

Why Should Businesses Care about Early Childhood?

Today's workforce wants to know that it is possible to reach their career goals without sacrificing their ability to parent their children.

When your workplace offers family-friendly policies, your employees are:

- More engaged
- More productive
- More loyal to your company
- More likely to spread the message about your 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.

Start small.
Think big.

Because the future of the entire Monadnock Region depends on the success of our youngest citizens.



About Impact Monadnock

Impact Monadnock (IM), the Monadnock United Way's signature early childhood initiative, seeks to prepare children ages birth to eight for academic, career, and life success, by bringing together teams of community members together to work on issues affecting children and their families.

By joining IMBA, you are contributing to the efforts of Impact Monadnock and helping to improve outcomes for young children and their families.



Contact information:

23 Center Street, Keene, NH 03431

Website: www.muw.org/impactmonadnock

Email: im@muw.org

Call: 603-352-4209 ex. 22

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 ImpactMonadnock

Impact Monadnock Business Ambassadors



Join us in supporting child- and family-friendly practices in the workplace.





Who are the Impact Monadnock Business Ambassadors?

The Impact Monadnock Business Ambassadors are a group of business leaders who work with Monadnock United Way's early childhood initiative, Impact Monadnock. They are committed to bringing more family-friendly workplace policies to our region.

These policies are proven to enhance employee morale, improve retention and help recruitment efforts. Workers in all industries value employers that offer flexibility and recognize the importance of work-life balance.

Whether you are a small, three-person firm or a large manufacturing business, we have ideas and resources to help you adopt policies and practices to improve the lives of workers and their young children.

To learn more, visit muw.org/IMBA or call 603-352-4209 x22.

IMBA MISSION

An advocacy group of local business leaders called IMBA are leading the effort to inspire employers to engage in improving the lives of children and families by:

- Educating the business community about the importance of investing in birth through age 8 early childhood and families
- 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



Ways you can support this movement:

REQUEST COACHING

Coaching is a free service that IMBA offers to businesses across our region. An IMBA coach can help you:

- **Identify** existing family-friendly practices at your workplace
- **Publicize** that you are a family-friendly workplace to your employees and the community
- **Enhance** your current practices
- **Explore** new policies to adopt

Call 603-352-4209 x22 to inquire about coaching today!

PURCHASE A STARTSMART BIRTH GIFT

Looking to recognize a parent-to-be at your workplace or in your life? Give the gift that gets a child off to a smart start!

This gift includes a set of 4 board books for the baby, a book about parenting strategies, a set of tips for early childhood brain development activities and a baby blanket. A customized congratulations card is also included.

Your gift also guarantees full enrollment of a local, at-risk child in Dolly Parton's Imagination Library, a monthly book subscription program. This means more books for local kids!

Visit muw.org/startsmart to purchase a gift!