

United Way 2011 Campaign Update

United Way offers donors the opportunity to be hopeful as they help fuel a brighter future.

A message from Jonathan Zierdt, GMAUW Board Chair



Symbiotic relationships...that's what it was called in my biology courses; others might phrase it "mutually beneficial"...the point being that together we are able to accomplish more. Enter the United Way, which gives all of us an opportunity to be part of making our community better. Whether as a business participating in and giving to the campaign, or an individual, philanthropic activity makes us not only feel better about ourselves but makes our

community a place people and businesses want to be.

The early results of this fall's United Way campaign indicate we are well on our way. One really positive example is a 9% increase in account pledges to-date, with individual pledges up by 13% and corporate up by 8%.

We have a great deal to feel good about and these early results ought to give us hope and optimism as a community. At the same time, we still have a long way to go to be able to fund the critical programs our community needs. It will take both individuals and businesses contributing what they can in order for us to achieve our campaign goal.

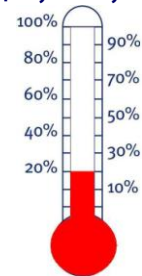
Building a bridge for greater independence

Partner Spotlight: SMILES (*Southern MN Independent Living Enterprises & Services*)

Think about this: if a loved one (a child, a spouse, a parent) had a disability, where would you go to access services? Or equipment? How could you help them to gain independence? Where would you even start? What if there was no organization in place that already "knew the ropes", that had equipment and networks available that you could just tap into?

Because of SMILES, there is a place where people in our community can go to access tools to aid in their independence. At SMILES, they thrive on the belief that opportunities should be available to all persons; that a person shouldn't be excluded from something just because they have a disability. And they work to give people independence, along with which come

2011 Campaign Goal: \$1,860,000



Amount Raised: \$381,685
Percent of Goal: 20%

Corporate Spotlight:

Thank You to the following businesses who have pledged their corporate gift since our last eNewsletter. To see a list of all corporate pledges received to date, [click here](#).

7 Up Bottling Co of Mankato
Aim Auto & Body Parts
All American Foods
Bellkato, Inc.
Crystal Lawn/GreenCare
Feed Service Co
Frandsen Bank & Trust
Investors Appraisals, Inc.
Javens Electric
Javens Mechanical Contractg
Kitchenmaster & Company
Lidstrom Com'cial Realtors
Mankato Luther Honda
Mankato Mortuary
Mutch Ace Northsd Hardware
Pepsi-Cola of Mankato, Inc.
Pioneer Bank
Rickway Carpet
Security Storage Systems
Snell Motors
State Farm Insurance-Brandt
Target
Tav On The Ave/Neighbors/
Dino's/Number 4

greater feelings of self-worth and fulfillment.

One SMILES program that your United Way donation supports is Assistive Technology. These daily living aids help empower individuals because they can be less dependent on others. Individuals can learn and access tools like speech



Large bright yellow keys on this keyboard allow individuals with visual or motor impairments access to computer use

recognition software, or even something as "simple" as an electronic deadbolt to enable them to be able to leave and re-enter their home without having to wait for someone, or to pay someone to lock their house so they can go out.

To read more about SMILES' programs and how their adaptive recreational programming impacted a young girl right here in our community, [click here](#).

Steering the way for our community

Rally Spotlight: Snell Motors

Snell Motors went into over-drive to make their United Way campaign a success: and their results were through the roof! The percentage of employees who donated increased from 44% to 63%, and total employee dollars pledged increased by nearly 30%! This year, Snell also matched its employee pledges dollar-for-dollar, effectively doubling employee giving. All in all, Snell Motors results were, well, awesome.

When asked the secret to their success, Snell's United Way committee said they were able to do lots of fun activities centered around a football theme: from a tail-gating party in their lot, to a chili cook-off to a tug-of-war contest, and more.



Employees were engaged in the activities and were having fun, all the while raising money for the campaign.

We want to say a huge Thank You to Snell Motors, its fund-raising committee, its employees and management for steering the way to a great campaign.

Wealth Enhancement Group

Your Dollars in Action

Recently United Way donors & volunteers attended a hybrid Agency Tour, hearing from 3 different United Way partners why their support of United Way is so important for their non-profit, and more importantly, for our community. To view pictures from the Tour, as well as to see more examples of SMILES' assistive technology, [click here](#).

Rallies

Rallies are taking place all over our community this fall to help raise funds, and raise awareness about United Way and its 58 partner programs.



Dr. Johnson models the tshirt created at ISJ to show their support of United Way

[Click here](#) to see more pictures of rallies around the community.



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**GIVE.
ADVOCATE.
VOLUNTEER.
LIVE UNITED.**