



Monadnock United Way

United We All Win

2022 Annual Campaign



MUW General Campaign Chair Update

Follow us on our social media!



Dear MUW Supporters,

As co-chairs of the 2022 United We All Win campaign, we absorbed a lot of information about MUW and our communities. Today we're sharing what we learned about a dedicated group of local business leaders who advocate for [Impact Monadnock](#) (IM), MUW's signature early childhood initiative.



Start Small. Think Big.



Impact Monadnock Business Ambassadors (IMBA)

IMBA, consisting of 25+ local business leaders, partner with MUW to inspire regional employers to adopt evidence-based family-friendly workplace policies. They educate businesses, leader to leader, about the:

- importance of investing in families with young children through family-friendly policies
- benefits for their businesses, including employees who are more engaged, productive, and loyal to the company

Watch two new moms talk about the support they receive in their workplace in this [video](#). Parents who feel able to meet their children's needs while working are likely to share their enthusiasm about their employer's commitment to children and families, bolstering employee recruitment and retention efforts.

IMBA leaders support our region in several ways. In addition to speaking to business and community organizations and coaching businesses on family-friendly policies, they also helped our region secure over \$1.7M for child development by writing letters of support for grant proposals on behalf of childcare agencies.

Become an Ambassador!

"IMBA seeks to be a helpful resource to companies that want to support employees

The Keene Sentinel, Monadnock United Way, and the Impact Monadnock Business Ambassadors are partnering to boost literacy for the youngest among us and, as a bonus, give a lift to local news literacy too. Between now and March 31, you can get a digital subscription to The Sentinel for \$3.00 a week and with it comes a StartSmart™ package of durable board books for children 0 to 5.

Support MUW with a donation now! Text MUW to 41444, mail to 23 Center Street, Keene, NH 03431, or click below.

Donate now!



You are now able to look

who are new parents. There are many ways to do this, and we have a roster of companies that can offer advice and experience. Further, we endeavor to help Impact Monadnock in its work to foster early childhood development and education through the StartSmart program and other initiatives.” – Terrence Williams, President and COO, The Keene Sentinel and an IMBA Co-Chair

If you're a business owner, executive, or manager, you have a unique perspective on the challenges and opportunities facing our businesses and community. IMBA members serve as role models for early childhood investment and family-friendly workplaces. Read more about IMBA [here](#) and contact Mandy Grenier, Program Manager for Impact Monadnock, at mandy@muw.org to get involved.

If its anything like our experience as co-chairs, you'll benefit in ways that will fulfill you both personally and professionally!

Sincerely,
Chris Coates, Cheshire County Administrator
Andrew Connell, C&S Wholesale Grocers, Senior VP Center Store Procurement
Louise Danforth, Monadnock Community Hospital, Program Coordinator Monadnock Health Partners
United We All Win General Campaign Co-Chairs

up past issues of this newsletter!

Click [here](#) to see prior issues.

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.

Thank you to our Sponsors!



MUW is proud of our outstanding charity ratings!



Monadnock United Way | 23 Center St, Keene, NH 03431

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