

# Newsletters that Sizzle, Not Fizzle



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# Newsletters that Sizzle, Not Fizzle



## Members Webinar Series January 20, 2011



# Lori L. Jacobwith

- 20+ years as a communication strategist & fundraising coach
- Measurable: Helped organizations raise over \$100 million in last 10 years.
- Impact: My work creates environments where people find ease in their work with, and their conversations about money.



# What we'll cover today

## Newsletter





Thousands of messages barrage us every single day.



# Your Brand





# Standing out from the crowd



# How do you communicate





# Self Assessment



# Sharing your message



# Money moves toward boldness and clarity of communication





# 2 x 4 Rule



# 2 x 4 Rule



# Tips for effective enewsletters

- 1. Segment**
- 2. Use at least 1 image per article**
- 3. Summarize everything**
- 4. Encourage feedback**
- 5. Use a neat template**





UNIVERSITY OF MINNESOTA  
Driven to Discover™

## DISCOVER YOUR LEGACY

An e-newsletter for those who support medical research, education, and care at the University of Minnesota

**1** **Ms. Jacobwith, take action today to impact tomorrow.**

**2**

**A Family Affair**  
A mother's planned gift adds to her family's support of diabetes research at the U  
After seeing two of her grown children struggle with diabetes, Pat Lyon took action. She made a planned gift to the University of Minnesota Schulze Diabetes Institute to support research working towards a cure for type 1 diabetes.  
[Read More](#)

**3**

### Giving Back Without Giving Up Security

(Trouble viewing this message? Please click [here](#) for a Web version.)



**Organizing for Tax-Time Success Year Round**

[Read More](#)



**5 Ways to Give Without Worry**

[Read More](#)



**Boost Your Income for Retirement**

[Read More](#)

**4**

**Free Brochure**  
20 Free Guidebooks

**Donate Now**  
You can make a difference today.

**5**

**Gift Calculator**  
**Meet Our Donors**  
**Legal Essentials**  
**Contact Us**

**We're Here to Help**  
Please contact the MMF Gift Planning Team at [giftplanning@mmf.umn.edu](mailto:giftplanning@mmf.umn.edu)



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## Giving Thanks

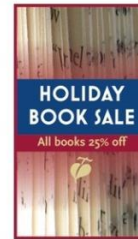
At the end of each year, most of us gather to give thanks and count our blessings. This year, at Coffee House Press, we have much to be thankful for, but mostly we're thankful for you, the readers of our books. You receive this e-mail because you love literature, and in particular, you love Coffee House Press. Today, we ask that you help us continue brewing good books by making a [year-end contribution](#).

With your help, this year we were able to publish our second National Book Award finalist in three years, *I Hotel* by Karen Tei Yamashita, one of the nation's most daring and innovative writers. It's only at independent presses like Coffee House that books like hers can receive the care and attention they deserve.

And you, as serious readers, want and deserve more titles that delight and inspire readers, contribute to the cultural life of our community, and enrich our literary heritage. Your year-end [contribution](#) will guarantee a future of great books.

Thank you,

Chris Fischbach



How would you like us to keep in touch with you? Scroll down, click on "Update your profile," and you'll receive a 30% off coupon for your next book purchase.

**E-books now available.**

These titles are now available from Amazon, Apple, Barnes & Noble, Sony, and other major retailers. More coming soon!

The Exquisite Land Hunt	Firmin Sam Savage	The Latshomocomer Kao Kalia Yang	Ray of the Star Laird Hunt	The Cry of the Sloth Sam Savage

You are receiving this email because you are a friend of Coffee House Press.



# COFFEE HOUSE PRESS

*Where good books are brewing*

## Giving Thanks

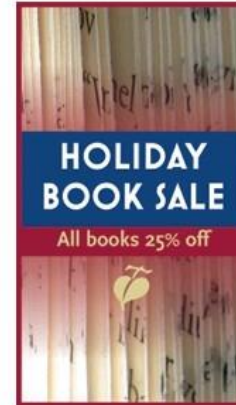
At the end of each year, most of us gather to give thanks and count our blessings. This year, at Coffee House Press, we have much to be thankful for, but mostly we're thankful for you, the readers of our books. You receive this e-mail because you love literature, and in particular, you love Coffee House Press. Today, we ask that you help us continue brewing good books by making [a year-end contribution](#).

With your help, this year we were able to publish our second National Book Award finalist in three years, *I Hotel* by Karen Tei Yamashita, one of the nation's most daring and innovative writers. It's only at independent presses like Coffee House that books like hers can receive the care and attention they deserve.

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**E-books now available.**

These titles are now available from Amazon, Apple, Barnes & Noble, Sony, and other major resellers. More coming soon!



**The Exquisite**  
Laird Hunt



**Firmin**  
Sam Savage



**The Latehomecomer**  
Kao Kalia Yang



**Ray of the Star**  
Laird Hunt



**The Cry of the Sloth**  
Sam Savage





Winter Newsletter

December 2010

**By the Numbers**  
**January - November**

38,829 Nights of shelter

134,073 Meals served

784 Public showers

3,972 Volunteers

9,358 Volunteer hours

**A Holiday Poem**  
**For Pam, Wherever**  
**You May Be**

I never got a Christmas  
card, I'd like to  
someday, I saw one at  
the shelter.

Glossy, new & brightly  
colored, the cozy home  
in the scene almost  
real.

Lights glow in the  
windows of the  
bedrooms up the stairs,  
a ribbon of smoke curls  
out of the chimney.

In the yard, enough  
snow to build a  
snowman with the  
neighbor kids who call  
my name. Trees to  
climb, birds that sing, &  
a mailbox!

## Seasons Greetings and Happy Holidays from House of Charity!

### House of Charity Celebrates the Holiday Season

On Wednesday, December 15th, House of Charity residents and clients living in the community as part of our Housing First program gathered at the Food Centre for an evening of holiday cheer.



Clients enjoyed a sumptuous sit-down dinner served by members of the Board of Directors and House of Charity staff. During dinner, Miss Minnesota International, Carolina Reyes, mingled with guests and posed for photographs.

