

OUR MISSION IS TO UNITE THE COMMUNITY TO SECURE AND INVEST RESOURCES TO IMPROVE PEOPLE'S LIVES.

ON A MISSION

That mission sounds simple enough. But what does it mean?

What's so important about securing resources? When United Way volunteers announced how much it was going to take to meet the funding needs of all 35 non-profit partners and 57 program & initiatives in 2010, our Campaign Goal was set at

\$1,870,000. Despite all the budget shortfalls and

funding cuts we're seeing in today's economy, United Way's funding is a constant; a stabilizer that enables non-profits to do their work that is so essential in improving people's quality of life in the greater Mankato area.



By investing in early childhood programs like Ready! for Kindergarten, ECFE and Books for Kids, your gift to United Way ensures that our local children have the best opportunity to be successful in school & life. By investing in partners like VINE, MRCI and Partners for Affordable Housing, your gift to United Way increases self-sufficiency for people in our community. By investing in the Open Door Health Center, Yellow Ribbon's Suicide Prevention Program and LSS's Behavioral Counseling, your gift to United Way promotes health and wellness that makes our community stronger.

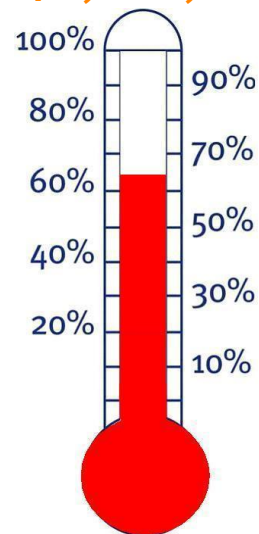
Now, \$1.8 million may seem like too much for any one of us to bite off. But pledge by pledge, company by company, the thermometer keeps going up and with over \$1,000,000 in pledges today, we are doing this together, and together, we will make it possible for programs like these to continue and thrive in the greater Mankato area.

2010 RALLY SPOTLIGHT: Ridley, Inc.

It's an extraordinary company that can boast these kind of results in this economy: a 5% increase in corporate giving, a 7% increase in employee giving, and a 16% increase in the average employee gift. All this with fewer employees than last year.

How did they do it? Ridley, Inc. ECL Jody Hunstad says that

2010
Campaign
Goal:
\$1,870,000



Today: **62%**
THANK YOU!

CORPORATE GIFTS

Thank you to these businesses who have turned in their corporate pledges since our last eNewsletter.

[Click Here](#) to see the complete list of Corporate Gifts.

Abdo, Eick & Meyers
All American Foods

when their management showed their commitment, employees were inspired too. Management, beginning with CEO Steve VanRoekel, communicated to the employees that the need was even greater in our community this year, and that as a company, Ridley was going to give more. Management's passion, a speaker that shared with employees first-hand about the importance of United Way funding, and a rally committee that made it fun for employees to participate, all helped to make Ridley's campaign so successful.

What could be more fun than waging penny wars to see



which of the company's top execs would get to "pie" another top exec, all to benefit a great cause? Here the penny war "winner" pies the penny war "loser" as the other candidates look on in relief (and pleasure?) in an event that raised over \$4000 for United Way! Take a look at our [GMAUW Facebook](#) page for more pictures of Ridley's United Way campaign.

Thank you, Ridley, Inc. for your continued support and commitment to making the greater Mankato area a better place to live & work!

GIVE. ADVOCATE. VOLUNTEER.

If your child receives the monthly Books for Kids mailing from our United Way, you probably read this month's article on raising appreciative children. At this time of year when we especially take time to be thankful for all we have, being appreciative can increase our enjoyment and connection to the world around us.

Seeing their parents get involved by volunteering teaches kids about the importance of giving back to the community. If you'd like to get involved but don't know where to start, you can use our free [Volunteer Solutions](#) database to search for volunteer opportunities right here in greater Mankato.

To read the Books for Kids article mentioned above from this month's newsletter, [click here](#).

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www.mankatounitedway.org

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