



MINNESOTA KEYSTONE PROGRAMSM
Building Communities through Two and Five Percent Giving

Join the Minnesota Keystone Program today!

The Minnesota Keystone Program recognizes companies that donate at least two percent of their pre-tax earnings to the community. In 1976, 23 Minnesota companies started this program (originally called the 5% Club) to recognize charitable giving and to set an example for other Minnesota companies. The commitment of Keystone participants promises to sustain Minnesota's spirit of generosity and sense of community.

The Keystone Program fulfills its mission by:

- Attaining recognition from peers and community
- Institutionalizing and leveraging a culture of community involvement and corporate giving
- Promoting standards for corporate giving through a percent-giving formula
- Serving as a referral/mentoring program
- Offering an education/resource sharing forum

Does my company qualify?

Any company or professional association with an operating presence in Minnesota qualifies. Qualifying calculations (based on previous year's giving) may include any combination of contributions to 501(c)3 organizations:

- Cash contributions (including securities and real estate)
- In-kind donations (products or services)
- Employee volunteerism (during normal business hours)

How does my company get recognized?

Minnesota Keystone Participants join a group of businesses that are leaders in the community and in their industries. They set an example that motivates other companies to participate. Keystone participants get recognized throughout the year through efforts such as:

- Company name listed on the Keystone Web site
- A full participant listing published in The Business Journal and other local newspapers
- Keystone participants recognized at annual Recognition Luncheon each year

How much does it cost to join?

It's free!

How do I sign up?

You can enroll online at www.minnesotakeystone.org; select the Minnesota Keystone icon to access the online enrollment form. Complete the Giving Level Worksheet to determine your level of giving. Call (612) 370-9160 if you have questions or need further assistance with enrollment.

The Minnesota Keystone Program is a program of the Minneapolis Regional Chamber of Commerce.