



**United Way** 

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

**An online event:  
September 18/19, 2020**

Also, collecting warm socks. The #1 item needed by shelters!

 **Warm Their Soles**

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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 93% 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

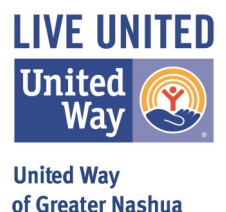
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- ⇒ About Poverty in Greater Nashua
- ⇒ Event Details
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- ⇒ Where do the Funds Go?

For more information on the 2020 "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 \$10/hour. Jody works part time while raising the kids. She earns minimum wage. Between them, they are earning \$24,000 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.

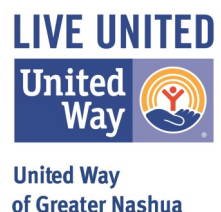
In Greater Nashua, average childcare costs \$625 per child per month. Average rent for an apartment accommodating a single mom with one child is \$1,165 per month. A person working full time needs to earn in excess of \$10/hour just to cover those two costs. Add in all other living expenses, and the 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 300 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



### What is “United We Sleep”?

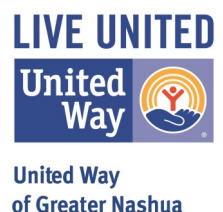
*United We Sleep To End Hunger & Homelessness is...*

- 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
- And in 2020, the event will be completely online and remote

For one night in September, 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 a cardboard box 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”

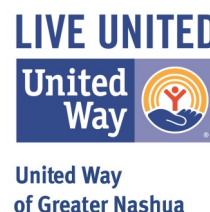
“United We Sleep” is an individual or team event. To participate, each person is sponsored by friends, coworkers, and family. The fundraising goal to participate as an individual is \$500. A team is a group of 3 or more individuals. Each team has a goal of \$2,000 to participate. Fundraising is done 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.

### 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. You will be issued a cardboard box for sleeping and food from a prescribed list... but don't expect too much. Individuals raising \$500 more than the minimum will get a pillow. Individuals raising \$1,000 more than the minimum will receive an extra box to sleep on. Boxes will be picked up at United Way the week of the event.

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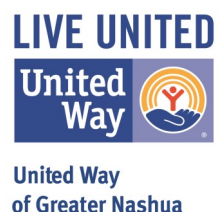
## Event Program

### Timeline (subject to modification)

- |                |  |
|----------------|--|
| 5-6 p.m.       | Log in to the United Way “zoom” portal for UWS2020   |
| 6-7 p.m.       | Welcome and personal presentations <sup>1</sup>  |
| 7-8 p.m.       | Dinner in your home’s “Virtual United We Sleep” Cantina  |
| 8-10 p.m.      | Discussion groups — final program to still under development, but topics will cover: <ul style="list-style-type: none"><li>• Food Security</li><li>• Housing Models in our Community</li><li>• Adverse Childhood Experiences</li><li>• The Economics of Poverty</li><li>• Street Outreach and Youth Homelessness</li></ul> |
| 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 in the “Virtual United We Sleep” Cantina   |
| 6:30-7:30 a.m. | Final Reflections on Homelessness and Hunger   |
| 7:30-8 a.m.    | “Decamp”   |

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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 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:

- Lower level benefits plus Prominent logo placement on event t-shirt
- 1 Participant in the event

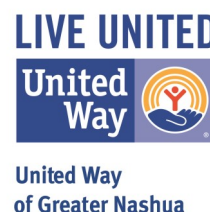
#### **Find-the-Solution Sponsorship — \$500**

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

**Notes:** Placement in Full Page Nashua Telegraph Ad prior to and post event

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Where do the  
Funds Go?



## About the United Way Campaign

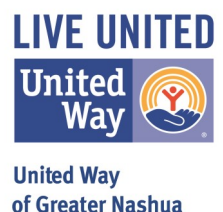
The United Way of Greater Nashua Annual Campaign funds 29+ programs across 17 agencies in Greater Nashua. Within the campaign allocation is a critical “safety net” of agencies which work toward solving issues of extreme poverty including providing transitional housing, granting short term emergency funds,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