year was the casino's first year as a drop-off site for toys; items were collected from Associates, Guests, local schools, and community members. Plus, for each person who dropped off a toy at its location, the casino donated \$5 in cash to Toys for Tots and gave \$5 to each individual.



Mel Towle talks with KARE 11's Belinda Jensen about the casino's delivery of nearly 2,200 toys and \$10,240 for the Marine's annual Toys For Tots drive.

"We are thrilled by the tremendous response the Toys for Tots drive generated, but we're certainly not surprised," said Mille Lacs Band Commissioner of Corporate Affairs and former Grand Casino General Manager Mel Towle. "The people of this area have always been generous, and our wonderful Guests, Associates, and community members have shown the true spirit of the holidays."



Gold-star kudos to these and all the other organizations that have given generously of their money, time and resources in 2005!

Families and Children Are a Goff & Howard Priority

Most organizations would like to donate more money than they realistically can. While this makes it difficult to decide which causes to donate to and how much to donate, there are ways to make the decision easier.

At Goff & Howard, we try to connect our giving activities to our values, our expertise, and our desire to work as a team to make the biggest impact.

For instance, in 2005, one of our larger efforts was the Walk for Children, an annual event of Prevent Child Abuse Minnesota (PCAMN). Our employees and their families not only participated in the walk; we also coordinated media relations for the event at no charge. In the end, PCAMN raised approximately \$45,000 to support abuse prevention programs.



Nearly 30 Goff & Howard employees and family members walked in the 2005 Walk for Children, an annual event.



“Putting our children and families first is very important to Goff & Howard,” said Paula Howard, Chief Operating Officer at Goff & Howard. “Supporting the Walk for Children was a natural extension of our company values, and it also gave us an opportunity to lend our media relations expertise to a worthy cause.”

Create Your Own Formula for Giving

We advise our clients to let their own company priorities and skill-sets be their guide to giving, and to base their decisions on focused, long-term criteria. For example, a construction company may want to make housing causes a high priority, and some of its employees might consider mentoring high school students on different aspects of homebuilding. This is the road taken by Pulte Homes in Minnesota, one of our clients in the development industry.



“We encourage our clients to plan their giving in a way that reflects their organizational values, and to think beyond giving money,” said Goff & Howard President Chris Georgacas. “Money might be the most helpful donation in many cases, but in other circumstances contributions of time, knowledge and manpower can be more powerful.”

Why Give?

First and foremost, companies should donate their time and money because **it's the right thing to do**. The motivation behind giving should be the desire to share and give back to the community, regardless of the publicity that may or may not be involved. But there certainly can be benefits to giving that go above and beyond the rewarding feeling you get after writing a check or donating your time.

One of those benefits is the **public goodwill** you can build in your company if you choose to publicize your donations. This choice is very strategic and individual. For example, companies that are new in the community, working to build a base of support, or trying to encourage others to donate may want to publicize their donations. But sometimes, donors want to remain anonymous to prevent a flood of additional donation requests.

Another benefit that can come from company giving is the **teambuilding experience**. Coming together to support a common cause fosters employee unity and pride in your organization.

If you need help figuring out if and how to share information about your giving activities or how to involve your employees, contact Goff & Howard. We'll help you decide what best reflects your organization's goals.

Ramsey
County Community
Human Services
Department's
holiday family
program

Flyaway
Gymnastics

Special Olympics
Minnesota

Caring
Bridge

Prevent Child
Abuse
Minnesota

Our Wish on a Star

Goff & Howard has helped a number of organizations in 2005 through everything from cash donations to pro-bono media relations work to contributions of holiday gifts for families in need.

We wish all of our donations recipients a successful 2006.

American
Heart
Association

Minnesota
Ovarian
Cancer
Alliance

Little Sisters
of the
Poor

American
Cancer
Society

Kids
to the
Rescue

Ramsey
County Community
Human Services
Department's
school supply
drive

Cystic Fibrosis
Foundation

North Branch Area
Hockey
Association

Leukemia and
Lymphoma
Society

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