

United Way update: 2011 Campaign Officially Kicks Off

At Greater Mankato Area United Way's Kickoff Event this morning we announced our 2011 Campaign Goal of **\$1,860,000**. Through our regular eNewsletters, we will keep you updated on the status of our campaign, share stories of how local individuals and companies are working to raise the money, and of course, let you know how your dollars are impacting our community. We invite you to **Join us in Living United!**

Challenge yourself.

Message from Steve VanRoekel, 2011 Volunteer Campaign Chair

"It seems like a cliché to say the United Way needs our support now more than ever. But for all of us born since the great depression, these past two years have brought severe economic hardships on an unprecedented number of Americans. While the greater Mankato area has fared better compared to other places in the U.S., the facts show the impact is taking a dramatic toll here too. Government support programs are overwhelmed and tax funding is unlikely to increase, and in some cases is already being cut.



There are solutions, and one of the best is the United Way. Your dollars stay in the greater Mankato area, are allocated by people who live and work here, fund a wide variety of needs, and are efficiently used. The fact that the Mankato area was spared the very worst of the economic crisis, and has historically been one of the most successful United Way communities is no coincidence. It's because the people who live and work here know the meaning of Living United. Don't be deceived, the need is significant and the need is here now. If we all do our part, and appreciate that extraordinary times require a little extra, we can keep the greater Mankato area Living United."

Impacting Lives: eStory



At today's Kick Off Event we heard first-hand how programs like the Backpack Food Program and LSS's Financial program are impacting lives right here.

Issues like **hunger** and **financial insecurity** are real in our community, and United Way programs are at work every day to improve people's lives, to stop problems from spiraling and getting worse, and prevent them from happening in the future.

When you give to United Way, you are helping to support programs like those at Partners for Affordable Housing; to make sure there is a safety net to catch people in their greatest time of need, but also to work to give them hope and make their future better. Want to know more about these programs? [Click here](#) to watch our **brand-new eStory** about how your gift to United Way is impacting lives EVERY DAY.

Be a leader.



2011 Campaign Kick Off

Nearly 200 people got together this morning to celebrate with United Way and officially kick off our 2011 campaign.

Click on this picture to view more images from this morning's

Upcoming Agency Tour:

Fri. Oct 1: SMILES, Arc of MN SW and Gillette Specialty Clinic

Learn more about how United Way funded programs help improve the lives of people with

event on our Facebook page.

Not yet a fan? You can join while you're there!

Get involved.

Rally Rally Rally

United Way employee rallies are in full swing in businesses throughout our community. In fact, by next Friday, **65** rallies will have already taken place, and that's just the beginning!

If your company would like to give its employees the opportunity to pledge to United Way through payroll deduction or any other way, or you just want more info on how to give, just call our office at 507.345.4551 or email Christi [here](#). She can walk you through what you need to know, and get you all the materials you need. Or just browse through the materials yourself [right here](#) to find what you need.

1 in 3 people in our community count on the programs that receive funding through United Way. Be a part of the impact by giving to United Way.

Be counted.

Loyal Contributors

United Way took a moment at Kickoff to give special recognition to our Loyal Contributors, those of you who have given to United Way for 10 or more years at any amount. What a feeling to see over half of the room stand up to be recognized as Loyal Contributors.

To learn more about who our Loyal Contributors are, [click here](#) to watch our short video, featuring a few of the people that have provided a foundation for our United Way for decades.



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disabilities and their families during this unique 3-partner Agency Tour. We'll hear from each of these partners to learn more about their impact in the Greater Mankato area.

Tours take place from **12pm-1pm**, so that you can see your gift in action first-hand over the course of your lunch hour!

[Click here](#) to RSVP for the Tour or for more info.

Lunch will be provided thanks to sponsors Subway and Pepsi

Upcoming Rally:

Wed Sept 22 at Summit Center

Retirees and community members are invited to be a part of a United Way rally at the Summit Center. Hear about the many organizations who receive support from United Way. Refreshments will be provided.

Call the Summit Center at 387-1666 by 9/21 to RSVP.



Volunteer Opportunities

Looking to volunteer but don't know where to start? [Click here](#) to search our online database to see what's out there and get connected to what you're passionate about!