



On our way to our 2009  
Campaign Goal of \$1,876,151:

61.2% to goal

\$1,148,949.68

### Campaign Best Practices

#### ***Kato Engineering makes a splash for United Way!***

Kato Engineering surpassed the \$100,000 mark this campaign season with huge increases in their corporate and employee giving for a grand total of \$101,565.92! At campaign rallies held for every shift, Kato Engineering employees shared their personal stories of why it's important to give to United Way; whether it's because you never know when you may be in a situation and need the support of a United Way-funded program yourself, or if it's because you have a child who looks forward to reading her own United Way Books for Kids books to her stuffed animals before going to bed every night. Employees got into the United Way spirit by donating funds at the dunk tank where they tried their hand at dunking company management (here Kevin Newman gets his first splash thanks to his wife, Deb Newman). Thanks for the impact you make in our community, Kato Engineering!



#### ***Carlson Craft Lives United***

This fall, Carlson Craft participated as the first corporate pilot location for United Way's 2008 Initiative, Ready for Kindergarten. Forty Carlson Craft employees participated in these parenting education classes on-site. This year as part of their employee campaign, employees who donated to United Way wrote their name on a paper LIVE UNITED T-shirt, all of which were then strung around the cafeteria as a visual symbol of how Carlson Craft LIVES UNITED. And the results? Awesome! Carlson Craft employee participation increased from 73% to 82% & their Heart Club saw a 43% membership increase. One of Carlson Crafts fundraising events this year was a "Costume Campaign for the United Way", pictured here are three of



### Give.

Thank you to the following businesses for **increasing** their 2009 corporate pledges:

Dotson Company: 47.1%

Kato Engineering: 20.0%

Minnesota Valley Federal Credit Union: 53.8%

Ridley, Inc/Hubbard: 10.6%

Taylor Corporation: 5.2%

U.S. Bank: 66.7%

Voyager Bank: 85.2%

### Advocate.

Thanks to all the ECL's out there who are making it possible for the greater Mankato area to hear the message of United Way's impact in the community in this 2009 Campaign season and year-round! Thanks for all you do!

**Campaign Tip:** In the current financial situation, these are uncertain times for many of us, but that just means that our Agencies need us more than ever. If you'd like some help expressing the need, call our office to arrange for an Agency Speaker or United Way Staff to speak at your company, 345-4551.

### Volunteer.

Do you want to help make a difference in the lives of children in our community? There are lots of volunteer opportunities available to **work with children**, for example at places like Mankato Center 1 & 2 classes (reading to children ages 3-5) at **MVAC** and Single Parent Classes (doing activities with children ages 2-5 and their parents) at **Community Ed & Rec**.

Check out these & lots more volunteer opportunities at our

Carlson Craft's management team. These three received the highest number of votes and "won" the honor of dressing up as Tele-Tubbies! Way to go, Carlson Craft!

### **Taylor Corp emphasizes the impact of education**

Taylor Corp realized a hugely successful campaign again this year by continuing to get its employees involved, and focusing on educating its employees on the impact of United Way in the community. Employees were treated to their own version of the popular TV show, "Are you Smarter than a Pre-Schooler" during which Taylor Corp Executives were quizzed on United Way facts and went head-to-head with children from Taylor's Golden Heart Childcare Center...now when did kids get so smart!? Taylor Corp employees were treated to a week of fun activities including a 3-legged-race, a pie-eating contest, and bake sale auction. All the fun brought results with Taylor Corp employee pledges increasing by nearly 24% over last year to \$74,191! Outstanding!

### **More Campaign Success Stories**

Here are some examples of companies whose employee campaigns SOARED in dollars pledged:

**General Growth** mall office employees jumped 182%!

**Crown Beverage** - 37%

**V-Tek** - 28.7%

### **Way to go!**

### **Agency Spotlight:**

### **American Red Cross**

What does the local American Red Cross do in our community?

Everything from making sure our local hospital has an

ample and safe supply of blood on-hand 365 days per year, to working with local military families to help them with communicate with their loved ones serving in the military, to responding to many different types of local disasters, to teaching babysitting and first aid classes and swimming lessons, water safety instructors and lifeguarding.

**"What does my pledge do?" For \$1 a week you can:**

- teach a child to swim
- furnish personal care items to a family who just lost everything in a fire
- train a person to be a good babysitter.

Learn more about the [American Red Cross](#)



[community Volunteer database](#) at:  
[www.mankatounitedway.org](http://www.mankatounitedway.org)

## **Community Impact**

**Corner** *Update from Katie Boone,*

*GMAUW's  
Community  
Impact Director:*



With so much going on in the area of youth development, I've been busy meeting with organizations and school leaders throughout the community to coordinate and finalize preparations for the launch of **Connecting Kids**, the GMAUW 2009 Initiative. This is a really exciting time!

In September I traveled to Washington DC with Nancy Fitzsimons of MAHY for the **100 Best Communities Forum**. It was powerful to be able to share ideas and network with other recipients of the *100 Best Communities award* from across the nation. We returned with great new ideas on best practices and strategies for developing successful youth in our community.

Our **Success by 6 team**, our Early Childhood impact area, has also been working intensely to implement a comprehensive identification and referral system for at-risk families that will connect them to resources and home-visiting support from pre-natal through age three. Stay tuned as we continue to develop and update you in this area.

There's lots going on with work through Community Impact, so keep us in your radar in the upcoming weeks and months!

-Katie Boone

**United Way**



## LIVE UNITED

**Why Marsha Danielson, Dean of Economic Development at South Central College, LIVES UNITED:** "WHY? Here's why....As a child, my father died when I was twelve, and my family became one of those families who received the benefits of the generosity of individuals, like you, who contribute to the United Way. Here's what happened....Shortly after my father died I received a scholarship to attend a horse camp for a week. That camp taught me leadership skills and horsemanship (haven't used that much since the camp) but most importantly I spent the week with young men and women that were expected to lead. The result of that experience was that I was the first of eleven children in my family to attend college despite my family's urging to "get a job and make something of my life." You can make a difference in a young person's life too... by choosing to LIVE UNITED."

**People are sharing everyday how they "LIVE UNITED" in the greater Mankato area. Share your story today with the people around you!**

**OPEN YOUR HEART.** Reach out your hand and influence a young person. Volunteer for one hour; for a day. Use your voice for someone less fortunate. **GIVE TO THE UNITED WAY.**