Following dinner, every client received a gift bag filled with essentials, such as socks and razors, and treats, including a print of the new Twins stadium, perfume samples for the women, and a gift card. The evening ended with several exciting rounds of BINGO.



The clients truly enjoyed the event and were thankful for the efforts of Foodservice Director David Schulman, his staff, and other House of Charity staff and volunteers who made the evening special. One of the clients commented that it was wonderful to see the Housing First clients because they inspire those

living in the residence to work towards moving out into their own apartments.

Please [visit us online](#) for the full story of the Holiday party, additional photos and a list of local organizations that helped make this party a joyous and memorable occasion for those we serve!



**By the Numbers**  
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**A Holiday Poem**  
**For Pam, Wherever**  
**You May Be**

I never got a Christmas card, I'd like to someday, I saw one at the shelter.

Glossy, new & brightly colored, the cozy home in the scene almost real.

Lights glow in the windows of the bedrooms up the stairs, a ribbon of smoke curls out of the chimney.

In the yard, enough snow to build a snowman with the neighbor kids who call my name. Trees to climb, birds that sing, & a mailbox!

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Through the window I see the Christmas tree lovingly trimmed with velvet bows. I wish I could touch its prickly branches & breath its fresh green scent.

I never had a Christmas tree, I'd like to someday, I saw one at the shelter.

Elaine Gerr, 2001



Keep in Touch



**[Make a Donation!](#)**

## The Importance of a Holiday Card

At last week's relapse prevention groups, 37 Day by Day clients made and sent holiday greeting cards to family and friends.

As explained by Maren Johnson, House of Charity chemical dependency counselor, when people are in their addiction, they stop cultivating relationships. They do not remember birthdays or send holiday greetings. After going through the Day by Day program and becoming sober, they want to participate in the holiday rituals and reconnect with family and friends, but they typically do not have the money to buy presents. They feel ashamed because they do not have anything to offer. This shame can lead to relapse.

Maren wanted to provide her clients with the ability to at least send holiday cards. Together with fellow counselor Ryan Stopera, they brought supplies to their meetings. Maren was surprised by the number of men who enjoyed making their own cards. They made cards for parents, siblings, children, grandchildren, nieces, and nephews. They also sent cards to House of Charity clients who have recently moved into their own apartments through our Housing First program so that they would receive something fun in the mail.

## The Spirit of Holiday Giving

On Friday, December 17th, members of one of our biggest supporters, Thrivent Financial, visited the Food Centre to hand out new hats, gloves, and socks to House of Charity residents and members of the community in need. Nearly 300 people received new items just in time for the holidays and the large amounts of snow we've had of late. One House of Charity resident stated that he had left his hat on the bus by accident, and that he wasn't sure he would be able to get a new one. Then upon arriving at lunch, he saw that he could get one there. With a large smile on his face, he joked, "an hour without one...that ain't so bad!"

**We would like to thank Thrivent Financial and each of you for your continued support in many different capacities throughout the year and for keeping House of Charity and those we serve in your thoughts during the holiday season!**

**Also a special thanks to Traust Consulting for sponsoring our Fall and Winter issues of BEATS.**









## Good People doing Great Work

### **R.E.A.C.H. members present check to HOPE Coalition**

In September, Carol Girard and Marie Barrientos of R.E.A.C.H. (Reach Everyone and Choose Hope) bicycled from Winona to Mankato and back to raise money and awareness for abused children in Minnesota. These two women were able to raise \$7,500, a gift that was split between HOPE Coalition and Mary's Place in Winona.



### **Slumberland of Red Wing donates safe places to sleep**

In December, the Red Wing Slumberland donated ten twin bed sets and two full-sized beds to HOPE clients. They also encouraged their customers to donate towards mattress covers for the beds, and arranged for Temperpedic to donate Temperpedic teddy bears for the children. One of the recipients was a previously homeless youth from Red Wing, who was moving into her first apartment.

She received one of the bed sets, a mattress cover, and one of the bears. "She was so excited! She couldn't believe that her community cared about her enough to do something like this. She had spent the last few months hopping from couch to couch. To finally have a bed and a place of her own almost brought her to tears" said one HOPE staff member.

### **HOPE Coalition benefits from Festival of Trees**

On behalf of four of our transitional housing families, HOPE Coalition would like to extend a sincere thank you to St. Brigid's at High Park. On November 26, they held their 2<sup>nd</sup> annual Festival of Trees event in conjunction with the Holiday Stroll in Red Wing. After displaying these beautifully decorated Christmas trees to the public, St. Brigid's at High Park auctioned them as a fundraiser. People who already had Christmas trees were encouraged to consider purchasing and donating a tree to a HOPE Coalition family. Four buyers generously shared the spirit of Christmas so that four of our families could have a tree of their own.

## Elder Justic Network formed

By 2020, for the first time in history, there will be more people aged 65 and older than school age children in Goodhue County and it will create a new challenge for our community. HOPE Coalition is spearheading the creation of a service provider network to address this issue: The detection, intervention and prevention of elder abuse.

Currently there is no formal or informal network of service providers working together in Goodhue County to address the demands and challenges that this demographic and economic trend will create. There is a need for a coordinated, multidisciplinary response to this historic demographic transformation; a professional response can make a proactive impact through education and awareness in services offered to the elders in our community. We invite you to help form Goodhue County's Elder Justice Network.

HOPE Coalition received one of 10 national mini-grants to facilitate formation of the Network. Together with acclaimed national trainers, HOPE hosted a one-day Strategic Planning Training on December 7 to identify core disciplines essential to forming a multidisciplinary team, connect with involved service agencies, and develop a communication system to relay information to all members.

For further information about the Elder Abuse Network contact Linda Flanders at 715-222-0920 or email [taproot@redwing.net](mailto:taproot@redwing.net).

## UPCOMING EVENT:

**Laugh Lines presents comedian "Wild Bill" Bauer**

Contact Emily at [enelson@hope-coalition.org](mailto:enelson@hope-coalition.org) or 651-388-9360, ext 30.

