

Greater Mankato Area United Way eNewsletter

November 16, 2007



101 N. 2nd Street #100
Mankato, MN 56001
www.mankatounitedway.org

Your Gift in Action

Yellow Ribbon Suicide Prevention

Here are two shocking statistics taken from Yellow Ribbon's web-site:

- * Suicide is the number two cause of death for Minnesotans age 15 to 34
- * 45% of Minnesota students in grades 6th, 9th, and 12th report thoughts of suicide.

So what does Yellow Ribbon do about it? They go to local schools and talk to students about symptoms of depression and suicidal thoughts, to let kids know that they are not alone and there are others who understand. They tell students that they don't have to keep their feelings inside: that it's ok to ask for help. The goal is to increase help-seeking; not just the person experiencing the symptoms, but also those who see a friend experiencing the symptoms...to know when *not* to keep a secret. That's why Yellow Ribbon hands out a card to every student. The card has Yellow Ribbon's help hotline number, and a list of symptoms that indicate depression

and suicidal thoughts.



Marissa Lachmiller works for Yellow Ribbon. Her presentations have real impact with the students because she herself is a survivor, having dealt with depression and

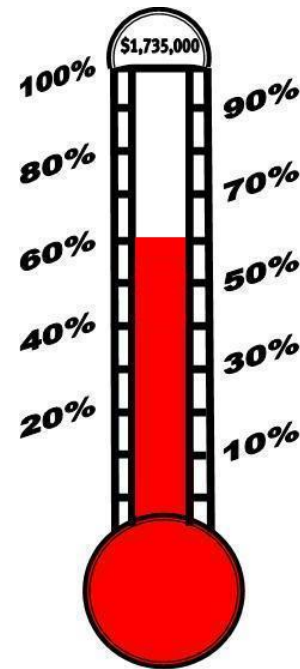
suicidal thoughts as a teenager herself. Marissa attributes her survival to the intervention of a good friend with the help of Yellow Ribbon. Marissa points out that when she was first handed the card as a student, she wasn't ready to talk just yet. But she kept the card and when her situation became critical, she found not only the card, but someone on the

Campaign Progress

2008 Goal: \$ 1,735,000
Pledges to-date: \$ 1,032,922
Percent of Goal: 60%

New Corporate Pledges Received

The Accounting Department, LLC
Acme Alt Fuel Systems
Crystal Lawn/GreenCare
Diversified Consultants, inc.
Eide Bailly, LLP
Fischer & Hoehn Electric
Frentz & Frentz Law Offices
Fromm's Auto Repair
Investors Appraisals, Inc.
J.C. Penney
Javen's Electric
Jerry's Body Shop
Jiffy Lube
Kakeldey Associates
Lagers of Mankato, Inc.
Landkamer-Johnson-Boman Funeral Home
Leonard, Street & Deinard
Lindsay Windows, Inc.
Lorraine Shop
Mankato Mortuary
Meyer & Sons
Ridley, Inc./Hubbard Feeds
True Value
Wellner Auto Clinic
Mankato Clinic
McDonald's Restaurants
Northern Star Bank
Scheel's All Sports
Wealth Enhancement Group
Wells Fargo



Message from the Campaign Chair

Greetings to our hard working and dedicated campaign volunteers. I am truly amazed at the creativity and tenacity we have seen in employee campaigns. There are lots of great ideas that let us have fun and build friendships while also raising funds that will make the Greater Mankato Area an even better place to live and work. We are now over half way to our goal. This is an important milestone. However, this is also a time to make sure we make a strong final push in the campaign. The Greater Mankato Area United Way staff continues to be an excellent resource for support. Yet our campaign volunteers are the ones who will make it all happen. Keep up the good work! It is for a good cause. Thank you.



Scott Johnson
Campaign Chair

other end who was able to talk to her about what she was feeling and what she could do next.

When you give to the Greater Mankato Area United Way, your donation goes to support programs like this one; to increase awareness and to offer support where it's needed throughout our community.

Agencies & Programs

Ever wonder how your donation to the Greater Mankato Area United Way is able to touch **1 in 3** individuals in our area? [Click here](#) to go to our website to view a list of the 34 Partner Agencies which your donation funds and read about the 50 programs that are impacting our community!

Have you ever asked:

- * What does United Way do *besides* raise and allocate funds?
- * Who runs United Way?
- * Is my contribution tax deductible?

For answers to these questions and more, [click here](#) to take a look at the FAQs on our webpage.



Company Rally Spotlight: Scheel's All Sports

Wowsers, we're pretty sure this has to be a record. A whopping 108 of Scheel's current 135 employees are #1 Club givers!

When asked what the secret of their success was, ECL Deb Lindley said that it starts from the top with store manager Phil Slingsby, a big supporter who has created a corporate culture of giving. Scheel's rallied their employees with some great incentives like vacation day and dining gift card drawings, and some great sporting contests like putting and even archery! Look out! And with a corporate gift at the Golden Circle Heart Club level, we thank Scheel's for an outstanding campaign!

Company Rally Spotlight: Coughlan Companies

Every year Coughlan Companies contributes generously to the Greater Mankato Area by donating all the books that get distributed through our United Way's Books for Kids program. This service is provided free of charge to thousands of children and parents in and around our community. Thanks, Coughlan Companies, for your generosity!

In addition to that, we are looking forward to the results of Coughlan's employee campaign which will wrap up this week. Employees have a great incentive if they reach their goal of raising over \$29,000: jeans for the whole month of December! They also had a MAJOR chili feed (pictured here) and a drawing for the Gracious Giver Parking Spot...we've heard that one's especially popular in the winter months!



Company Rally Spotlight: Lagers of Mankato, Inc.

With a combined corporate and employee gift increase of 148%, Lagers of Mankato made a huge jump in this year's campaign. Thank you, Lagers, for investing in our community!