



Maysville, Kentucky

Mitsubishi Electric Automotive America MASH Philanthropy Committee

COMMUNITY IMPACT REPORT



Great Strides for a Cure



Many Mitsubishi Electric employees have personal connections to disability. Owen, for example, is the 5-year-old son of an MEAA employee. He has cystic fibrosis, which makes it difficult for him to keep up with kids his age. Every year since Owen was born, the MASH Committee at MEAA/Maysville, KY and ECHO Committee at MEAA/Mason, OH have collaborated to participate in the **Cystic Fibrosis Foundation (CFF) Great Strides for a Cure** walk in Cincinnati, Ohio, giving nearly 800 volunteer hours and raising \$60,000 for the event. Adding in MEAF Matches, CFF has received a total of \$118,000 from Mitsubishi Electric to help children like Owen. The joint efforts of ECHO and MASH in supporting CFF won the 2005 MEAF Volunteer Project of the Year Award.

Cows to Baskets to Bon Voyage

MEAA employees are very creative fundraisers, from the Tug for Life tug rope contest to Corn Hole tournaments to an all-time favorite, "Kiss the Cow." One of the most successful and innovative events has been the Easter Basket Auction. In 2007, volunteers spent nearly 200 volunteer hours to create spectacular Easter baskets -- one even included a full-size grill-- and auctioned them to raise \$7000 (including MEAF matches) for **Make-A-Wish Foundation**. The donation granted a wish for Brenna, a 13-year-old girl with a life-threatening illness, and her family to take a dream cruise! Employees even held a bon voyage party for her, with all the employees gathered in the company hallways to wish her well.



Car Show for a Cause



The MASH Committee is a long-time supporter of the Mason County Car Show, held annually on the grounds of the **Tom Browning Boys & Girls Club**. The show offers employees a chance to showcase their cars, and raises money for the Club as well as the Shriners' transportation fund. MASH has donated a total of nearly \$20,000 to the **Shriners** and \$10,000 (including MEAF Matching Grants) and 1000 volunteer hours to the Club. MASH's local support of the Club has also been leveraged by a MEAF multiyear National Grant of more than \$200,000 to the **Boys & Girls Clubs of America (BGCA)** to promote the *Embracing Inclusion Initiative*, which aims to bring more youth with disabilities into Clubs in the US and worldwide.

BACKGROUND

The MASH Philanthropy Committee is a dedicated group of Mitsubishi Electric Automotive America, Inc. employees in Maysville, KY. It is one of 11 Mitsubishi Electric company locations in the U.S. with a philanthropy committee that organizes fundraisers and volunteer activities to support charities in the local community.



The Committee is supported by the Mitsubishi Electric America Foundation (MEAF), which matches donations raised and hours given by employee

volunteers. MEAF's mission is to help young people with disabilities maximize their potential and participation in society, and the MASH Committee supports this mission through its community-based efforts. For more information visit: www.MEAF.org.

MASH at a glance

Company:	Mitsubishi Electric Automotive America, Inc.
Location:	Maysville, KY
Committee Name:	MASH - Mitsubishi Associates Sending Help
Established:	1996
Company Donations:	\$158,472
MEAF Matches:	\$158,474

**TOTAL COMMUNITY INVESTMENT TO DATE:
\$316,946 + 2,458 VOLUNTEER HOURS**