



Monadnock United Way

United We All Win

2022 Annual Campaign



An Update from MUW President Liz LaRose

Follow us on our social media!



Dear MUW Supporters,

Let's begin today's letter with a pop quiz: When does MUW's annual campaign kick off?

If your answer is September, you're right. However, a handful of companies run their annual employee giving programs earlier in the year. In fact, Hamshaw's Lumber has already completed their campaign (YAY!), kickstarting MUW's 2023 Imagine What We Can Do Together annual campaign. And several other local companies are right behind them!



What is a Pacesetter?

Each year a dedicated group of local businesses help build momentum for MUW's formal September campaign kickoff. Last year our Pacesetters' efforts enabled us to kick off the United We All Win campaign having already raised \$179,000 (20% of our goal!), energizing and motivating organizations about to kick off their own workplace giving campaigns.

I want to personally express my gratitude to these Pacesetter companies for their hard work and generosity last year:

- [C&S Wholesale Grocers](#)
- [Cheshire Medical Center](#)
- [Corning Specialty Materials](#)
- [Hamshaw Lumber](#)
- [Monadnock Food Co-op](#)
- [New Hampshire Ball Bearing](#)
- [Southwest Community Services](#)
- [Winchester Learning Center](#)

Is Being a Pacesetter Right for Your Organization?

There are several benefits to being a Pacesetter. Participating companies have the flexibility to conduct their annual campaigns when it works best for them and their employees.

Pacesetters are:

- Seen as leaders in the community



Want to become a donor to the Monadnock United Way? Click below, text MUW to 41444, or mail a check to 23 Center Street, Keene, NH 03431

[Donate now!](#)

THE GIFT OF STARTING SMART



The Keene Sentinel, the Monadnock United Way and 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. Also, parents get their own book on strategies to promote brain development in their children - all wrapped in a cozy flannel blanket.

Retailing for \$45, the books and blanket will be delivered to whatever you choose, or you can have Impact Monadnock send the books to one of many families on a waiting list. Customize a message on a card that goes to whomever you select.

We all know the benefits of reading to our children and grandchildren; scientific research indicates it is one of the best ways to give a child a great start, even at the earliest age.

So, consider subscribing; you'll be helping parents and their young children - and you'll stay on top of local news from the region. Brain development. News on local developments. What a smart contribution.

Call Circulation at 603-263-0757 and ask for Liz or go to sentinelsource.com/subscribe/gift/startsmart



The Keene Sentinel,
Monadnock United Way,
and the Impact
Monadnock Business

- Featured on the MUW website and the monthly newsletter
- Recognized at the September Campaign Kickoff event

When asked why New Hampshire Ball Bearing decided to run a Pacesetter campaign last year, Molly Webster, Manager of Human Resources, said, ***“We elected to run the 2022 campaign in the new year in order to ensure it had maximum visibility and engagement, and wasn't lost in the noise of the holiday season.”***

Roberta Royce, Executive Director of The Winchester Learning Center, responded to the same question, saying, ***“Being a Pacesetter is so much fun and it is a huge motivator for the staff. They take pride in getting our campaign done early and paving the way for others.”***

If you would like to investigate the benefits and logistics of running a Pacesetter campaign for your company, we'd love to talk to you! Please contact [Kate Cote](#) 603.352.4209 x28.

Sincerely,
Liz LaRose, President

Thank you to our Sponsors!

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Click [here](#) to see past issues of our newsletter!

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.

MUW is proud of our outstanding charity ratings!

