

Greater Mankato Area United Way eNewsletter

December 14, 2007



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

Your Gift in Action

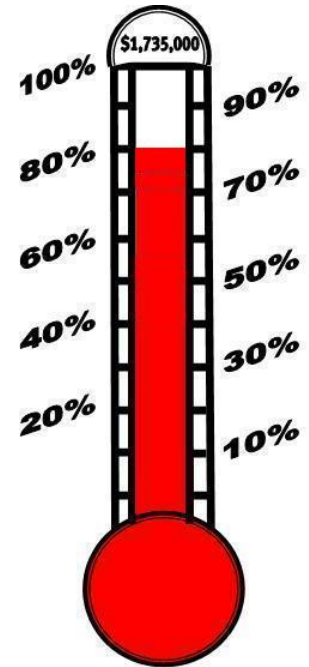
Mental Health Association of MN
This spring, Barbara* called the Mental Health Association of Minnesota (MHAM) in great distress, due to an upcoming housing inspection on the Section 8 apartment in which she lives. Barbara has physical and mental health disabilities, including depression and anxiety. Getting her apartment cleaned would be essential in enabling her apartment to pass the required inspection, but her physical disabilities made cleaning very difficult and depression robbed her of the needed motivation to undertake this difficult and arduous task. If her apartment failed the inspection, she worried that she would lose her apartment and her Section 8 housing, making it impossible to find an affordable apartment on her low income. Barbara explained that the stresses of the pending inspection had accelerated her anxiety and she had experienced panic attacks and severe depression over the last few days. An advocate from MHAM and Barbara made a conference call to the county mental health intake line, and Barbara got set up for a Mental Health assessment and case management services. As a result of this assessment and with the MHAM advocate, Barbara was provided with Independent Living Services which helped her get her apartment ready for the required

Campaign Progress

2008 Goal: \$ 1,735,000
Pledges to-date: \$ 1,391,025
Percent of Goal: 81%

New Corporate Pledges Received

Archer-Daniels-Midland
Blue Cross and Blue Shield of Minnesota
Brandt Garment Lettering
Creative Landscape, Inc.
C & S Supply
Century 21 - Atwood Realty
Dailey Law Office
The Free Press
HickoryTech
Horizon Milling, LLC
Independent Paint & Flooring
Johnson Outdoors
McClure Insurance Agency
Northern Comfort, Inc.
North Mankato Motor Vehicle Registration
Pneumat Systems
U.S. Bank
Victory Bowl
Vince Small, CPA
Wis-Pak of Mankato, Inc.



Company Rally Spotlight: Wis-Pak of Mankato, Inc.

When Wis-Pak's ECL Sandy Loft was asked about their employee campaign this year, her response was simply, "We were absolutely thrilled with the results!". And with good reason. Wis-Pak this year allowed its Mankato employees the option of contributing to United Way's campaign through Payroll Deduction and it made all the difference in the world. Together with Facility Manager Rob Lee, Sandy shared the story of United Way funding and what it can do for every person whose life it touches.

The results? Seven - count 'em, SEVEN! - new Heart Club givers and ten new #1 Club givers. Together with a corporate gift increase of 5% and a total employee pledge amount of \$7,120, we too are absolutely thrilled with Wis-Pak's results!

Thank you Wis-Pak employees and management for such outstanding results!

inspection. The apartment did pass inspection, and Barbara experienced a significant reduction in her anxiety and an improvement in her symptoms of depression.

Your donation to our United Way helps people in Barbara's situation by funding The MHAM's Advocacy Program.

What are some other things that the Advocacy Program does? They help people access treatment, resources, and housing. They distribute literature about mental illnesses, treatments, and resources. They also conduct public policy work to push for increased access to mental health services and protections for patients' rights. All the Advocacy Program services are free of charge. For more information go to www.mentalhealthmn.org.

** This Mankato-based client's name has been changed to respect her privacy.*

Volunteering

Are you interested in volunteering but don't know how to get started?

We've found a good resource to find out about some of the organizations in town who are looking for volunteers. Take a look at: www.volunteermankato.org.

Company Rally Spotlight: The Free Press

How great it is to hear about the successful completion of a company's employee campaign. ECL Cheryl Olson shared the Free Press's successful campaign feedback with us: *"We increased our employee giving this year by 39% over last year's employee giving. We increased our #1 Club members to 24 (85% increase in #1 Club members over last year), and we increased our number of employees giving to 71.3% (increase of 32.3% over last year)."* And all this while working with 20% less employees than last year.



What was the reason behind this dramatic increase in giving? Well, the story behind this photo of The Free Press's publisher, Jim Santori, might have played not just a small role. You see, the employees were given an extra incentive: if the employee giving goal was reached, the employees were allowed to publicly paint his face. What a sport!

Way to go Free Press!

New Community Impact Director Katie Boone

New to the Greater Mankato Area United Way staff, but far from new to the community, Katie Boone is excited to hit the ground running in her new position as Community Impact Director. A native to Mankato, Katie most recently worked at Theresa House, one of United Way's partner agencies. With her undergrad degrees (Urban Studies, Women Studies and Non-Profit



Certificate) and graduate degree (Experiential Education) from Minnesota State University-Mankato, Katie knows well the non-profit agencies in our community as well as many of the challenges that our community faces. And she's no stranger to our United Way either, having interned in our office in the Community Impact area back in 2004.

I asked Katie what her goal is as Community Impact Director. *"My goal is to continue the success of our United Way by building relationships and community. The Greater Mankato Area is changing and growing in many ways. I hope to bring a strategic and future-focused approach to what I do by 'keeping my ear to the ground' on what the changing needs and challenges are that organizations & community members face, while utilizing and building upon the many assets and talents found within our community. I am truly grateful and humbled at the opportunity to explore the possibilities for our community through the many initiatives and programs United Way supports."*

We're excited about all the great things Katie will bring to the United Way, its partners, and our community. It's great to have you on board, Katie!