**LAUGH LINES**  
Presents



Comedian

**Wild Bill Bauer**

"Bill Bauer is the funniest man in America"  
-Louie Anderson

"The most overlooked and underrated comedian in America.  
He's not to be missed."  
- The Twin Cities Reader

"Bill Bauer writes the best jokes in America"  
-Tom Arnold









# Voice of Hope

Vol. 3 Issue 12

December 2010

In this issue...

[A tiny little miracle](#)

[Benefit Breakfast a success - watch videos](#)

[Mardi Gras tickets on sale - discount if purchased online](#)

[Toys for the little ones.](#)

[Saying good-bye to Father Patrick Riley](#)

**Catholic Charities  
of the Diocese of St. Cloud**

[www.ccstcloud.org](http://www.ccstcloud.org)

P.O. Box 2390

St. Cloud, MN 56302-2390

800.830.8254

[Learn about our current needs](#)

## A tiny little miracle

Yesterday, a little miracle happened for some of Catholic Charities' smallest clients.

They got to meet Santa.

This may sound like a routine occurrence for most tiny Central Minnesotans, but for children in [Catholic Charities Young Learners Program](#), their behavior often prevents them from doing the things other kids do. Their parents shy away from Santa, because, well, what if their child hits, kicks, screams or even bites Santa or his elves?



In advance of the momentous event, a few of the children were very anxious, but when the big moment came, they all behaved just as they should and received a hand-made Christmas stocking with a few goodies too.

In fact, every child who receives mental health services from Catholic Charities Children and Youth Services got to meet Santa. Each not only received a stocking, but also a photo of themselves with Santa - a tangible memory they can hold onto for a lifetime.

[Benefit Breakfast a success - watch videos](#)



### Benefit Breakfast a success - watch videos

Catholic Charities Benefit Breakfast on December 2 was our largest ever. Over 400 people were inspired by the stories shared. We met Lieutenant Ryan, who, along with his mom, described how Catholic Charities helped their family when no one else would.

[Both video presentations, along with the moving "Prayer for Children" shared at the breakfast, are available on our website.](#)



### Mardi Gras tickets on sale - discount if purchased online

Tickets are now on sale for *Catholic Charities 2011 Mardi Gras Escape to Tuscany* which will be held at the St. Cloud Civic Center on February 5, 2011.

Individual tickets are \$85, but tickets are discounted if you [purchase online](#).

There are a few special Tuscan twists to this year's event. First, wine aficionados are asked to donate a bottle of their favorite wine for guests to purchase at the event. All of the bottles will be gathered in advance and guests may make a donation to try their luck at "pulling" a bottle from the wine rack. Guests will then take the bottle home to Escape to Tuscany yet again at a later time.



Second, the silent auction will be completed before dinner, which means guests may head home to siesta after dinner, with their items in tow if they so choose. Please! Eat hors d' oeuvres, bid on the silent auction, enjoy dinner, dance the night away and take home a bottle of wine from Mardi Gras 2011 Escape to Tuscany.

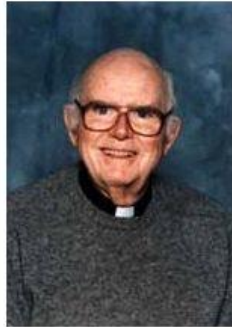
### Toys for the little ones.

We're heading into the home stretch of Catholic Charities' annual Toys for Tots effort. Over 2,500 children have been registered to receive toys. If you have been thinking about donating, NOW is the time. You may donate [online](#) or by visiting one of the many [collection sites](#) across the St. Cloud area.

Catholic Charities Emergency Services, with the support of the U.S. Marine Corps League, Valhalla Detachment, sponsors the St. Cloud Area Toys For Tots program for children in need.



### Saying good-bye to Father Patrick Riley



It is with great sadness that we share the passing of Father Patrick Riley, long-time therapist at Catholic Charities Caritas Mental Health Clinic. A full obituary, including arrangement information is below. We invite you to share memories you have of Father Pat at: [Memories of Father Pat](#).

Reverend Patrick Richard Riley was born on April 25, 1918, in Rochester, MN. He was the son of Charles and Zoe Leepy Riley. Father Riley attended Saint John's Grade School, Rochester, MN, Rochester Public High School, Rochester, MN and Saint John's University, Collegeville, MN. He received his seminary training at Saint Thomas Seminary, Denver, CO, and Saint Paul Seminary, Saint Paul, MN. Father Riley was ordained on June 6, 1948, at Saint Mary's Cathedral, Saint Cloud, MN, by The Most Reverend Peter W. Bartholome. He celebrated his

First Mass on June 7, 1948, at Saint John's Church, Rochester, MN.

Father Riley served in the following assignments: associate pastor, St. Mary's, Breckenridge, July 1948-July 1950, Saint Mary's Cathedral, Saint Cloud, MN, July 1950-January 1951; Chaplain at St. Cloud Hospital, January 1951-September 1968; Clinical Training, Rochester, MN, September 1968-September 1970; Counselor for Catholic Charities, September 1970-September 1993. Father Riley retired September 1, 1993. While in retirement, Father Riley continued his work with Catholic Charities.

Father Riley died on December 14, 2010, at the Saint Cloud Hospital, Saint Cloud, MN. Visitation will be held from 4:00 p.m. until 8:00 p.m. on Sunday and after 9:00 a.m. on Monday at the Cathedral of St. Mary, St. Cloud. A Vigil Service will be held at 7:00 p.m. on Sunday.

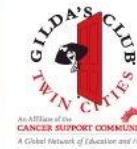
The Mass of Christian Burial will be celebrated on Monday, December 20, 2010, at 11:00 a.m. at the Cathedral of Saint Mary, Saint Cloud, MN, with The Most Reverend John F. Kinney presiding. Burial will take place in Calvary Cemetery, Rochester, MN.

Father Riley was preceded in death by his parents.

In lieu of flowers, memorials are preferred to Catholic Charities of the Diocese of St. Cloud or program of donor's choice.

# GildaGram

[ABOUT US](#) | [DONATE](#) | [VOLUNTEER](#) | [NEWS & EVENTS](#) | [FAQ](#) | [CONTACT](#)



## Executive Director's Desk 2010 Accomplishments

In this holiday season of celebration and reflection, I would like to share with you our 2010 accomplishments, and how your gifts of support are helping Gilda's Club Twin Cities move closer to providing innovative support to the thousands of people in Minnesota whose lives are touched by cancer.

