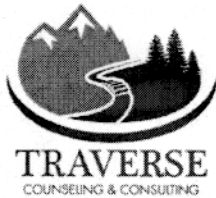


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## TRAVERSE COUNSELING & CONSULTING

*Traverse: To pass over, along or through*

March 22, 2019

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

**TRAVERSE COUNSELING & CONSULTING**  
1000 Shelard Pkwy, Suite 220, St Louis Park, MN 55426  
**Office:** 952-595-5967 **Fax:** 952-322-7037  
**Web:** [www.traversecc.org](http://www.traversecc.org)



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- Compassion

### 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 third year of operation and have experienced staffing transitions and new hires. We currently have 2 shareholders/providers, 1 full-time providers 1 part-time provider, 1 director of outreach, and 1 administrative assistant.

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 2018: \$583,491.99
  - Total Pro Bono Transactions 2017: \$16,726.00

### What is being delivered?

- IRIS Health Output Metric
  - Please see our website: [www.traversecc.org](http://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

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that we chose to initiate in 2018. 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.
- IRIS Financial Sustainability Metric
  - These financial sustainability metrics have all been implemented for 2018:
    - 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 have built a training and 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.
- 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 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.

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

The following are ways TCC has created general public benefit:



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- 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 independent school counselors to assist them in increasing their skills in assisting children to manage stress. We have expanded this program to include 2 public school counselor groups. All of 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 discounted 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 Family Court Enhancement Project that addresses interpersonal violence and abuse in the family court system.
- TCC has provided pro-bono training to 5 different treatment centers and providers around the metro area.
- TCC has also provided pro-bono training to the Minnetonka and Hopkins schools to assist parents in addressing the healthy technology use for their children.
- TCC continues to implement a class: "Managing in the Middle." This class works with elementary age children experiencing the struggles of divorce. This program also includes a parent support meeting to assist parents in helping their children through this transition.
- 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:**

TCC is in year three of its startup. The hindrances we experience are those commonly experienced by any startup company, including hiring new staff and service innovation. These hindrances have been easily 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

Email: [mrb@traversecc.org](mailto:mrb@traversecc.org)

Phone: 952.595.5967



**Work Item 1077515300032**  
**Original File Number 833326000034**

STATE OF MINNESOTA  
OFFICE OF THE SECRETARY OF STATE  
FILED  
**03/28/2019 11:59 PM**

*Steve Simon*

Steve Simon  
Secretary of State