



*The Global Leader in Meetings Procurement*

### Joining Together for a Common Cause

Attendees of the annual HelmsBriscoe Fall event enjoyed an atmosphere of community and sharing as they strolled through the unique cityscape crafted in the Minneapolis Convention Center to highlight and raise awareness of 7 Minnesota-based charitable organizations.

More than 140 HelmsBriscoe Associates, their clients, and preferred hotel and destination partners worked together throughout the evening on philanthropic projects including care package assembly, t-shirt painting, holiday decorating and mural design to benefit the selected charity groups. In addition, HelmsBriscoe partners donated more than \$15,000 to the causes the organizations represent.

#### Charities Benefitted:

Family & Children's Services  
Greater Minneapolis Crisis Nursery  
Twin Cities Boys & Girls Club  
Second Harvest Food Shelf  
Habitat for Humanity  
MN Nation Guard  
Earl Brown Elementary School

One of the many highlights of the evening was a moving performance of a Lion King medley by third and fourth grade students from Earl Brown Elementary School. Randy Koch, Principal of the school whose attendees' families fall at or below poverty level, and one of the benefactors of the event, noted how much the students from his school enjoyed the experience and the multiple calls from parents in

multiple languages expressing their appreciation. "The community is so grateful for the generosity of those involved with the event. Seeing these children express themselves in such a confident manner and connecting with others through music was a beautiful experience."

The event was part of the new HB Cares program which was launched in July to encourage and support HelmsBriscoe Associates in their community involvement, volunteerism and charitable work.

"This was one of the most amazing events I've attended in my professional career," said Jen Ruthig, Marketing Analyst, Mosaic. "It was impressive and moving to be able to connect with others while we worked on something purposeful and useful. It was incredibly memorable."

### Giving Back with Your Events

HB partnered with [Integrity Incentives](#), a niche service that specializes in the design and implementation of community giving programs, to coordinate the many logistics of this special event.

"The key to incorporating a charitable project in your meeting or incentive program is to begin the planning process early," recommends Lucy Eisele, Principal and founder of Integrity Incentives. "You want to allow enough time to carefully consider the objectives you want to achieve and identify an organization(s) you can truly impact."

Eisele and her team work with organizations nationwide to develop custom experiences that impact both the participant and the benefactors in meaningful ways.