[READ MORE >](#)



Michelle Silverman

## Jenni Lilledahl, Chair, Board of Directors Join the Clubhouse Circle



Jenni Lilledahl

Please join me in providing hope and needed support to the more than 23,500 people in Minnesota who were impacted by a cancer diagnosis in 2010. Every day we receive calls and talk with people, their family members and friends dealing with the web of emotions that a cancer diagnosis weaves.

People feel isolated, overwhelmed and distraught. The Twin Cities needs a Gilda's Club. Please join me by renewing your commitment with a year-end donation of any amount, or by increasing your commitment by joining the Clubhouse Circle.

[READ MORE >](#)

## Third Party Events

The first teenager to become a Patron Member of the Gilda's Club Twin Cities Clubhouse Circle is Elyse Friedman shown here reading the Torah. When asked about her motivation to make the donation, she said, "A dear friend of our family has stage IV breast cancer and she told me how she has been working to open a Gilda's Clubhouse in the Twin Cities. Later, when I was doing the research for my Bat Mitzvah project I decided to donate a part of my Bat Mitzvah gifts, and ask my friends and family to donate to Gilda's Club in support of our friend."

[READ MORE >](#)



In the spirit of holiday giving John Sweeney and Jenni Lilledahl, co-owners of the Brave New Workshop Theatre, generously donated the proceeds of a private performance of the Brave New Workshop Comedy Theatre of Brett Favre's Christmas Spectacular II; The Second Coming. Two local non-profits, one being Gilda's Club Twin Cities, were the beneficiaries of this unique fundraiser. One guest was quoted as saying, "The show was absolutely fabulous and funny, we laughed until we cried, we had a great time."

[READ MORE >](#)

## DECEMBER 2010 ISSUE

### Executive Director's Desk

Jenni Lilledahl

### Third Party Events

Welcome New Board Members

Save the Date

Clubhouse Circle

GCTC Wish List

Welcome New Volunteers

Holiday Wishes

**DONATE**

## Clubhouse Circle

A special invitation to Join the Clubhouse Circle.

For a limited time, you can become a founding member of the Gilda's Club Twin Cities Clubhouse Circle with a minimum gift of \$1,000.

Once the doors open, the circle is complete, and this opportunity closes. When you join the Clubhouse Circle, you have the comfort of knowing you helped start a Gilda's Club in the Twin Cities.

In addition, your name will appear in Gilda's Club communications and will be recognized on the founding donors' wall. **Clubhouse Circle >**

## GILDA'S CLUB TWIN CITIES WISH LIST

The following items are needed at the GCTC administrative office:

TV with DVD  
Desktop computer (2009 or newer)  
Laptop (2009 or newer)  
Bottled Water  
Reams of white 8x11

# **Lori's Laws for effective email and print newsletters**

- 1. Share in a compelling way, what you need additional funding for.**
- 2. Create a compelling “call to action.”**



# Print versions

*Newsletter*





# Tips for effective newsletters

- 1. Color matters**
- 2. Readability of masthead is key**
- 3. Use a table of contents**

Source: Copywriting & Design Strategies for Better Donor Newsletter, Lisa Sargent

# Tips for effective newsletters

**4. Fonts matter**

**5. Use photos**

Source: Copywriting & Design Strategies for Better Donor Newsletter, Lisa Sargent

# Serif font v. Sanserif font

## ☞ Serif fonts

### Teletype

A neat serif typewriter font.

**Font name:** Teletype

**Platform:** PC

### Times New Roman

Times New Roman first appeared in 1932 in The Times of London newspaper.

**Font name:** Times New Roman

**Platform:** PC / Mac

### Typewriter New Roman

A typewriter font by Johan Holmdahl. It includes international characters.

**Font name:** Typewriter New Roman

**Platform:** PC / Mac

### Typical Writer

A typewriter font by Carl Johanson.

**Font name:** Typical Writer

**Platform:** PC

### Wellsley

A serif font with angular curves that give a Gothic look to it.

**Font name:** Wellsley

**Platform:** PC

### Andale Mono

Monotype's Andale Mono is a highly legible mono spaced font.

**Font name:** Andale Mono

**Platform:** PC / Mac

### Arial

An extremely versatile font which can be used for text setting in reports, printouts, etc.

**Font name:** Arial

**Platform:** PC / Mac

### Comic Sans MS

A groovy script font, which is great for titles, it's also extremely readable on screen.

**Font name:** Comic Sans MS

**Platform:** PC / Mac

### Copacetix

A sans serif cartoon font by James Kendall.

**Font name:** Copacetix

**Platform:** PC

### CRASS

A sans serif stencil font by Faizal Reza. Only CAPS available.

**Font name:** Crass

**Platform:** PC

### Exoteric

A sans serif font by Arthur Lui.

**Font name:** Exoteric

**Platform:** PC

### Lexia

A sans serif script font similar to Comic Sans MS, but with a simpler and more professional look.

**Font name:** Lexia

**Platform:** PC / Mac

### Liberation Mono

A free RedHat sans serif font similar to Monotype's Andale Mono.

**Font name:** Liberation Sans

**Platform:** PC



# **Tips for effective newsletters**

- 6. Thank the reader**
- 7. Break up the copy**
- 8. Don't be afraid of numbers**
- 9. Include inside info but not jargon**
- 10. Direct traffic to your website**

# Foundation Focus

WISCONSIN MEDICAL SOCIETY FOUNDATION NEWS • FALL 2010

The mission of the Wisconsin Medical Society Foundation is to advance the health of the people of Wisconsin by supporting medical and health education.

INSIDE: 2010 HIGHLIGHTS

## Foundation develops Wisconsin Healthy Living Network

In response to health system reform initiatives that focus on public health, the Wisconsin Medical Society Foundation is working to make the invisible visible. The Foundation's statewide Healthy Living Network will engage physicians as leaders for directing wellness and disease prevention efforts in communities across Wisconsin.

