

News Release

FOR IMMEDIATE RELEASE

Contact:
Liz LaRose, APR, President
Monadnock United Way
603-352-4209 x26
liz@muw.org

Impact Monadnock Merges with Monadnock United Way

Merger will support growth of the region's Early Childhood initiatives

Keene, NH – Impact Monadnock, an early childhood development initiative in the Monadnock Region, merged with Monadnock United Way (MUW) on July 18, 2017. Founded three years ago, Impact Monadnock (IM) was created in response to research indicating that increasing support for early childhood development can have a powerful impact on the region's long-term success in areas as broad as child well-being and the ability to graduate and earn a living in this region.

MUW has served as a “backbone” organization, since IM's inception. It has officially employed the IM program director and provided marketing support. As the backbone, MUW has also provided in-kind office space and support to the initiative. Spark NH, IM's other backbone organization, has provided support in early childhood development arena in the state. Spark will continue as a backbone in that area to IM.

The merger comes at a time when MUW and IM are focusing efforts in addressing similar needs in the region. “Monadnock United Way fights for children, education and financial stability in every community in our region and Impact Monadnock and its partnership with Spark NH is a model in the state for bringing community together to address the same three areas by focusing on early childhood development,” said Liz LaRose, APR, president of Monadnock United Way. “It's a perfect match that will allow Impact Monadnock's initiatives to grow and Monadnock United Way to incorporate a highly-successful community-building model into its operations.”

“Impact Monadnock has been tremendously successful in bringing people from all corners of our community together to focus on our youngest children,” said Terrence Williams, chair of Monadnock United Way's Board of Directors and president and COO of the Keene Sentinel. “From parents and grandparents, to teachers and physicians, to business owners and elected officials, Impact Monadnock community groups are rallying to educate the public about early childhood development, to ensure that young children have access to physical and emotional supports, to advocate for policy change and to create workplaces that are child-and-family-friendly. Growing this effort and bringing the model into the United Way will make our community stronger.”

The Impact Monadnock name will remain and all initiatives will continue without interruption. “As a backbone organization, Monadnock United Way has always has a close relationship Impact Monadnock, making this transition seamless,” said Joseph Parisi, former chair of the Impact Monadnock board. “The merger positions the Impact Monadnock initiative and the Monadnock United Way organization for growth, not only through operating efficiencies, but also through combined fundraising efforts and a joint focus. We are extremely excited about the future of early childhood development in our region and its long term impact on the entire community.”

--more--

About Monadnock United Way

Founded in 1952, Monadnock United Way is a volunteer organization dedicated to increasing the organized capacity of people to care for one another. Monadnock United Way is dedicated to improving lives by mobilizing diverse partners and investing in programs and people to create long-lasting measurable change. Monadnock United Way serves 36 towns in all of Cheshire and Western Hillsborough counties. For more information visit our website at www.muw.org.

About the Impact Monadnock Initiative

Impact Monadnock is a signature impact initiative of Monadnock United Way. It is a community-driven initiative focused on improving the health and prosperity of the Monadnock Region by addressing the critical component of early child development. For more information about Impact Monadnock, visit www.impactmonadnock.org.

About Spark NH

Spark NH is an early childhood advisory council created to promote a comprehensive system of early childhood programs and services in New Hampshire. Spark NH is dedicated to improving the lives of young children and their families. Spark NH's Mission is to provide leadership that promotes a comprehensive, coordinated, sustainable early childhood system that achieves positive outcomes for young children and families, investing in a solid future for the Granite state. For more information, visit <http://sparknh.com>.

###