



Roseville Area Optimists Foundation

For: Youth, Community & Personal Growth

Board of Directors

Monte Johnson

President

Terry Gorman

Vice President

William Farmer

Secretary

James Collins

Treasurer

Tonnie McCloney

Janey Gohl

Kyle Bartholomay

Dear Community Partner:

The Roseville Area Optimists Foundation (RAOF) is seeking support for the **Roseville Cares Week 2026**, taking place **January 31–February 8**. Roseville Cares is a community-wide initiative dedicated to helping neighbors, especially when they need it most.

Building on the initial Roseville Cares Week in February 2025, Roseville Cares Week 2026 is expanding its volunteer efforts and introducing a new **First Responders Appreciation Event on February 5, 2026**.

Through conversations with the Roseville Police and Fire Chiefs, **First Responders are often the first—and sometimes only—connection to individuals and families facing immediate hardship**. Considering this and in conjunction with the First Responders Appreciation event, we will supply the First Responders with **gift cards** to be distributed to those most in need.

We need your help in gathering enough gift cards to make a difference and show the community that “Roseville Cares”! We have some limited funds to purchase gift cards, but need support to increase the impact of this effort. In the hopes you can help, we ensure **appropriate recognition** is provided at the appreciation event. And the Chiefs have assured us that there are meaningful controls in place to ensure that those most in need are indeed the ones who receive help.

How can you help? Roseville Chiefs tell us that gift cards for groceries, gas, retail, or restaurants are the most appreciated by those in need. In lieu of gift cards, cash donations can be made through the Roseville Area Optimists Foundation to support the cause. Gift cards in the denomination of \$25 or \$50 maximize the flexibility in getting the right amount to the correct individuals. Cash donations of any size will be aggregated and used to purchase appropriate gift cards.

Aside from the recognition that you will receive at the appreciation event, by participating with a donation, feel pride of community, knowing that you are providing on-going **immediate, practical assistance** to community residents in crisis.

Roseville Cares is a community-wide collaborative effort of the **Roseville Optimists Club (Foundation) and Do Good Roseville** with the events' leadership team including representatives from the **Optimist's Character Development Initiative (CDI), City of Roseville, Visit Roseville, Kiwanis, Rotary, ISD 623, and local faith groups**.

To learn more or to donate contact:

- Shannon Thomasser, Visit Roseville, 651-633-3002, SThomasser@visitroseville.com
- Bill Farmer, Roseville Optimists, 651-238-8003, farmerbill@comcast.net

With Much Appreciation and Gratitude,

Monte S. Johnson

Monte S. Johnson, President, Roseville Area Optimists Foundation

612-803-3869 msjconsulting@msn.com

*The Roseville Area Optimists Foundation is a 501 (c) (3) nonprofit organization
Roseville Area Optimists Foundation, 1033 Brooks Ave W, Roseville MN 55113*