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## TRAVERSE COUNSELING AND CONSULTING

*Traverse: To pass over, along or through*

March 30, 2016

To: Office of Minnesota Secretary of State

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

### History:

Traverse Counseling and 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 are a small and growing company, that started with three owners and one support staff in July 2015. We specialize in relationship repair, healing and growth toward mental, emotional, physical and spiritual wellness. We have been in a formation stage with the hiring of four new staff in the last 4 months and anticipate hiring additional staff in the next year based on growth and development trajectories. In addition we have moved into a long term office space that allows us space to grow into.

Through the corporate formation process we hired an organizational consultant who assisted us in the formation of structure, roles and purpose. Our corporate values and direction aligned us to the General Benefit Corporation status.

### Our Vision:

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

**TRAVERSE COUNSELING AND CONSULTING**  
1000 Shelard Pkwy, Suite 220, St Louis Park, MN 55426  
**Office:** 952-595-5967 **Fax:** 952-322-7037  
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### 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

### Third Party Standards

Traverse Counseling and Consulting, GBC has chosen the third party standards outlined in the Global Impact Investing Network (GIIN). Specifically, the metrics found in the IRIS catalogue. The board of directors is currently in the process of implementing the Impact Measurement Program stages of Goal definition and creating the Metric Framework. As a new company, we anticipate these two stages to be completed by July 15, 2016.

Currently the Board is reading and reviewing the Measuring Impact Framework Methodology (The World Business Council for Sustainable Development (WBCSD), 2008, [www.wbcscd.org](http://www.wbcscd.org)) to assist us in developing our Impact Measurement Program. By March 31, 2017 we anticipate the Impact Measurement Program will be fully operational. We have leadership accountability and dedicated staff time to continue with our General Benefit Corporation status. Please contact me should you need any further information regarding our progress as a GBC.

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### **How the corporation has pursued general public benefit**

TCC has pursued the following:

- Building consultation group with faith leaders who minister to families and couples focused on increasing their skills in helping them to prevent the onset of high conflict distress in families and early access to therapeutic interventions.
- Innovating 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.
- Incorporating 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.
- Developing a therapy group for individuals struggling with excessive or compulsive video gaming behavior.

### **The extent to which the ways in which the corporation has created general public benefit:**

The following are ways TCC has created general public benefit:

- TCC has aligned with other entities to provide low cost/no cost educational services to individuals who are considering divorce. This is through the Second Saturday for Women and Second Monday for Men program that provides information and resources to individuals entering divorce in order to help them reduce the potential damaging impact of divorce.
- TCC has established an no cost consultation group for school counselors to assist them in increasing their skills in assisting children manage stress. This group meets monthly.
- TCC will negotiate fees for service and routinely discount services to accommodate different financial circumstances.
- TCC has provided pro-bono training to the Hennepin County Family Court Bench on the dynamics of high conflict families and strategies to manage alienation.
- TCC has formally presented to 60 mental health professionals via the Minnesota Association of Children's Mental Health the clinical pitfalls of working with children and families in high conflict.
- TCC has developed and implemented a class: "Managing in the Middle." This class works with elementary age children experiencing the struggles of divorce. This program

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