

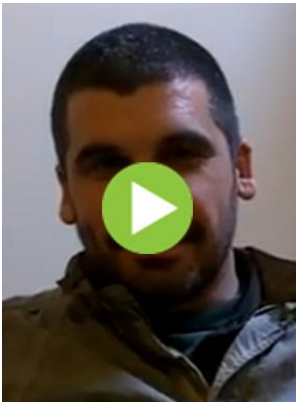


January News

VOLUNTEER OPPORTUNITIES

Education has always been a core value for us at Mission: St. Louis. We believe it's absolutely imperative in the empowerment of individuals and communities. Due to our ties with area schools, Roosevelt High School has asked for our help! We need volunteers who are strong in reading and math to tutor kids during the week, anytime between 8:00am-5:00pm. Please consider entering the life of a student to help them achieve their goals. Contact [Emily Whitworth](#) for specific details on the opportunities available.

A MESSAGE from Executive Director, Josh Wilson



WHAT YOUR MONEY DOES

In December, thousands of dollars in gifts were donated to our Affordable Christmas events. Parents who were struggling financially during the holiday season had an opportunity to purchase gifts at a fraction of the retail cost and provide a joyful Christmas for their families. More than 350 families were served, and everyone who participated was touched by



Presenting the Mission: St. Louis TOYOTA TUNDRA

The day dawned with a buzz of anticipation already in the air - it was May 18, 2011, Mission: St. Louis's designated voting day in Toyota's 100 Cars for Good competition. Thanks to some excellent social media campaign advice from our friends at The Journey, we had gotten the word out and now we simply had to wait and watch the votes roll in.

Each of the staff members had been assigned a specific time to vote; the winning percentages screen could only be viewed right after one voted, and we wanted to keep updates coming throughout the day. Circa 6:30am, Mission: St. Louis was in second place. One of the other organizations scheduled for that day is located on the East Coast and their voting base had been up and voting for longer than those of us in Central Time. However, there were no worries as we had the whole day to catch up to and surpass the other organizations.

By 8:30am, we had pulled ahead of the competition. There was a buzz of adrenaline around the office and we kept track of our progress on the large central white board. Staff made Facebook statuses, tweeted, sent blast emails, and contacted contacts about voting to an exhausting amount. The percentage of votes we held crept up: 25%, then 34%. Just before lunch, we finally settled in at 53% of the vote, putting us in the lead by a significant amount. Because of your votes, we stayed in the lead all day. As the evening closed out and time neared 11:00pm Central Time (when voting was scheduled to end), our video created for the campaign rounded out at 2,000 views. Due to your generous and much-appreciated voting, we had won a brand new truck!

The truck took a little longer to arrive than we had anticipated (Toyota is based in Japan and the tsunami halted things for a

NEIGHBORHOOD NEWS



Hamilton Heights [bounded by MLK Drive on the Northeast, city limits on the Northwest, Page Ave on the South, and Union Boulevard on the East] is one of Mission: St. Louis's targeted neighborhoods. This means we have staff and volunteers pouring time and resources into area churches and schools, building lasting relationships with people in order to make a difference. Over the past six months, volunteers have spent approximately 350 hours getting involved in the lives of students, faculty, and neighborhood residents. If you live near this area, or are just interested in getting more involved, contact [Jennifer Nefzger](#) to find out about the opportunities available!

YOUR GENEROSITY MATTERS

Corporate matching programs exist in many organizations without employees taking full advantage. Your gifts to Mission: St. Louis can be significantly increased by the generosity of your employer. Please consider asking your Human Resources Department whether this policy exists in your company. Thank you to the many donors who DO take advantage of programs such as these. Your gifts are multiplied which means we can do even more work in our city.

GOLF APPEAL

the experience. Thanks to those who worked tirelessly to make it happen, and for everyone who donated money, gifts, or their time-- Affordable Christmas was once again an enormous success because of you!

JOBS FOR LIFE: FULL TIME!

Our Jobs For Life program just wrapped up its first year, graduating 10 men from the program after equipping them to gain employment through tools such as resume building, interview skills and mentor/mentee relationships. In 2012, we hope to graduate a total of 60 men, and we're excited to have Darren Jackson now as FULL-TIME Jobs For Life Director to make this goal a reality. Darren was instrumental in establishing our JFL program and will be even more effective in his new role with Mission: St. Louis.

bit), but on October 3, 2011, a bright red Toyota Tundra pulled into the back parking lot at the Mission: St. Louis office. Earlier that day, Lou Fusz Toyota had handed Josh Wilson, Executive Director, the keys to a truck filled with toys for Affordable Christmas. Transporting Community Loop materials, donated office furniture, and even more Affordable Christmas gifts, the truck has proved to be an invaluable addition to the Mission: St. Louis arsenal of resources.

One staff member's life the truck has made a lot easier is that of Josh Kamer, Director of Community Loop. Says Kamer, "Having a truck means having greater accessibility. When people want to donate something, the truck enables us to pick up donations right away. It is also a huge load off of our volunteers, especially those volunteers whose trucks we would borrow to get the job done. Having the truck has been a great asset."

Thank you all so much for your votes, and I hope you see the bright red truck driving around town, putting your donations to good use.

By: Amy Bulgrien

Do you enjoy the game of golf and have a passion for our city? Do you have connections with sports or businesses around St. Louis? If so, we need you! We are currently forming a small committee to help with our annual Golf tournament fundraiser, which raises money to fund Sports Programming at Mission: St. Louis. The time requirement is minimal and work can be done around your schedule. This is a great opportunity to plug in at Mission: St. Louis and start making a difference in our city. Contact [Tiffany Kilper](#) to get involved!