The Wisconsin Healthy Living Network brings together CHAMP (Community Health Action via Medical Partnership) teams, Foundation Ambassadors (physicians who have committed to lead and connect important public health messages within their communities) and a broad array of partners including economic development centers. Physicians also play a key role in CHAMP teams, which connect public health officials and business leaders to address community health issues.

Wisconsin ranks high in several health-related areas; however, the state ranks 49th in public health funding (*Trust for American's Health*, Robert Wood Johnson Foundation; March 2010). While we have many health supports and assets in our state, the Healthy Living Network will strengthen support to this vital public health system.

Through the Healthy Living Network, the Foundation will serve as a voice, convener and collaborator for community health improvement. Foundation Ambassadors and community partners will raise awareness through local newspapers and target messaging, and CHAMP teams will help implement health-focused community-initiated projects. The Foundation plans to share these improvement efforts, highlight physicians engaged in community health issues and link these activities to the state's Healthiest Wisconsin 2020 initiative ([www.dhs.wisconsin.gov/hw2020](http://www.dhs.wisconsin.gov/hw2020)) through a revamped website.

The Wisconsin Healthy Living Network also will be critical to health system reform efforts that dictate fixed payments of services through Accountable Care Organizations (ACOs). Strong prevention efforts,



Wisconsin Healthy Living Network: Enabling public health messaging through five regional Public Health Districts (colors on the map) and seven Economic Development Centers (numbers on the map) and other health care partners.

efforts also emphasize other public health issues, including employer wellness programs, nutrition labeling, enhanced diabetes care, women's health programs, trauma care systems and service availability.

To best coordinate this work, the Foundation is working closely with the University of Wisconsin Population Health Institute and the state Department of Health Services to design activities within regional public health areas and economic development centers (see map). The Foundation's focus on public health and prevention—coupled with the Society's emphasis on cost variation, quality improvement, health policy and health information—will position Wisconsin to remain a leader in our nation's health care delivery system.

Please join us and be a voice for Wisconsin's health.



**In This Issue**

**Volunteer Highlight**

**A Recipe for Hope**

**April Shower & Silent Auction**

\*\*\*\*\*

**Volunteer Highlight**  
**Books...Books...Books!**



Kris Kulevsky, a community donor, acted on her dismay. She learned, through our electronic volunteer listing, of MVNA's need for children's board books. In a conversation during her inquiry, she was saddened to learn that 95% of the Family Health households served by MVNA do not have a single book in their homes.

Kris and her young daughters, Lily and Greta wanted to share their love of books with our clients. "Collecting books for people who don't have ANY was something we could do together and it would be fun," Kris explained.

Kris sent a letter to friends, neighbors and relatives and asked them to consider collecting books during Thanksgiving. She cleared off several shelves in a bookcase

(over)

**A RECIPE FOR HOPE:**

**Start with a need, add generosity and caring!**

"Loving and bright," describes young Lila's personality, according to her MVNA Nurse Lee\*--and recovering from effects of malnourishment and parasites describes her medical condition. Five-year old Lila weighs 29 pounds, but the average weight for her age is 40 to 50 pounds.

On a medical visa from Somalia, and in the care of her Aunt Ann\*, Lila suffered from parasites and malnourishment. Her first two months in this country were spent in the hospital. Lila's condition has compromised her digestive system and she must follow a special gluten-free diet. Her aunt has two children, nine months and two years old and does not have the resources to pay for the special foods. Lee explained, "Auntie is a 'can do' person and wants to learn as much as she can to follow a proper diet for her niece."

Lila is adjusting to her new life, considering the upheaval she left in Somalia. Lila's parents, who are unlikely to join her anytime soon, previously owned a farm and a lovely home now live in a lean-to hovel.

Based on a request from the MVNA nurse, *Community of Caring: Club 100* is seeking donors to support the cost for a special diet for about six months. Even though she has only been in the US (Minneapolis) for a few months, the nurse reports some improvement in Lila's health. Lee shared that Lila is still quite fragile, but she is developmentally on track and there is a potential for full recovery.

To date, through generous donors, we have been able to secure three months of funding to support Lila's nutritional situation. As one donor said, "we are stirring in our ingredient of love in the hope that Lila recovers."

If you or a group of donors would like help Lila regain her health by supporting her dietary needs, please contact Michelle Lichtig, *Community Caring: Club 100* at [lichtigm@mvna.org](mailto:lichtigm@mvna.org) (612-617-4658).

*\*Names are changed to protect privacy.*

**"THANK YOU FOR THE GIFT OF GIVING"**

We would like to thank the following companies or groups for recent grants or donations:

American Sewing Guild · Christ Lutheran Church · Maple Plain · Church of St. Joan of Arc · Knotty Quilters · Lutheran Church of the Master · Medtronic Foundation · MVNA Teams 6 and 11 · New Hope Women of Today · St. Frances Cabrini Church · Shepherd of the Valley Lutheran Church · Smiths Medical · Twin Cities Medical Society · Wells Fargo Technology & Operations (Finance & Accounting) · Women of the West Quilters ·

*\* Thank you note from Cheri, MVNA client*

# the vail place news letter

Winter 2010

## VAIL PLACE BOARD OF DIRECTORS

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## Two Locations of Service

15 – 9th Avenue South  
Hopkins, MN 55343  
952-938-9622

1412 West 36th Street  
Minneapolis, MN 55408  
612-824-8061

  
**VailPlace**  
www.vailplace.org

## Vail Place 2010 into 2011 - A Call to Arms!

Well ... All Hands on Deck, at any rate

An evolution of leadership and management to meet the times

Over the past couple decades, Vail Place has evolved mostly organically: services and staff have been added in response to public funding directives and funding availability. But times have changed, and so has Vail Place.

The reality of mental health services today means reduced public and private funding and increased competition, not only for funding but for clients. Vail Place has been meeting these challenges through a process of scrupulous evaluation of how we deliver services, with the goal of serving our members as efficiently and effectively as possible. We've been taking a very close look at ourselves: our program and services, staffing, and management structure and culture.

The results are ongoing, but have been very positive, as seen by the fact that we're ending this very financially challenging year on budget!

Here's a look at the state of Vail Place as 2010 comes to a close, and what to expect for 2011.

We've been asking ourselves some tough questions about the what, why, and how we're fulfilling our mission. A quick check on our answers ...

