



## Give SmartStart: Birth Gifts with a Purpose

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Dear MUW Supporters,

Walking around Keene and the surrounding communities this winter, it's hard to miss the number of toddlers and infants out and about with their families. If you or your organization want to recognize a birth, why not make it a fun, brain-developing gift that assists a baby and their family/caregivers well into the future? We recommend SmartStart: Birth Gifts with a Purpose.



### What are SmartStart Birth Gifts?

StartSmart Birth Gifts include:

- A set of 4 board books for the new baby
- A book for parents and caregivers: Social Emotional Tools for Life: Five Parenting Strategies to Support Emotional Development
- A set of fun tips for early childhood brain development from Vroom™

Each gift costs \$55.00 and is delivered wrapped in a flannel baby blanket with your customized congratulations card. [Click](#)

Thank you for creating opportunities with us.



We are thrilled to announce that thanks to the generosity of our donors, the 2023 Imagine What We Can Do Together campaign has successfully raised \$1,387,818!!

With your donations, we can create more opportunities for the people in need throughout the Monadnock Region. Check out this [slideshow](#) of some highlights from an amazing year.

[here to learn more](#) about SmartStart.

### A Bonus Gift for the Children of our Community

Your purchase also contributes to the enrollment of a local, at-risk child in Dolly Parton's Imagination Library, a program to inspire a love of reading in children from birth to age five. Each month, children in the program receive a book mailed directly to their home, free of charge. Local enrollment in the program is managed by the Keene Housing Kids Collaborative – [click here to learn more](#).

Since 2018, over 150 birth gifts have been purchased, providing new babies and parents a Smart Start for the future.



New mom, Sophie Carney-Brenner, says, “One of my most cherished memories from my childhood is the time I spent reading with my mother every night. Because of my own experience reading with a parent, it is a priority for me to create the same memories for my own little one. I adore these moments and aim to foster a love for reading, hoping my son will one day ask for "one more" book, just like I did with my mom. Receiving developmentally appropriate books from StartSmart contributes to my ability to provide my son with essential knowledge and connections that will create foundational skills for years to come.”

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*MUW is proud of our outstanding charity ratings!*





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