

**United Way  
Of Greater Nashua**  
20 Broad Street  
Nashua, NH 03064  
Tel 603-882-4011  
[www.UnitedWayNashua.org](http://www.UnitedWayNashua.org)

*Serving Amherst, Brookline, Hollis, Hudson, Litchfield, Lyndeborough,  
Merrimack, Milford, Mont Vernon, Nashua, and Wilton*

**You're invited!**



August 2022

Dear Friends,

We would like to invite you on October 14/15 to join us in the fight to end homelessness in our community!

We will be holding our 7<sup>th</sup> annual sleepout event, "UNITED WE SLEEP" at a Community College. This event, over the past 6 years has raised over \$365K to fund programs in our community which fight to break the cycle of poverty, hunger, and homelessness. Programs in this safety net include youth programs like the Boys and Girls Club, housing programs like the Front Door Agency, Marguerite's Place, and Family Promise, educational programs like the Adult Learning Center, and health access programs like the Adult Day Center and the Dental Connection. Taken together, these 29 programs are the backbone in our community to create access to the building blocks of a good life: health, education, and financial stability.

Our event is deeply experiential, with all participants learning from community experts about the causes and solutions for homelessness in Greater Nashua. Each year of the event, at least 50-70 individuals participate in the experience, and this year we want YOU to join us!

The following pages outline the event, which will be cold on the outside, but heartwarming on the inside. Please consider getting involved in this year's UNITED WE SLEEP TO END HUNGER AND HOMELESSNESS!

Sincerely,

Michael Apfelberg, President

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All Clean Cleaners – BAE Systems – Enterprise Bank – Etchstone Properties, Inc.  
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**Sign up & Support** <https://tinyurl.com/2022uws>

**UNITED WE SLEEP**  
To End Hunger & Homelessness

**Most needed items!!!**  
↓

**Nashua Community College**  
**October 14-15, 2022**  
**Text sleepout2022 to 71777**

**Also collecting:**

- ⇒ Socks
- ⇒ Sports Bras
- ⇒ Underwear
- ⇒ Feminine Hygiene Products

**SIGN UP TODAY**  
**<https://tinyurl.com/2022uws>**

United Way of Greater Nashua is a GuideStar "Platinum" level non-profit and a Charity Navigator 4 Star Charity, signifying the highest level of accountability and transparency. 98% of funds raised by United Way of Greater Nashua stay local, and 85% of those funds go to the programs most important... those which fight for the health, education, and financial stability of every person!





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# UNITED WE SLEEP

To End Hunger & Homelessness

Most needed items!!!



**Nashua Community College**  
**October 14-15, 2022**  
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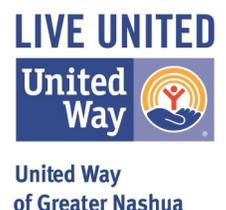
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- ⇒ Socks
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- ⇒ About Poverty in Greater Nashua
- ⇒ Event Details
- ⇒ Event Participation
- ⇒ Event Program
- ⇒ Sponsorship Opportunities
- ⇒ Where do the Funds Go?

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For more information on the 2022 “United We Sleep To End Hunger & Homelessness” contact:  
Mike Apfelberg, United Way of Greater Nashua  
603.864.0202 — [mapfelberg@unitedwaynashua.org](mailto:mapfelberg@unitedwaynashua.org)



## About Poverty in Greater Nashua



### Hunger & Homelessness in Greater Nashua

Jody and Frank have two kids ages 5 and 9. They live with Frank's parents in Nashua and are saving up for a down payment on their own apartment. Frank works full time in retail for \$12/hour. Jody works part time while raising the kids. She earns minimum wage. Between them, they are earning \$25,000 per year, just below the poverty line. On Friday, Frank's parents were notified by their landlord that Jody and Frank will need to move out immediately. Can Jody and Frank rent an apartment? Not even close with this amount of income... well not and still eat, have transportation, and pay for medical expenses. So, Frank and Jody are now homeless. Is there a shelter where they can go? Will they need to sleep in their car? Can a friend put them up for a bit? Jody could work more... but can they afford daycare? Frank is lucky and gets a second job! Now Jody and Frank watch as they lose their food stamps, and are back even worse than before. Working harder and going backwards? Yes, it happens and now Jody and Frank experience first hand the phenomenon known as "cliff effects" as they move one step forward and two back. Are there solutions for Jody and Frank? Yes, there are, but it is complex.

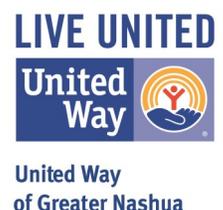
In Greater Nashua, average childcare costs \$625 per child per month. Average rent for an apartment accommodating a single mom with one child is \$1,200 per month. A person working full time needs to earn in excess of \$15/hour just to cover those two costs. Add in all other living expenses, and the living wage for a single person with one child jumps to \$46,305/year... over \$23/hour!

There are many ways to measure poverty. One of these is the number of children who qualify for "Free and Reduced Lunch" in a school system. In Nashua alone there are around 4,500 kids who qualify, almost half of all kids in the city schools! Another measure is to look at how many people qualify for "SNAP" or food stamps... in Hillsborough County, there are over 16,500 kids under the age of 18 who qualify for food stamps. While homelessness has improved in recent years, due to an improving economy combined with focused efforts, there are near 400 homeless youth in Greater Nashua. And that's just the kids under age 18. For the total homeless population, over 1/3 have a serious mental health disorder and around half struggle with a substance misuse disorder. 8% of our local population lives at or below the poverty line. For children, the rate is 50% higher. And 1 in 10 of our families are food insecure... juggling between rent, heat, childcare, and where the next meal will come from.

