

**Mitsubishi Electric Automotive America (MEAA)  
ECHO Philanthropy Committee**



**COMMUNITY IMPACT REPORT**

**Trash to Toys**



Since 1999, ECHO volunteers have supported **Crayons to Computers (C2C)**, a “free” school-supply store for teachers. Combined with MEAF Matching Grants, MEAA has invested \$30,000 into C2C over the years. In 2008, the Committee won the Volunteer Project of the Year Award for its innovative “Turn and Learn and More” project, which involved 120 employees contributing 200 volunteer hours. Volunteers collected 28 bags of school supplies, stocked shelves, and converted 3000 lbs. of scrap material into educational math toys to be given to teachers for use in the classroom. This project not only helped Cincinnati-area students, it also helped Mitsubishi Electric meet its environmental stewardship goals.

**Walks, Rolls & Runs**

ECHO Committee volunteers have a long history of supporting disability organizations by participating in fundraising walks, starting with the **March of Dimes** in 1994, which raised nearly \$6000 (including MEAF matches). Volunteers have since raised: \$13,000 on Buddy Walks for the **National Down Syndrome Association**; \$13,000 by Walking and Rolling for the **Families of Spinal Muscular Atrophy**; \$21,000 for the **American Cancer Society** Relay for Life; and \$24,000 for the **Cystic Fibrosis Foundation (CFF)** through the Great Strides for a Cure event. ECHO, working jointly with the MEAA/Maysville, KY committee, won another Project of the Year Award honoring their exceptional support for CFF.



**From Softball to Employment**



MEAA has long supported programs to give opportunities to people with developmental disabilities. These efforts range from working with **Special Olympics** on fielding a Unified Softball team (\$50,000 in grant funding since 1994) to offering employment opportunities at the company (along with more than \$22,000 for county programs). In 2000, ECHO began supporting *Project SEARCH* at the **Cincinnati Children’s Hospital Medical Center**, which provides competitive employment opportunities for people with severe cognitive disabilities. ECHO’s \$14,000 in support was leveraged by a six-year, \$180,000 MEAF National Grant to replicate this award-winning employment program, which is now operating in 120 locations worldwide.

**BACKGROUND**

The ECHO Philanthropy Committee is a dedicated group of Mitsubishi Electric Automotive America, Inc. employees in Mason, OH. 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 ECHO Committee supports this mission through its community-based efforts. For more information visit: [www.MEAF.org](http://www.MEAF.org).

**ECHO at a glance**

Company:	Mitsubishi Electric Automotive America, Inc.
Location:	Mason, OH
Committee Name:	ECHO - Employees Committed to Helping Others
Established:	1994
Company Donations:	\$196,000
MEAF Matches:	\$311,000

**TOTAL COMMUNITY INVESTMENT TO DATE:  
\$507,000 + 7444 VOLUNTEER HOURS**