

NEWS RELEASE

For Immediate Release: March 12, 2018

Seven Local Organizations Receive Service Enterprise Certification

ST. CLOUD – The College of Saint Benedict, CentraCare Health, Catholic Charities of the Diocese of St. Cloud, Ruff Start Rescue (RSR), WACOSA, St. Cloud Area School District 742 and United Way of Central Minnesota have each received certification as a Service Enterprise by the Points of Light Foundation, the world’s largest organization dedicated to volunteer services. Each organization is the first of its kind to receive certification in Minnesota, and the College of Saint Benedict is the first college in the country to receive the certification.

Service Enterprise organizations leverage volunteers and their skills to successfully achieve the organization’s social mission. They commit to four guiding principles: view the volunteer ecosystem as more effective when all sectors participate in its evolution, prioritize volunteerism as a core strategic function, recognize that volunteer engagement focuses on true community need and understand that getting a return requires making an investment.

Service Enterprise status offers a framework for organizations to better utilize the volunteers they already have. To earn certification, the organizations completed an extensive assessment, engaged in over 20 hours of training and underwent extensive internal planning to better integrate volunteers into day-to-day operations. The Minnesota Association for Volunteer Administration and HandsOn Twin Cities provide training, assessment, and ongoing support for Service Enterprises.

“I am encouraged to see local organizations come together in support of volunteerism,” says Valerie Jones, executive director of alumnae relations at the College of Saint Benedict. Jones and members of the other Service Enterprise organizations meet regularly to provide support and ideas for how Service Enterprise will influence their organizations long-term. “Undoubtedly, becoming a Service Enterprise has benefits for each organization, but the collective power of Service Enterprise will build a stronger community and ultimately create more positive experiences for volunteers.”

Here’s how each organization views the impact of the Service Enterprise designation:



“The work of becoming a Service Enterprise has revealed how much is already in place to do this work well,” said Valerie Jones, executive director of alumnae relations at the College of Saint Benedict. “We have learned where our gaps and current practices fall short of best practice, and we have named the resulting capacity from this work as the best way to meeting our institutional strategic priorities.”

The College of Saint Benedict is one of the nation’s leading liberal arts colleges for women. Their partnership with Saint John’s University for men provides students with a highly engaged learning experience preparing them for leadership and service in a global society. The student experience is enhanced by Catholic and Benedictine tradition and an extraordinary sense of place and community. www.csbsju.edu



The Service Enterprise training and framework helped the management team focus on tactics with the greatest impact for our volunteers: improving the volunteer experience, increasing scope and strategy of volunteer programs, providing consistency in the volunteer experience and implementing best practices and training for staff who work with or supervise volunteers,” said Janene Riedeman, Director Volunteer Services, St. Cloud Hospital

CentraCare Health is a not-for-profit health care system that provides comprehensive, high-quality care to people throughout Central Minnesota. The network includes six hospitals, more than 25 clinics and nursing homes and senior housing facilities in several communities. www.centracare.com



“This experience has highlighted the intricacies associated with running a successful volunteer program,” said Jenna Trisko, RSR development director. “Service Enterprise has given us the tools to improve our recruitment, retention and recognition efforts and emphasized the value that volunteers bring to the mission and vision of the organization.”

RSR is a foster-based animal welfare organization serving the entire Minnesota community with approximately 600 active volunteers in all capacities of the organization from operations to programs to fundraising. www.ruffstartrescue.org/



“With the addition of the Service Enterprise initiative to our organization, our staff are now more informed and better prepared to work with volunteers,” said Andrea Harrell, WACOSA Volunteer and Curriculum Coordinator. “Volunteers express feeling more welcome as well as more confident in their position, once they have completed their initial orientation.”

WACOSA provides individuals with disabilities the opportunity to work and live in their communities. <http://www.wacosa.org/>



“Our school district depends on the partnership, goodwill, support and engagement of individuals and organizations throughout our community in order to fulfill its educational mission,” said Superintendent Willie Jett. “This recognition illustrates that we maintain, but also build upon, the success of our volunteer programs.”

St. Cloud Area School District 742 is the 15th largest school district in Minnesota, serving a population of over 99,000 residents within 250 square miles throughout four counties. In partnership with the surrounding community, District 742 prepares, engages, educates, empowers and inspires nearly 10,000 students to be successful in today's and tomorrow's society. www.isd742.org/



“In joining the Service Enterprise cohort, Catholic Charities was able to get the right people together to talk about volunteers and their importance to the agency and the clients we serve,” said Steve Pareja, Catholic Charities Executive Director. Before Service Enterprise, many of our programs were working with volunteers but with Service Enterprise’s help, those programs are working together and policies and procedures have been written and instituted across the agency.”

Catholic Charities is a non-profit organization that advances the charitable and social mission of the Diocese of St. Cloud. The organization builds communities, promotes family life and enhances human dignity by providing quality services to meet the physical, social, emotional and spiritual needs of individuals and families of all faiths and beliefs.

<http://ccstcloud.org/>



“Service Enterprise has helped us organize, institutionalize and begin to build a similar culture of volunteer management across the entire organization,” said Jon Ruis, United Way president and CEO.

For more than 50 years, United Way of Central Minnesota has cared for the community. Their mission is to improve people’s lives and connect community resources to accelerate community wide solutions. A local board of directors governs United Way of Central Minnesota and community volunteers make all funding decisions. United Way focuses on the key issues of homelessness, access to food, financial stability, early learning/early literacy and quality out of school time by investing in collaborations, providing resources for program partners, engaging volunteers and focusing on getting results. unitedwayhelps.org.

For more information contact:

Michael Hemmesch

Executive Director of Public Relations

College of Saint Benedict and Saint John’s University

(o) 320-363-2595 | (c) 320-290-3753 | mhemmesch@csbsju.edu

csbsju.edu/news | twitter.com/csbsju