



A Campaign Update from Liz LaRose

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Our thanks to The Keene Sentinel and the Monadnock United Way's Impact Monadnock Business Ambassadors and Impact Monadnock who are hosting a series of virtual events in the Pandemic Parenting series to help parents and guardians navigate increased challenges brought on by Covid-19. These sessions are free and open to the public! Learn more in this [article](#).



A big "thank you" to our Pacesetters! Their campaigns help MUW get a jump-start on our new annual campaign.

- Hamshaw Lumber



You are now able to look up past issues of this newsletter!

Click [here](#) to see prior issues from 2021!

***Not yet a donor?***

There are some easy options for you:

- Text MUW to 41444
- [Donate online](#)
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- Mail a check to:  
23 Center Street,  
Keene, NH 03431

**PLEASE NOTE:**

With the importance of social distancing, we are limiting the number of hours that our staff come into the office to process gifts received via US Mail. We are asking donors to use our safe, secure [donation portal](#) whenever possible. However, we gratefully accept checks from anyone who prefers to donate in that manner and we will ensure that they are processed in a timely manner.

Dear Friends of MUW,

[Impact Monadnock](#) (IM) is MUW's signature early childhood initiative that seeks to prepare children ages birth to eight for academic, career, and life success, by bringing together teams of community members to work on issues affecting children and their families. One such team is the [Impact Monadnock Business Ambassadors](#) (IMBA).

IMBA's mission is to inspire employers to engage in improving the lives of children and families by:

- Educating the business community about the importance of future workforce development
- Adopting family-friendly policies in the workplace and encouraging other businesses to do the same
- Being role models in the Monadnock Region for early childhood investment

IMBA member Beth Daniels, COO at Southwestern Community Services, speaks to how IMBA widened her approach to flexibility in the workplace,

*"I was lucky to be invited to join and I credit the group as the reason I was able to create and implement our Babies At Work initiative. I'll be the first to admit that I've always been a little rigid in terms of things like telecommuting and flexible scheduling. The pandemic may have felt more like "forcing our hand" if we had not already shifted perspective and protocol thanks to the support and guidance of the IMBA group."*

IMBA member Ed Coppola sums up IMBA's approach to working with businesses this way,

*"One of the truly great things about IMBA is that the members are so willing to bring perspective; regardless of the issue. IMBA members really understand the challenges faced by so many area employers and their workers because they are in the same boat. The range of members gives IMBA the ability to respond quickly on any issue."*

The members of IMBA realize the many benefits of a family-friendly workplace. Simply put, when a workplace offers family-friendly policies, employees are:

- More engaged
- More productive
- More loyal to their company
- More likely to spread the message about their company's commitment to children and families
- And **better** able to meet their children's needs

When children's needs are met early in life, we are creating the foundation for their success later in life, meaning that family-friendly policies are supporting both the workforce of today and tomorrow. It's a win-win situation!

Thank you to the members of IMBA for the incredible work they do to create happy work environments for parents and their children! For more information on IMBA and how you can join, click [here](#).

Sincerely,

Liz LaRose, President

Thank you to our generous sponsors:

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