*"... we've instituted some exciting changes in management structure, including a restructuring of our leadership, that we believe will increase the agency's effectiveness and strengthen our dedication to our mission."*

The main point about the "what" is that we do more than what most people realize. We don't just run a Clubhouse Program – in itself, already broad in scope. We also run a Case Management Program, which provides critical and individualized support for many people with the greatest needs.

As far as "why" we do what we do, the single answer that drives all our services is that we believe recovery is possible for people with serious mental illness.

The tougher question to answer is the "how." It leads to many more questions, like: Is the clubhouse program effective? How do we incorporate recovery into our daily language and case management services? How do we effectively deliver services for young adults? What is the capacity of our facilities?

Some answers are clear. We know the effectiveness of Clubhouse and of case management. Other answers have led to further examination and reevaluation, and a decision to look more closely at our staffing and management structure. We recognize that for Vail Place to reach the next level in its development, the right team – in the right roles – has to be in place.

As a result, we've instituted some exciting changes in management structure, including a restructuring of our leadership, that we believe

(Continued on page 2)



The fabulous Vail Place management team knows how to deliver! From L: Jolene Peterson (Clinical Services Manager); Shelly Zuzek (Clinical Services Director); Vicky Couillard (Co-Executive Director); Kathie Prieve (Co-Executive Director); Carrie Framsted (Minneapolis Site Program Director); Cass Davids (Hopkins Site Program Director).



"Something had just clicked inside me . . ."

## How Marie is Winning the fight of a Lifetime

*A formerly homeless mother of four is beating overwhelming odds to overcome heroin addiction – thanks to gritty determination, a deep love for her kids and the 'whatever-it-takes' spirit of Merchants Quay staff. Read about the positive changes you're helping make possible . . .*

**Marie loves to laugh.** You'd notice that first about this pretty mom with the sparkling blue eyes. And she's not above laughing at herself, at finding humour in all she's been through. Because on her journey toward a drug-free life, Marie has learned to face both good and bad.

She's forthright about it all. The beloved horse she rode every night as a teenager, her devastation when he was sold. Out of school at 14 . . . troubles with drinking and smoking hash . . . the violence at home.

Now in her 30s, she seems to have lived a lifetime. In and out of treatment while her mother cared for her children, Marie had issues with multiple drugs – typical for heroin users – making it doubly difficult to stop using.

**She hit rock-bottom before realising** her true source of strength: her children. By then her mom was out of patience – the kids would always have a home, but Marie was on the streets. "She was a great supporter, and I'd be lost without her . . . I ended up homeless then and in the hostels. I used to have a photograph of me kids on the shelf and I wanted to stop taking [the drugs] but I couldn't. No pride, no dignity – everything just goes out the window. So I decided I needed to get help."

**Like many of Ireland's nearly 15,000 heroin users** looking to break the addiction cycle, Marie faced an uphill battle. She'd decided to seek treatment, but was still surrounded by drug users at the hostel – including a friend who smoked heroin constantly. "I used to sleep with a T shirt over me face so's not to smell it . . ."

**Even at High Park, our residential treatment programme, it wasn't easy . . . especially for a woman.** Of every ten drug users in treatment, just three are female. Marie explains that it's tougher for women "With children especially. I don't think I could go through treatment knowing that my kids



Marie found strength in a photo she always kept of her children.

were in someone else's house being looked after . . . it's very hard on the mothers and I can only imagine what it's like on the kids."

She credits Merchant's Quay staff for helping her stay in the programme. "They sat up with me 'til one or two o'clock in the morning and if you were going through something they'd ask . . . they won't let you hide in any corner. With other places I never really got that."

**Marie remembers when she'd turned the corner.** It was, she recalls, "when my kids came up to see me. I just started to realise that I want to be there for my kids. From that moment on I really started putting the work in."

Today Marie is drug-free, in recovery housing and attending our aftercare sessions. She couldn't be more delighted, summing it up with customary wit: "I used to ring High Park when I left and I'd be havin' a chat with the staff and I'd say, 'I want to come back.' And they'd say, 'We miss you . . . but we don't miss you that much!' I'd be lost without the support from Merchants Quay. I'm grateful that I got the chance to go in there. Me kids they are benefitting so much from it."

could go through treatment knowing that my kids

from it.

**For Marie, and for so many others, you are making a real difference. Thank you so much.**

# Quay Times



The Newsletter for Supporters of Merchants Quay Ireland | Autumn 2010

## "That Was When I Was Young and Innocent..."

*Liam's story is one every parent fears. And with 15,000 people across Ireland who are caught in heroin's grip, it's all too real. Read how it's turning out, thanks to you:*



"That was when I was young and innocent," Liam begins. "We used to go down to Seapoint, Dun Laoghaire baths. I used to love swimming...."

His story is one every parent fears. "I grew up too fast. Hit me teens, like. The ecstasy and smoking hash and I just tried to be part of the

**"I wouldn't be here now if it wasn't for Merchants Quay Ireland. I'm very grateful for people who have helped out." Thank you!**

Liam, pictured at left, learned new computer skills at MQI

scene ya know, experimented in trying heroin."

Heroin is one of the most addictive drugs available. In the span of 180 days, Liam was smoking heroin every day. "One day I woke up I was vomiting, shivering, bleeding. It had a hold on me."

He was injecting by 19, to a point where he "had no veins left." He robbed and was homeless for "three or four years, in and out of hostels. Being on the street definitely increased my drug use."

With nowhere to turn, he came to Merchants Quay for meals. "I used to go into the drop in-at 7.30 when they opened for breakfast, just around the corner from the needle exchange." Then a staff member helped Liam get on our Stabilisation Programme (see story below). He'd sought help before, but the

*continued on page 4 >>*

## MQI's Stabilisation Programme: Behind the Scenes with David and Maeve

*A chat with  
Team Leader Maeve  
O'Callaghan and  
Assistant Supervisor  
David Sherry, of  
Merchants Quay's  
Stabilisation  
Programme.*

**MQI: Can you tell us about the Stabilisation Programme?**

**Maeve:** People are chaotic sometimes when they approach us. Some of them can be homeless and looking for a space to connect in with, some can be in apartments and are sorted in that direction but not sorted in their addiction levels. Some come

in from another part of the country. So before they can move in any other direction in their lives, we have to try and stabilise their drug habits, their living habits, their life skills. That's the whole point of stabilisation. It keeps them on the level – connected with us, connected with doctors,

*continued on page 3 >>*

Merchants Quay uses your donations wisely. See how, page 2...



