



United Way Ad Campaign Honors Jeri Meola

Each year Greater Twin Cities United Way recognizes some of its most appreciated volunteers through an ad campaign that runs in the *Pioneer Press* and *Star Tribune* newspapers. This year, 10 volunteers were honored and one of them is our very own Women's Leadership Council member and Building the Circle Committee co-chair—Jeri Meola! Jeri got in touch with her inner-child while playing with blocks and making new friends at Centro during her photo shoot. Jeri's ad appeared in the *Star Tribune* on June 19 and her profile is available on United Way's Website.

About Jeri

"If no one gave back, where would we be?" Her sister's question certainly made Jeri Meola think, but more importantly, it made her take action in the community.

Now president of Minnetonka-based Satisfaction Management Systems, Jeri has come a long way since her volunteer candy-striper days. Three years ago, she became one of the founding members of the United Way Women's Leadership Council in the Twin Cities. United by a common goal, the Council brings together energetic, talented women in the metro area who are passionate about school readiness and supporting the community.

"Minnesota just doesn't have a good story to tell about how we're helping children in need," Jeri says. And it's true. Research shows that 50 percent of Minnesota's children are not fully prepared for kindergarten. With the Council's help, United Way will be telling another story—a better story—by 2012, by which time United Way Success By 6 and other community partners plan to have 80 percent of the state's children ready for school success.

Jeri believes in people working together to make a big impact. "It takes a community of individuals to support the community," she says. "It doesn't happen alone. Power comes in numbers." For United Way, that power is driven by leaders like Jeri, dedicated to truly making a difference, mobilizing their peers to make the greatest impact in the community.

But what drives Jeri? "I have a social responsibility, especially as a business owner. I have a responsibility to give back to the community that helped us succeed," she says. It's probably safe to say that with Jeri around, we'll always be able to count on people giving back in our community.

Greater Twin Cities United Way | Volunteer Profile

United Way Success By 6™ partner, Siembra Early Childhood Program, run by Centro Cultural Chicano, Inc., Minneapolis

Photograph by Bill Klotzer

Jeri Meola
President, Satisfaction Management Systems
United Way Women's Leadership Council Member

"It takes a community of individuals to support a community. It doesn't happen alone. United Way Women's Leadership Council gives me the opportunity to be part of a group of women who want to support the community."

Find out how you can get involved at www.unitedwaytwincities.org.

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