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TRAVERSE COUNSELING & CONSULTING

Traverse: To pass over, along or through

March 2, 2021

To: The Office of Minnesota Secretary of State

From: Michael Borowiak, CEO, Traverse Counseling & Consulting, GBC

Subject: Public Benefit Annual Report

The following letter outlines our compliance with our General Benefit Corporation status and has been reviewed and approved by the board of directors.

Corporation Name: Traverse Counseling & Consulting, GBC (TCC)

Our Vision:

Empower & support life-giving relationships & family leadership through a whole-person & family system approach

Our Mission:

- TCC raises the professional level of understanding of dynamics within families in distress to increase professional preparedness and effectiveness in working with all families.
- TCC serves families, couples, and individuals seeking to replace suffering with hope and compassion through clinical and professional excellence.
- TCC strives to create greater understanding in our communities and the world about healthy family dynamics and the ways to create effective family leadership, especially in families with destructive dynamics and suffering.

Our Values:

- Physical, emotional, spiritual and intellectual presence
- Innovation
- Teamwork
- Leadership
- Freedom and knowledge of choices
- Compassion

TRAVERSE COUNSELING & CONSULTING, GBC

Office: 952-595-5967 * Fax: 952-322-7037 * Web: www.traversecc.org



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History:

Traverse Counseling & Consulting (TCC), GBC was formed in July 2015 and began operation on September 1, 2015. The three shareholders all agreed to the General Benefit Corporation status, as it aligned with the vision and developmental direction.

We specialize in relationship repair, healing and growth toward mental, emotional, physical and spiritual wellness. We are in our fifth year of operation and have experienced staffing transitions and new hires. We currently have 2 shareholders/providers, 1 full-time provider, 2 part-time providers, 1 director of outreach, and 1 client care coordinator.

We continue to work with an organizational consultant who has assisted us in building a high-function team and strategic development.

Third Party Standards

We are using the IRIS and Center for Health Market Innovations collaboration third party standards as outlined in the URL below:

<http://healthmarketinnovations.org/document/standardizing-and-improving-performance-measurement-healthcare-organizations>

The performance dimensions being used are:

Who is being served?

- IRIS Scale Metric
 - Total Client Transactions 2020: \$409,518
 - Total Pro Bono Transactions 2020: \$14,091

What is being delivered?

- IRIS Health Output Metric
 - Please see our website: www.traversecc.org, for a list of services provided.

How is it being delivered?

- IRIS Clinical Quality Metric
 - Quality Assurance Mechanisms: The agency continues to have weekly consultation and appropriate clinical supervision. The Checklists and Logs, Guidelines and Protocols, Peer Review, Consultation, and Supervision are those that we chose to initiate in 2020. We continue to have monthly peer review, consultation and supervision.
 - Employee Training Hours: On a monthly basis, there is a staff half day retreat where staff are trained in pertinent new developments, protocols and procedures.

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- IRIS Financial Sustainability Metric
 - These financial sustainability metrics have all been implemented for 2020:
 - Governance Policies: TCC has written corporate government policies that have been communicated to shareholders.
 - Financial Statement Review: TCC has a policy that the financial statements are verified and reviewed annually by an independent Certified Public Accountant.
 - Revenue Growth: Growth in value from one reporting period to the next. TCC reviews annually.

How the Corporation Has Pursued General Public Benefit

TCC has pursued the following:

- We have implemented the IRIS and CHMI collaboration third-party standards listed above.
- We continue to facilitate a training and consultation group with family law attorneys who work with families experiencing divorce, focused on increasing their skills in helping them mitigate damage to the family system and children.
- We continue to innovate in the services provided to families that experience extremely high conflict that more rapidly reduces the conflict and the immense suffering experienced by the children in these family situations. These service innovations include supervised parenting, mediation, parent coaching and family therapy.
- We continue to offer services for families experiencing major changes in elderly care or housing. We offer no cost workshops to these families.
- We incorporated an innovation meeting internal to TCC focused on generating new ideas and strategies to improve the effectiveness of our work and reduce the suffering of families in distress.
- With the economic slowdown we experienced from March 2020 through the summer, we made adjustments by downsizing our space. Through this difficulty we maintained our benefits to the community by changing the way we offer no cost presentations via Zoom. We continued to operate or Mental Health Family Law Alliance group, our complimentary consultation with schools, and facilitated twelve virtual presentations. We also made fee accommodations for clients who couldn't afford our services, and provided complimentary services from March through June to those medical providers treating individuals impacted by Covid-19.

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The extent of the ways in which the corporation has created general public benefit:

The following are ways TCC has created general public benefit:

- TCC continues to support the Second Saturday program that provides information and resources to individuals entering divorce in order to help them reduce the potential damaging impact of divorce. TCC provides pro bono staffing for these monthly events.
- TCC continues to facilitate and organize a no cost consultation group for two public school counselor groups to assist them in increasing their skills in assisting children to manage stress. These groups meet approximately monthly during the school year.
- TCC continues to facilitate and organize a Mental Health/Family Law consult group which meets monthly. This is a program where we have trained a cohort of family law attorneys on the challenges experienced in the divorce process and continue to provide them with support.
- TCC has negotiated fees for service and routinely discounts services to accommodate different financial circumstances. This is a policy that we continue to provide to our clients.
- TCC staff continue to work with the Hennepin County Family Court in the Justice For Family Project that addresses ways to increase the access to justice for families experiencing interpersonal violence and abuse.
- TCC has provided pro-bono training to ten different church communities, clinics and treatment centers and elderly care centers around the metro area.
- TCC has also provided pro-bono training to Wayzata schools to assist parents in addressing the issue of co-parenting during Covid-19.
- TCC implemented a workshop, Family Technology Tune Up, to educate and support parents in healthy technology use in their family.
- TCC continues to do extensive community outreach in the surrounding communities. TCC has dedicated a full-time staff member to this function.

Any circumstances that have hindered efforts to pursue or create general public benefit:

The hindrances we experienced in 2020 were due to the Covid-19 epidemic. These challenges included a shift from in-person services to virtual contact, shifting to smaller office space, converting outreach efforts to virtual formats and shifting marketing efforts to the initial downturn in requests for service. We were able to overcome these through new innovations such as offering virtual contact, online document and payment options for our clients, and resetting our marketing efforts. These hindrances have been overcome through hard work, trust, and teaming.

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I, the undersigned, certify that I am the chief executive officer of this public benefit corporation. I further certify that I have signed this document no more than 30 days before the document is delivered to the secretary of state for filing, and that this document is current when signed. I further certify that I have completed all required fields, and that the information in this document is true and correct and in compliance with the applicable chapter of Minnesota Statutes. I understand that by signing this document I am subject to the penalties of perjury as set forth in Section 609.48 as if I had signed this document under oath.

Michael Borowiak, MSW, LICSW

Chief Executive Officer

Traverse Counseling & Consulting, GBC

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Steve Simon

Steve Simon
Secretary of State