## The Healing Hands of Sister Brid

*Sister Brid O'Sullivan reflects on her life and her work as a nurse at Merchant's Quay, helping the homeless and those struggling with addiction problems in Dublin.*

From the start, Sister Brid has been active as a nurse at Merchant's Quay. "My first day, I had lunch with a nurse who worked there. After lunch, there was an overdose. Somebody had collapsed. So we just grabbed the bag and went over and did CPR."

She found her calling at just 19, to the Franciscan Missionaries of the Divine Motherhood. These first years as a nun shaped her future, and Sr Brid trained as both a nurse and midwife.

In 1972 she set off to Africa.

Specialising in leprosy, Sr Brid worked as a nurse with four nuns from her Order in the swampy area near Lake Bangweulu, in Northern Zambia. There she helped upgrade the local health centre to a hospital with X-ray service, the community's first.

She recalls those years fondly, saying, "Africa was the cherry on the icing for the life I chose."

Africa was also where Sr Brid honed nursing skills that – combined with her ready smile and caring heart – would prove invaluable to Merchant's Quay Ireland, and she joined the medical staff in 2004, at our busy, Dublin-based outreach service.

Today Sister Brid sees over 300 people who turn to Merchant's Quay daily.

She's learned that their life stories of drug use, poverty, prison, loss and abuse aren't easily told. "Some stories are just so sad and very painful to listen to, so you can imagine what it's like for the clients themselves."



Sister Brid in action.

Photo by Steven Doyle

The Merchant's Quay philosophy of respecting clients – at whatever stage they're at – is crucial, she feels, as are services offered through needle exchange and Open Access facilities, like medical care and counselling, Sunday dinners, and practical help finding a home.

But the need far outpaces present capacity, notes Sister Brid, and not just in Dublin.

"We're referring people all the time to detox and drug rehabilitation, adding their names to the waiting lists. We need far more detox services in this country. We're caught in Ireland."

Merchant's Quay provides two Residential Drug Treatment facilities in Ireland: St Francis Farm in Co. Carlow and High Park in Drumcondra, Dublin.

Both have waiting lists.

### How you can make a Euro stretch a whole lot further!

By setting up a standing order, you help us to plan more efficiently and effectively so we can help more people.

If you pay income tax through the PAYE system your monthly donation can GROW 25% - 69% when we claim tax back from the government.

Monthly € donated	20% tax bracket Your donation + tax reclaim	41% tax bracket Your donation + tax reclaim
€21	€26 (€312 yearly)	€35 (€420 yearly)
€25	€31 (€372 yearly)	€42 (€504 yearly)
€42	€70 (€840 yearly)	€70 (€840 yearly)

To set up a standing order go to [www.mqi.ie](http://www.mqi.ie) and download the form.  
Or ring us on 01 524 0160 and we will post a form to you.

## A Day in the Life of a Merchants Quay Nurse

My name is Steven Doyle, and I joined Merchant's Quay as a full time Nurse back in April 2009. I work with Nurse Brid O'Sullivan – whose story you'll also find in this newsletter – and the rest of our medical team at MQI's Primary Healthcare Unit. We provide primary healthcare to people who are homeless, as well as men and women who have problems with alcohol or drug use.

As you can imagine, being homeless or having a drug problem is a challenge in itself. But a host of medical issues are related to addiction and sleeping rough, and as a Nurse, I see many of these.

I can honestly say there is never a dull moment. I might clean a wound or treat a minor injury, then see someone with an acute or chronic illness. Right now a big concern is treating chronic leg ulcerations. It's like a wound that won't heal, which is frustrating for us – and exhausting for our clients. We also test for blood-borne viruses like Hepatitis C.

The issues are sensitive, but we always speak openly with the men and women we help – whether we're talking about safer injecting practices or the connection between healing and a healthier diet. By understanding the nature of their wounds and other illnesses, they can become an active part of the healing process.



Nurse Steven Doyle in a rare moment of quiet.

And once they feel better, many begin working toward a better quality of life.

"The issues are sensitive, but we always speak openly with the men and women we help."

I feel honoured to care for each and every one of my patients at the Merchants Quay Ireland. I can say from listening to their stories that there is a stigma around substance misuse

and homelessness. But when you sit down and hear the hardships they've gone through in their lives – and still go through on a day-to-day basis – you see beyond the addiction and homelessness and the real person shines through. They are some of the gentlest, nicest people and despite all they've endured, they have so much respect for the ones who care for them.

Nurse Steven Doyle is a dedicated part of the five-member medical team at the Merchants Quay Ireland Primary Healthcare Unit. He invites you to say hello when you're next in Dublin, and see the healing work your donations make possible. To arrange a visit, call us at 01-524-0115.



A hot meal. A good home.

A better life. Because of you.

## How Will You Be Remembered?

**L**eaving a gift in your will to Merchants Quay Ireland is a once in a lifetime chance to see that the homeless and those who struggle to overcome addiction have somewhere to turn for help, even after you're gone.

And for your kindness, we'll always remember you. To learn how easy it is to leave a legacy gift to Merchants Quay, ring Denisa on 01 524 0115.



## MQI's Stabilisation Programme...

(continued from front page)



Maeve O'Callaghan, helping a client in the Stabilisation Programme

connected with any other teams to make sure they are looked after.

### MQI: What life skills are they learning?

**David:** Well what Maeve said, the word 'structure.' The skill learned first is to get up and get somewhere; have a reason to get up in the morning. Every month there is a different programme. Life skills would be tied in with relapse prevention and say very basic maths. Some say they got involved in drugs young, and they

would have missed out on things in secondary school level. The emphasis is always on personal development. There are loads of projects, visits to art galleries, education programmes. The local employment services know we are here now. Stabilisation is a process of listening and support and confidence building.

