



Monadnock United Way

# Stronger Together

## 2021 Annual Campaign



### MUW General Campaign Chair Special Update

Follow us:



**MARK YOUR CALENDAR!  
THE LOCAL CROWD AND  
MONADNOCK UNITED  
WAY ARE TEAMING UP TO  
STRENGTHEN CHILDREN  
AND FAMILIES IN OUR  
COMMUNITY!**



Join us for the **Start Small, Think Big** campaign from May 10 through June 11. All gifts given on TLC’s crowdfunding platform during this time will benefit Monadnock United Way’s signature impact program, Impact Monadnock (IM) which seeks to improve outcomes for all children in the Monadnock Region, from birth to age eight, and their families. For more information [click here!](#)

Dear Friends of MUW,

We are blessed to live in a community where so many are willing to give of their time, talent, and treasure to support local non-profits—whether through service organizations, individual donations, or as employees of small or large businesses.

One such small business is [Deep Roots Massage and Bodywork](#). Every year, Deep Roots gives 2% of overall profits to local health and human service agencies. Mark Rebillard, owner, explains why this was so important to his team,

*“Therapy is a service that’s rooted in connection, empathy and giving. As a growing business, we want to preserve those ideas in every aspect of our business model from customer service to human resources, marketing and branding.”*



Deep Roots is especially generous to MUW. Every December, MUW is the recipient of the “10/10 sale”, an idea that Mark and his team came up with, “We were thinking about a holiday promotion that embodied the adage that ‘It’s better to give than to receive’ and that led to a discussion about how far we could take the idea. This was how the MUW 10/10 sale came about: save 10% on your gift certificate order, support the community (MUW) with another 10%, and your gift recipient gets a certificate with a note about the donation.”

Mark also explained that being philanthropic is good for business,

*“Good marketing is cultivating strong social ties and networks, and the success of any local business is linked to the health and vibrancy of the community it serves. Consistently aligning with reputable local non-profits attracts a loyal*



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

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

Monadnock United Way

**PACESETTER**

DEDICATED • IMPACTFUL • INSPIRING

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

- Hamshaw Lumber

**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.

*and influential customer base who may also want to help your business thrive."*

We realize that not all businesses can support MUW through a traditional workplace campaign. We are so pleased to see businesses like Deep Roots come up with creative ways to give back. Hats off to Mark Rebillard and his talented staff for their commitment to the health and wellness of our community—both through their massage services and their support of MUW and health and human services agencies!

Sincerely,

Laura Gingras, Ted McGreer, Alan Stroshine  
Better Together, General Campaign Co-Chairs

*Thank you to our generous sponsors:*

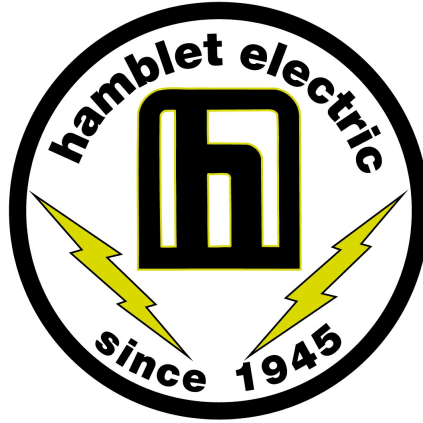
## 2021 Corporate Sponsors

### Community Champions



### Community Booster





Mascoma  
Bank

