

StartSmart Birth Gifts Create A Bright Future for Children

Dear MUW Supporters,

We are honored and excited to serve as General Campaign Co-Chairs of the 2025 [Our Monadnock, Our Impact](#) fundraising campaign. As longtime MUW supporters, we are inspired every day by the powerful work being done to support local communities—and we know it would not be possible without you. Let's work together to ensure our neediest neighbors receive the assistance and resources necessary to thrive in our wonderful Monadnock Region.

This year's goal is \$1,519,000! Over the coming months, we'll share stories, updates, and opportunities for you to get involved. We'll start today with an update of MUW's [StartSmart](#) program.

Birth Gifts with a Purpose

Local companies and individuals have gifted StartSmart birth gifts to parents of new babies since 2018. These fun, brain-developing gifts benefit babies and their family/caregivers well into the future. A child's brain grows the fastest from birth through age five. StartSmart birth gifts help create a bright future for children and include:

- A set of four board books for the new baby
- A book for parents and caregivers: *Social Emotional Tools for Life: Five Parenting Strategies to Support Emotional Development*
- A set of fun tips for early childhood brain development from [Vroom](#)™

Each gift costs \$55.00 and is delivered wrapped in a flannel baby blanket with your customized congratulations card.



Donate Today!

MUW was so pleased to receive the Super Friend Award from the [Monadnock Community Pyramid Model \(MCPM\)](#) team in recognition of our strong support of its mission. Read more about the MCPM's accomplishments in their [2024-2025 Annual Report](#).



Alicia Deaver, Executive Director. [Rise for baby and family](#) presents the Super Friends award to MUW staff. (l to r: Alicia Deaver, Liz LaRose, Katie Gardella, Stephanie Latini, Sophie Carney-Brenner, Ellen



This Gift Keeps On Giving

A portion of the proceeds from each StartSmart gift purchase supports the enrollment of another deserving local child in [Dolly Parton's Imagination Library](#). Designed to inspire a love of reading in children, each child in the program receives a book free of charge (mailed directly to their home) from birth to age five. This results in a personal library of up to 60 books!

Mascoma Bank Grant Extends StartSmart's Reach

For a second year [Mascoma Bank](#) has provided a families with limited resources. MUW works with partner agencies to identify recipients and then purchases StartSmart packages for them with the funds provided by Mascoma Bank. Their \$2,500 grant will enable us to give 45 packages to local families this year!

"Thanks to Mascoma Bank's generosity, we can provide essential materials that nurture infant development and support parents on their journey. Every family deserves access to these resources, and we are deeply grateful to Mascoma Bank for helping us bridge the gap for families with limited resources in our community,"

--Sophie Carney-Brenner, MUW Donor Relations Manager

We've hit the ground running and can't wait to partner with you to make this year's *Our Monadnock, Our Impact* campaign a runaway success!

Sincerely,

If you'd like to read more about the Pyramid Model, and the impact it's having on children, families, and early childcare educators, click [here](#).

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