

LIVE UNITED



Monadnock United Way

Talking Points:

When reaching out to donors, consider:

- Think about why you support MUW – why it's important to you. Perhaps there's a story of impact that you would like to share about MUW's work.
- Read through the strategic plan hand out so that you can speak to donors about MUW's future vision and how it will positively impact the community.
- MUW's focus areas are: children, education, financial stability and foundational basic needs.
- We chose those areas because:
 - Our region has a high rate of child abuse and neglect
 - Our students score below average in math and reading once they reach 10th and 11th grade
 - Wages are lower than average here and there is less upward mobility for jobs
 - Basic needs are key for people to achieve their goals.
- Let donors know how important their support is in achieving this vision.
- Let donors know that a gift to MUW is a great investment to our community. We spend their money wisely and use it to help those who need it most.
- If a donor has a question that you don't know the answer to, tell him/her that you will relay the information to someone at MUW and will get back to them with an answer.
- If donors have questions about the new investment process, let them know:
 - This region is known for collaboration between our non-profits. Building on that, MUW is focused on building even stronger collaborations in this region to address these most pressing needs
 - Our investment shift is in process and will happen over the next three years.
 - For the past few years, MUW has met with agencies every two months and keeps them fully updated on the new process and when it is rolling out. MUW has also met with many agencies and their board individually.
 - Most agencies realize that they can align themselves with MUW's new focus areas.
 - The transition period was purposefully designed to allow the few agencies that can't align with MUW's focus areas to have ample time to plan for alternate funding.

Campaign Theme and Covid-19 messaging:

Better Together...Understanding Today's Realities

Too many people in our region are silently suffering. We may not see or experience the extent of their pain and stress. But it exists. Hardship hides behind closed doors. It lives in neighborhoods we know well and those we never walk through. It dwells in every corner of our community, near and far.

Consider this. Prior to Covid-19:

- We had the third highest rate of child abuse and neglect in the state
- Our children scored lower than the rest of the state in English and math
- One quarter of our residents were low-income. The rest of NH the rate is 1 in 5

These statistics are likely to get worse in the months to come.

When our neighbors cannot work, earn enough money, afford to buy enough food or keep a roof over their heads, hardships grow and multiply. This creates toxic stress that affects entire families and communities. And a downward cycle continues.

But it doesn't have to be that way.

Our region has proven time and again that we are Better Together.

United Together, we can:

- Ensure people have good food and safe homes to live in
- Prepare children and families for success
- Create financially stable homes

With your support, we can eliminate fear and uncertainty. We can lift up our region. We can make it vibrant in the face of hardship.

Your neighbors need your more than ever to receive critical services that keep people and families whole.

Give Today

Campaign Goal - \$1,277,000

- We must raise \$1,277,000 this year so that people facing uncertainty and hardships can receive the services they need to be whole.
- Without those funds, more people will be hungry, more will lose their homes, and more children will fall behind in school and life.

Covid-19's Effects on the Community

Our partners are responding to the community in these ways:

- Rent, utility and gas assistance so that people may stay in their homes and employed
- Daily essentials, including sanitizers, diapers, thermometers, paper products
- Learning tools, games and toys parents can use while children learn at home
- Hazard pay for child care workers
- The food supply chain is now exhibiting shortages. Pantries are having trouble getting food orders filled

Effects on nonprofits

The loss of funds, increased need and increased expenses to fill the needs are stretching nonprofits past their limits:

- 92% of responding nonprofits have experienced a loss in revenue – on average 34% of budgets have been lost, with some missions faring much worse. – *NH Center for Nonprofits Survey*
- Although these nonprofits experienced major disruptions to their organizations, they are adapting their services to meet critical needs in our communities while keeping their constituents, staff and volunteers safe. *NH Center for Nonprofits Survey*

- Canceled fundraising events results in losses of \$5,000 to \$50,000 that they depend on to make ends meet – *MUW partners*
- CARES Act funding, though very helpful, is not covering the majority of funds lost - *MUW partners*
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I've already given to a Covid-19 relief fund – why should I give to the campaign?

The Covid-19 fund provided immediate relief for our neighbors and friends. But that did not pay for the good work our nonprofits provide to people in need every day. Without your gift, fewer children will attend child care; more families will lose home visiting and parenting classes, and more of our neighbors will face housing instability and hunger.

How are the funds used? How much do the programs receive?

Visit <https://www.muw.org/2020-investments> for a complete listing of programs, funding amounts, and outcomes.

How many agencies are funded?

We fund 30 programs and initiatives across the region that provide services focusing on children, education and financial stability in every community across our region.

How many towns are served?

MUW partner agencies serve 37 towns in the region. Visit our [Service Map](#) for a complete listing.

Give Today at muw.org

Online at: muw.org

Text: MUW to 41444

Payroll deduction: See your HR department

- Mail: MUW, 23 Center Street, Keene, NH 03431