

United Way Campaign Update - December 2, 2011

Your gift to United Way provides ... emergency support for when disaster strikes.

When a Mankato area house fire broke out in the middle of the night this fall, everyone in the family: mom, dad and baby were able to get out of their home safely, but their house, and everything in it, was completely destroyed. What happens to a family who loses everything they own in a fire? Who is there to help them, both with their immediate physical needs, and with their emotional needs when faced with something so traumatic?



With disasters as diverse as house fires, bomb threats or spring flooding, the Red Cross's disaster preparedness and coordination are an essential part of making sure that our community is taken care of and ready if disaster strikes.

Turn to the other side of this newsletter to read this family's story, and more about how your support of United Way makes it possible for teams of American Red Cross disaster volunteers to be there to help.

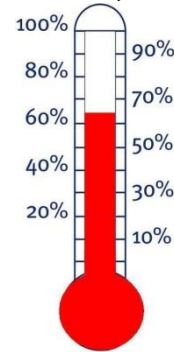
2012 Rally Results

Workplace rallies are wrapping up all around our community! Thank you to all of you who helped make your employee workplace campaign possible. Visit our website to see great results from companies around the area!

- CHS, Inc.
• MTU Onsite Energy
• Paulsen Architects
• Johnson Outdoors
• More!



Goal: \$1,930,000



Today: \$1,155,733
60% of Goal!

Corporate Spotlight

Thank you to these businesses for their generous corporate Heart Club pledge since our last eNews.

- Horizon Milling, LLC
Leonard, Street & Deinard
Maschka Riedy & Ries Law Firm
Perfecseal
The Free Press
The Thro Company
Voyager Bank
V-TEK, Inc.
WOW! ZONE Family Entertainment Center

Visit our website to see a list of all 2012 corporate pledges.

Securing Resources

Your gift to United Way makes a difference to the mother who calls for help in the middle of the night, and to countless others in our community. If you haven't had a chance to give yet, visit our website to find out how you can pledge your support



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IT COULD HAPPEN TO ANYONE

Agency: American Red Cross

Program: Emergency Services

Service: Emergency disaster response and coordination for things like fires, floods & tornadoes

Need: Last year, over 4300 people were helped by our local American Red Cross, including disaster relief such as emergency food, clothing, shelter, clean-up kits, and emotional support

Impact: Disaster preparation, reported reduction in family stress, homelessness, increased ability to deal with family crises, and fulfillment of victims' most immediate, pressing needs

When a Mankato area house fire broke out in the middle of the night this fall, everyone in the family: mom, dad and baby were able to get out of their home safely, but their house, and everything in it, was completely destroyed. A team of local American Red Cross disaster volunteers immediately got out to the fire to meet with the family.

Thanks to funding from United Way, the Red Cross was able to provide the family with the things they needed to fulfill their immediate needs: lodging for several nights until they could find a new place to live, clothing (because everything they had was destroyed in the fire), baby supplies (like a portable crib, diapers, formula), and food.

The Red Cross responds to approximately 25-30 house fires annually in the Mankato area. Typically, trained mental health care volunteers go out as part of the Red Cross volunteer teams, so that the teams are able to take care of not just the physical needs of the victims of disaster, but the emotional needs as well.

As a volunteer-driven organization with a small staff, approximately 95% of all Red Cross work is done by volunteers. There are approximately 125 locally-trained volunteers that help with preparedness work, planning, and response. With this amount of volunteers, coupled with the critical nature of the work they are doing, vital coordination and ongoing training is required.

With disasters as diverse as bomb threats or this spring's anticipated flooding, the Red Cross's disaster preparedness and coordination are an essential part of making sure that our community is taken care of and ready if disaster strikes.



Greater Mankato Area United Way's support of the American Red Cross stays local to help cover the costs to train disaster volunteers, as well as for the cost of activities for disaster services, preparedness and response