

UNDERNEATH EVERYTHING WE ARE, UNDERNEATH EVERYTHING WE DO, WE ARE ALL PEOPLE. CONNECTED, INTERDEPENDENT, UNITED. AND WHEN WE REACH OUT A HAND TO ONE, WE INFLUENCE THE CONDITION OF ALL.

WE CAN ASK FOR MORE

Message from Katie Nerem, GMAUW Board Chair

Setting our campaign goal this year wasn't easy. Heading into a campaign within a prolonged recession and record job losses, the Greater Mankato Area United Way Board asked itself, what should we ask of our community?

We knew more people were unemployed than a year ago. More people were making less money than a year ago. But most important, more people needed help than a year ago. We decided we couldn't turn our back on the fact that there would be a greater demand for services. We changed the question from what *should* we ask, to what *can* we ask?



Now more than ever we are seeing, first-hand, family members, neighbors, and co-workers struggle and in turn, seek help from United Way-funded programs. People we cherish have lost their homes to foreclosures, lost their health insurance, and lost their way, because for now, their life is changed.

As we begin to wrap up our workplace campaigns, please keep in mind that for many of us, the majority of our waking hours are spent at work, which means the workplace is the best place for community transformation to take place. We *can* ask for more, because we know giving to the United Way through payroll deduction is the best way for many residents in our region to feel good about investing in the people around us.

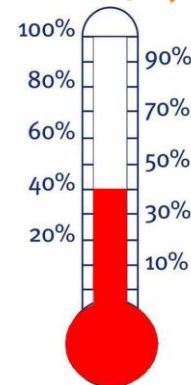
We hope that increasing the campaign goal by 1% provides the opportunity for everyone to consider giving more, knowing that those with less are greater in number this campaign season.

PARTNER SPOTLIGHT: CONNECTING KIDS

What would you do if your child had a passion for a sport or activity, but the cost to participate meant that you had to tell them no? What if you lost your job and couldn't afford to allow your child to keep doing a sport that means so much to them? What if you lived on a fixed income but wanted to provide meaningful youth development opportunities for your child? Where would you turn for help? The answer for the greater Mankato area is the Connecting Kids Program.

When Greater Mankato Area United Way launched the Connecting Kids Initiative this spring, the goal was to

2010 Campaign
Goal: \$1,870,000



Today: 45%
THANK YOU!

CORPORATE GIFTS

Thank you to the following businesses that have turned in their corporate pledges since our last eNewsletter. View the complete list on our website.

Autotronics of Mankato
Brennan Construction
Countryside Homes
Dolejs Associates, Inc.
Dotson Iron Castings
Gary Jernberg, DDS
Gary Stranik, DDS
I & S Group
Kato Insurance Agency
Mankato Luther Honda
McGraw-Hill Publishing
Minneopa Golf Club
MinnStar Bank
Northwest Mutual Financial-
Graham
Scheurer's Guaranty Rentals
Woodland Hills Funeral
Home
Kato Tool Division

help more low-income and at-risk kids with scholarships to participate in out of school activities and programs. So far this year over **500** kids have received scholarship assistance through the program. Kids can participate in what interests them, so what have they chosen? Everything from **Sports** like swimming, martial arts, skateboarding, and figure skating; to **Music** lessons like piano & guitar; to **Arts** activities like drawing & theatre; & other activities like robotics, horse camp, & cooking. Cool, huh?



Connecting Kids Coordinator Al Roehm says, "Participation in Youth Development activities provides kids the opportunity to explore interests, develop skills, discover talents & strengths, build peer & adult friendships, and helps kids establish a sense of belonging".

The goal of Connecting Kids is to ensure that all kids have the chance to participate in positive activities, regardless of family income. Today's kids are tomorrow's future; how cool is it to know that your gift to Greater Mankato Area United Way gives all kids the opportunity to BELONG.

2010 SPOTLIGHT: Brennan Construction

A common theme we're seeing in this campaign is that there are significantly fewer total employees locally, but the average donor gift is significantly higher.

Brennan Construction is a beaming example of that; despite a decrease in their workforce, Brennan employees actually **INCREASED** their pledge amount by 15%! Owners Mike & Cathy match their employees' pledges, and as a result, Brennan Construction's total campaign pledging **DOUBLED** this year.

A United Way staff person and an agency partner spoke at Brennan's company rally, sharing first-hand what United Way is funding & what it means in our community. Cathy Brennan commented, "Nearly all of our employees pledged to United Way this year because they could see the need. At Brennan Construction we're committed to our community; we're not just building buildings, we're building our community."

THE GREATER MANKATO AREA?

Why is this place called the "Greater Mankato Area" United Way? Well because people from all over the region benefit from the programs funded by GMAUW. In fact, GMAUW funds programs in communities such as Lake Crystal, Eagle Lake, and Mapleton. Go to <http://www.mankatounitedway.org/workplace-campaign-tips.php>, then scroll down to read more about how people IN YOUR TOWN are benefiting from the GREATER MANKATO AREA United Way.



American Family Insurance - Telshaw
Brown & Brown Insurance
V-TEK, Inc.
Brandt Garment Lettering
D/F Machine Specialties
Kitchenmaster & Company

DID YOU KNOW

Your gift to United Way truly makes a **difference** for someone in the greater Mankato area. For just \$5 a week (the price of a burger meal), you help:



40 students the opportunity to learn to recognize the signs & symptoms of depression & how to help a friend showing the signs,

or

4 months of round-trip rides to & from work for an individual with a disability,

or

6 kids the opportunity to do 3 months of martial arts classes

It may not seem like much to you, but your gift to United Way makes all the difference in the world to someone else.