

Greater Mankato Area United Way eNewsletter

October 19, 2007



Your Gift in Action

The Books for Kids Program



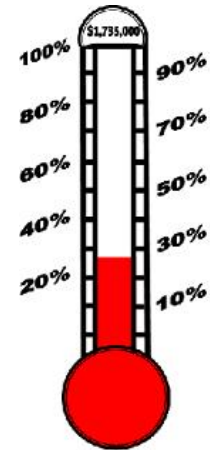
The Greater Mankato Area United Way created the Books for Kids Program in 1998 as a way to instill the joy of reading in children, as well as to increase the bond between caregiver and child. Over 5000 children within a 30-mile radius of Mankato / North Mankato receive a mailing each month. Children between the ages of 1-5 years receive a free book along with a local newsletter filled with parenting tips, information, and local resources. Each month, volunteers come together in order to make this program possible. Residents at places like Old Main, Mankato Lutheran Home, and Laurel's Edge help fold, sticker, stamp, and label the newsletters throughout the month. Once a month, volunteers from the community, Wal-Mart, and Capstone Publishers come to the United Way office to stuff all the books into the envelopes and get the mailing ready to be sent out. Thanks to partnerships with Capstone Publishers (who donate all the books for the program) and with Immanuel St. Joseph's-MHS (who sponsor the parenting resources),

Campaign Progress

2008 Goal: \$ 1,735,000

Pledges to-date: \$ 480,523

Percent of Goal: 27.7%



New Corporate Pledges Received

AAA of MN/IA
Arnold's Storage
Bedpost Furniture, Inc.
Big Dog Sports Cafe
Crawler Welding, Inc.
First National Bank of MN
G&L Auto Supply
Hiniker Homes
I&S Engineers & Architects
KEYC-TV
Kohl's
Kristico Company
MBA Computer Service, Inc.
Paulsen Architects
Perfecseal
Pioneer Bank
Rickway Carpet
Security Storage Systems
Tacheny's Autotronics

Tav on the Ave / The Neighbors / Dino's
Thorset Comfort Systems, Inc.
Wayne's Auto Body
Winland Electronics
W W Blacktopping, Inc.

Company Rally Spotlight: Perfecseal



Hats off to Perfecseal for all-around *AWESOME* results with their 2008 campaign. Perfecseal employee pledges skyrocketed with a 30% increase in total gift amount and a 22% increase in number of employees giving.

Add to that a 5% increase in the corporate gift of \$18,900, what more could we ask for? Thanks, Perfecseal, for investing in your community!

Other Company Rally Highlights: Employee pledging

* This week's results are in and the following companies had an increase of over 20% in their employee pledges: James Tower, Paulsen Architects, Target - Store 663, and Valley Bank....*tremendous!*

our United Way is able to provide these valuable resources to children and parents in our area. Your donations enable this program to exist and to put a smile on the faces of thousands of kids each month when their own special book arrives in the mail each month.



We're Moving!

Our United Way office is moving to a new office space within the Voyager Bank building. On Friday, Oct. 19 we will be moving to the ground floor, right inside the building's main entrance. All of our contact information will stay the same, with the exception of changing the address to Suite 100. Here is the new address in its completion:

Greater Mankato Area United Way
101 N. 2nd Street #100
Mankato, MN 56001



View our 2008 Campaign Video at:
www.mankatounitedway.org

* Winland Electronics employees increased their pledge amount by an average of \$41 per person and increased their total giving from \$16,400 to \$17,200...*Thanks for all you do!*

Company Rally Spotlight: Agency Speakers

Employees at many company rallies have had the pleasure of hearing representatives of our local partner agencies speak. The agencies see every day how United Way dollars impact the lives of people in our community and can share their stories with you. If your company rally is coming up, give us a call to schedule an Agency Speaker...the five minutes they share with you may open your eyes to programs and services that are being offered in our community which you weren't aware of.



Top 5 Reasons to support Greater Mankato Area United Way

5. *One gift funds more than 50 different programs, allowing you to meet the changing and emerging needs with a single contribution.*
4. The Greater Mankato Area United Way identifies the most critical needs in your community and then brings people and resources together to develop the best solutions.
3. *United Way volunteers review funded programs and agencies to assure accountability, efficiency, and demonstrated change in people's lives.*
2. Funding and administrative costs are kept very low, so that 88 cents of every dollar goes directly to programs. We are able to accomplish this because of over 400 community members volunteer their time to us.
1. *Any gift, no matter what size, can change lives right here in your community.*

[Click Here](#) to read the complete Top 10 list.

What would you like to see here?

These updates are for you. What would you like to know? Or, would you like to see *your* company rally spotlighted in the next eNewsletter? Please email Gwen at mankatouw@mankatounitedway.org and let us know what you would like to see in the eNewsletter updates.

Email Sponsored By:



The "Constant Contact *Cares4Kids*" program supports educational and social non-profit organizations that help children. Learn more about the [Cares4Kids](#) program.

More than 100,000 small businesses and organizations trust Constant Contact to connect with their customers and members. [Signup for a free 60-day trial.](#)