***These, and many other issues, will be explored at "United We Sleep."***

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## Event Details



Sign up & Support <https://tinyurl.com/2022uws>

UNITED WE SLEEP  
To End Hunger & Homelessness

Most needed items!!!

Nashua Community College  
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### What is “United We Sleep”?

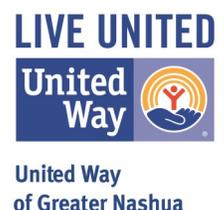
*United We Sleep To End Hunger & Homelessness is...*

- An experiential homelessness scenario which touches hearts & minds
- An evening of engaging learning around causes, scenarios, and pathways out of homelessness and toward economic stability / independence
- A sharing of experiences with local experts
- A unique opportunity to lead and learn by doing
- An opportunity to raise funds to help support local programs which target the elimination of homelessness

For one night in October, you will join dozens of Greater Nashuans in learning about the issues of extreme poverty and exploring pathways to success. You will share stories and learn from local experts as you sleep out in the elements, with one eye open in the cold, and experience a small semblance of what our homeless population experiences day in and day out. You will join together in support of our community in a unique and deeply satisfying way. We invite you to join us this year in Sleeping United to End Hunger & Homelessness.

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## Event Participation



### How can I participate in “United We Sleep”

“United We Sleep” is an individual or team event. To participate, each person is sponsored by friends, coworkers, and family. The fundraising goal to participate as an individual is \$500. A team is a group of 3 or more individuals. Each team has a goal of \$2,000 to participate. For youth, the minimum is \$100 per person and \$500 per team. Fundraising is done on-line through our web portal. Teams are often sponsored by their companies as part of their fundraising, sometimes as a “match” challenge. The funds raised directly support the Greater Nashua Safety Net of critical services that fight to break the cycle of poverty. Over the past 5 years, United We Sleep has raised over \$300,000 to invest in highly effective local programs focused on health, education, and financial stability.

### What do I do? How does it work?

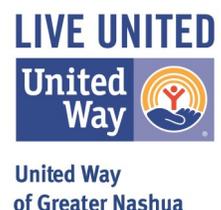
On the day of the event, teams and individuals come to the event in their own homes with the following items: a sleeping bag (only one per person), the clothes you are wearing (no change of clothes allowed), one piece of outerwear (sweater or jacket), and a toothbrush (but no toothpaste). No food is allowed. There will be supper served... but don't expect too much. Individuals raising \$500 more than the minimum can bring a pillow. Individuals raising \$1,000 more than the minimum have the option to sleep in their car. That's it. We ask only that you bring an open heart and a willingness to learn.

### Ways to participate...

- ⇒ Sign up as an individual or a team: <https://www.tinyurl.com/2022uws>
- ⇒ Donate to our sock, undergarments, or feminine hygiene products drive — either in person or via Amazon wishlist: [Charity Lists \(amazon.com\)](https://www.amazon.com/charity-lists)

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## Event Program



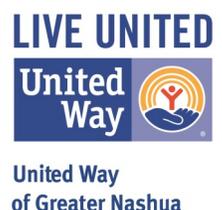
### Timeline (subject to modification)

- 4-5 p.m. Check in and register at the event
- 5-6 p.m. Welcome and personal presentations
- 6-6:30 p.m. Dinner of sandwiches and soup
- 6:30-8:45 p.m. Discussion & Activity groups (small group work):
1. Still under construction
  2. Still under construction
  3. Still under construction
- 9-10 p.m. Evening wrap-up: Still under construction
- 10 p.m. Get ready for “bed”
- 10 p.m.-6 a.m. Quiet Time, and homework
- 6 a.m. Wake up
- 6-6:30 a.m. Breakfast of donuts, sandwiches, cereal, and coffee
- 6:30-7:30 a.m. Final Reflections on Homelessness and Hunger
- 7:30-8 a.m. “Decamp”

***NOTE: the focus of all discussions will be on the very practical aspects of “what can I do now/next to make a difference”***

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## Sponsorship Opportunities



### Levels and Benefits of Sponsorship

“United We Sleep” raises funds for that portion of the United Way Campaign which provides support for critical safety net programs in our community. Sponsorship of the event has 3 levels with different sponsor benefits:

#### Community Superhero — \$1,500

Everything listed below, PLUS:

- Prominent placement in social media advertising prior to and after the event
- Speaking part at event
- 2 Participants in the event

#### Problem Solver Sponsorship — \$1,000

Everything listed below, PLUS:

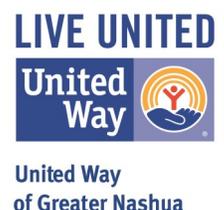
- Logo placement on event t-shirt
- 1 Participant in the event

#### Find-the-Solution Sponsorship — \$500

- Inclusion in all email, social media, and website, electronic marketing
- Mention in pre/post-event media
- Tagline on event t-shirt

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Where do the  
Funds Go?



## About the United Way Campaign

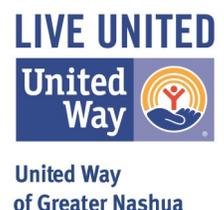
The United Way of Greater Nashua Annual Campaign funds 29+ programs across 17 agencies in Greater Nashua. Within the campaign allocation is a critical “safety net” of agencies which work toward solving issues of extreme poverty including providing transitional housing, granting short term emergency funds, and providing basic needs.

Each of these programs lends a “hand up” in the community, moving people from either being homeless or at risk of becoming homeless to being independent and productive. None of these programs is a “hand out.” Our model of community investment aims, at it’s core, toward self-sufficiency as a goal.

Programs funded by the United Way must expend 100% of their allocations on programs, not administration or marketing. Programs are accountable to reporting outcomes and are regularly audited to ensure that resources are being properly utilized to create the maximum possible community return on investment. 98% of the funds raised by United Way stay in the community.

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