

Mankato Area Fair Trade Town Initiative

Supplementary Report, June-December 2010

1. Preamble
 - 1.1 MAFTTI was formed in June 2009. A first Annual Report was produced to cover the period up to May 2010. In order to align an Annual Report with the financial year, this supplementary report covers the rest of 2010.
 - 1.2 The next Annual Report will be for January-December 2011.
2. MAFTTI - structure and status
 - 2.1 In June it was agreed that MAFTTI's leadership should comprise two Co-Chairs (Jane Dow and Paul Renshaw) with the latter continuing to serve as Administrator. Margo Druschel continued to act as Treasurer.
 - 2.2 The 'Campaign Group' continued to consult between monthly meetings though Mark Levitt withdrew for most of the second half of the year following the closure of Christy's.
 - 2.3 In September MAFTTI was granted 501(c)3 status at the Minnesota level, which cleared the way for an application to be made at federal level.
3. MAFTTI – advocacy program
 - 3.1 North Mankato City Council

A 5-person delegation represented MAFTTI at a Council Workshop on September 20, 2010. On December 20 a Council Resolution was passed unanimously supporting, in principle, the work and vision of MAFTTI (complementing the Proclamation of support issued in May by the Mayor of Mankato.)
 - 3.2 Speaking opportunities

Presentations on behalf of MAFTTI were made at Downtown Kiwanis (Paul Renshaw), Diversity Kiwanis (Jane Dow), Greater Mankato Growth E2020 (Paul, Jane and Betty Winkworth), MSU Service Learning (Jane and Betty) and MSU Students for Sustainability (Paul).
 - 3.3 MAFTTI folder

The 14pp. packet of materials explaining various aspects of Fair Trade and Fair Trade Towns produced by Paul Renshaw continued to be available though it was largely superseded by the MAFTTI website from October, 2010 (see 4.4).
 - 3.4 Target audiences

The second half of 2010 saw most progress made in schools (toolkits for teachers and a necklace-making workshop for youngsters), religious bodies, local retail and at MSU, where MAFTTI arranged a film-showing with film-maker John de Graaf available to speak on October 18. The ground work for advocacy in 2011 towards Supermarket managements was laid through a 6-week fall campaign of collecting check-out receipts organized through eight of the Fair Trade Churches. (These eventually totaled \$30,000).
 - 3.5 MAFTTI literature tables

These were mounted according to the following schedule:
August 21: Farmers' Market
August 28: Farmers' Market
August 31: MSU Campus & Community Fair
September 18: Farmers' Market
October 2: Farmers' Market
October 14-15: "Global Connections" Conference, South Central College
December 1: MSU Students for Sustainability "Festi Food Drive"

4. Other MAFTTI activity

4.1 Monthly meetings

These were held regularly and, after the much-lamented closure of Christy's, were hosted at a variety of church locations.

4.2 MAFTTI on parade

A float featuring "Carmen Miranda" was prepared for the North Mankato Fun Days Parade on July 10 by a working party led by Betty Winkworth and Barb Girtz. On the day of the Parade the trailer lent by Dave and Katie Wortel was pulled by Pastor Al Thompson's vehicle and accompanied by 10 MAFTTI placard bearers. Amy Friedman "starred" as "Carmen Miranda", a role reprised at the MSU Homecoming Parade on October 9 when the float was pulled by a vehicle provided and driven by Dean Muesing.

4.3 Fair Trade Film Night

A second Film Night was held on August 12 at the North Mankato City Hall Community Room. "The Fair Trade" was seen by an audience of 30, several of whom were new to MAFTTI.

4.4 Website development

On October 1 a MAFTTI website went live – <http://www.maftti.org> – developed by programmer Dan Bidwell (Five-Strings) and Paul Renshaw. Amy Friedman helped with the initial phase of putting MAFTTI on Facebook.

4.5 Fair Trade display, Blue Earth County Library

For Fair Trade Month (October) three display boxes were filled with Fair Trade materials pulled together by Barb Girtz, Jan Boyum and Arlene Renshaw.

4.6 Dinner Fundraiser - October 18, 2010

The second MAFTTI Dinner Fundraiser was held, on October 18, again at First Congregational Church. This event attracted 100 people. John de Graaf, documentary film maker (of "Buyer, Be Fair" et al) was the guest speaker. After expenses were paid the event raised about \$1,260 for MAFTTI.

4.7 Reverse Trick or Treat - October 31, 2010

3,400 Fair Trade chocolate pieces with cards were distributed through these channels: UUFM – 1,750, Christ the King Lutheran – 750, First Presbyterian – 300, East and West Builders Club – 300, St. John's Episcopal – 200, First Congregational - 100. (2009 total – 2,200).

5. Churches

First Congregational Church/UCC and Christ the King Lutheran Church became Fair Trade Churches, increasing the number of Mankato area places of worship to make an institutional commitment to Fair Trade to nine.

6. MAFTTI in the Media

6.1 Mankato Free Press:

October 17, 2010: MFP article by Brian Ojanpa, "Fair Trade Town Initiative to hold fundraiser".

6.2 Radio:

July 29: Paul Renshaw participated in a 30 minute interview with Pete Steiner on KTOE.

7. Fair Trade Futures Conference, September 10-12, Boston, MA

Paul and Arlene Renshaw represented MAFTTI at this major event on the national Fair Trade calendar and reported back.