ACAP and United Way of Aroostook launch One Aroostook – Investing in Community initiative

AROOSTOOK COUNTY – Aroostook County Action Program and United Way of Aroostook are excited to join forces to announce a new initiative for meeting vital needs across our County – One Aroostook – Investing in Community.

“The One Aroostook – Investing in Community initiative offers a way for any person from any background to identify with County residents facing dire circumstances, and connects them with a means of assisting those in need,” said ACAP Resource Developer Monica Jerkins. “Our most vulnerable citizens sometimes face situations for which there are no available funding sources via traditional assistance programs. Sometimes, those situations have catastrophic consequences for families and can lead to months or longer of recovery.”

As those stories become known via referrals from our agencies’ staff, then One Aroostook – Investing in Community administrators will send an email explaining the situation without identifying the individuals. That email will provide a link to a donation site.

ACAP and United Way have modeled the initiative after successful programs used at similar organizations in southern Maine and other parts of the country. One Aroostook – Investing in Community works by broadening an individual’s reach in the community and offering a way for those receiving the e-mails to help in any amount the person feels comfortable contributing. It uses the collective power of the community to raise larger amounts via multiple smaller donations.

Participation is always optional and there is no obligation to donate. However, if a particular story compels a person to want to help, then they can simply click on the Donate Now button contained in the email, which will bring them to United Way’s donation page. There, the individual can donate any amount towards the cause. Once the entire amount needed has been collected, then administrators will turn off collections until such a time as it is needed again for another story.

“There are countless stories about how County folks take care of one another. Whether it’s checking in on an elderly or disabled neighbor after a storm and shoveling their steps, sharing our garden’s bounty, or any of a multitude of other kind and selfless gestures, those acts help people survive in this rural location while dealing with harsh weather conditions and a tough economic climate. Anyone who shares a connection to Aroostook County undoubtedly has an innate understanding about the fortitude of the people who choose to live in this special corner of our country,” said United Way of Aroostook Executive Director Sherry Locke.

One Aroostook – Investing in Community gives people another way of understanding the needs of our friends and neighbors and another means of showing they care. If you are interested in receiving emails from One Aroostook –
Investing in Community, or would like additional information on the initiative, then please send an email to ACAP’s Resource Developer Monica Jerkins at mjerkins@acap-me.org.