### MQI: Are there any people that really stand out in terms of change from when they came through the door?

**Maeve:** Jessica (not her real name) was here nearly two, two and half years. She refused to take a chance and go outside and show what she was made of. It was a major thing for me that Jessica would be able to share the skills she had with other people. Now she has moved on to work experience and she does not want to come back. She's using the skills that she has learned, which is brilliant.

**David:** She even sounds different on the phone, doesn't she? It's fabulous. When you see it you say 'Wow. People can change.'

## What's On at MQI? Read All About It:

- **Just Released:** 2009 Annual Review reveals a 'rising tide of desperation' for people who are homeless; to read the review go to [www.mqi.ie](http://www.mqi.ie)
- **MQI on Facebook:** Listen to client interviews and get the latest media updates on Merchants Quay's Facebook Page
- **Drug-Free Pilot Programme:** New day programme offers ongoing structure, education and counselling for clients who recently completed drug rehab
- **Scholarship Fund** to help keep education within reach for clients, page 3
- **New Aftercare House in Leixlip:** Grows capacity by 200%; provides six more places for aftercare housing and support in a drug-free environment
- **Addiction Counselling Services Contracted** by Irish Prison System: Merchants Quay to reach 1,000+ counselling hours per month in new four-year programme

## How Your Donations Are Wisely Used:

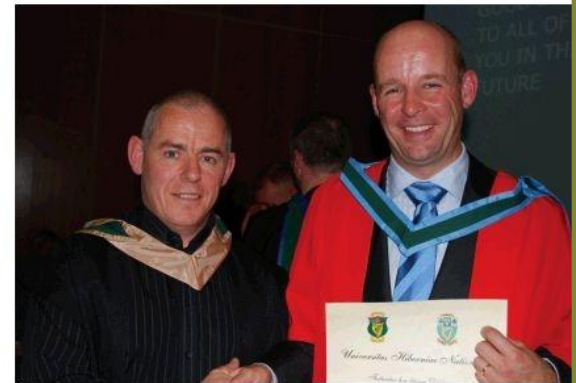


Thank you for caring.

[www.mqi.ie](http://www.mqi.ie)

## Brendan Magee Graduates...Again!

**Y**ou may remember Brendan Magee from our October 2009 Newsletter. He overcame his heroin addiction by availing himself of all MQI offers – 'graduating' from a cup of tea and needle exchange to residential rehabilitation and recovery. He got a place in college, completed a Certificate in Drugs Counselling and took up work guiding others on their way to a drug-free life. Now he's graduated again, officially: he's received his Diploma in Drugs Counselling Theory and Intervention Skills. Building on this he has now taken on a full time degree course in Social Science with University College Dublin. He will graduate yet again in 2012. Well done, Brendan!



Former MQI client Brendan Magee (left) is all smiles after receiving his diploma

(To read Brendan's full story, visit 'News and Events' on our website at [www.mqi.ie](http://www.mqi.ie), then scroll down for the October 2009 Newsletter, "From Heroin Addiction to Academic Honors." Or call us, we'll post you a copy.)

## Introducing the Merchants Quay Scholarship Fund

When government cuts meant less money for school and job training, MQI clients and staff were left without needed funds to continue their education. See how, with your help, a new scholarship fund is bridging the gap.

**T**he newly established Merchants Quay Scholarship Fund will provide help with tuition fees so clients can continue their education, taking FETAC-accredited courses geared toward employment. For staff and volunteers, accredited

courses must be aimed at building on-the-job skills to better help the homeless and those with addiction problems. "With all the government funding cuts," said Denisa Casement, Merchants Quay Ireland's Head of Fundraising, "money for further education and

job training is becoming harder to find. We don't want anyone who has worked hard at getting their life on track to be stalled by a lack of funding."

For more information or to donate to the Merchants Quay Scholarship Fund, ring us on 01 524 0160.

[www.mqi.ie](http://www.mqi.ie)



“

Creating Art: The act of taking personal responsibility, challenging the status quo, and changing people.

”



Seth Godin  
best selling author

**Go**  
Make something happen.

# Resources & Links

## **10 Tips for Amazing Email Newsletters**

from Nourish, August 28, 2010

<http://www.nouri.sh/buzz/improving-your-click-through-rate/10-tips-for-amazing-email-newsletters>

## **E-news that helps keep donors connected (and giving) to your cause**

by Lisa Sargent, December 2010

<http://www.lisasargent.com/enews/LateAutumn10.htm>

## **One of the best enewsletters I've seen in awhile**

by Lori Jacobwith, "With"ism's Blog: April 22, 2010

<http://lorijacobwith.com/2010/04/one-of-the-best-enewsletters-i%E2%80%99ve-seen-in-awhile/>

# Resources & Links

## **Raising More Money with Newsletters Than You Ever Thought Possible**

by Tom Ahern

## **Nonprofit Newsletters: Are You Making These Mistakes?**

Pamela Grow , March 25, 2009

<http://www.pamelasgrantwritingblog.com/61/nonprofit-newsletters-%E2%80%93-are-you-making-these-mistakes/>

## **Newsletter Score Sheet**

by Linda Benedict

<http://www.fundraiser.com/dec98/newsletter-score-sheet.html>

# Join Me

## **Minnesota Council of Nonprofits Technology Conference**

*Staying Sane with Social Media*

**February 23 – 10:45 am**

## **Sustainable Fundraising Strategies – mini workshop**

**March 8**

**9 am to Noon**

Great session for engaging your board or any development  
& communications staff

Register on events page: [www.lorijacobwith.com](http://www.lorijacobwith.com)



# Upcoming Webinars

## **Giving Your Organization a Competitive Edge**

Jenna Forner, Charities Review Council

March 17

## **What Your Video Says About You**

Dawn Mikkelsen, Emergence Pictures

April 21

## **Master Coaching with Lori: Storytelling Sharing Your Mission Powerfully**

May 15

## **X & Y. What does generation have to do with giving?**

Melissa S. Brown, former Giving USA editor

June 16

# NEWS

***Please answer a quick survey  
Thank you!***

Latest News  
Age sit-in over money owed  
Attracting Investors  
Business