

Fall 2009

Dear Friend of United Way,

Help Babies Get a Healthy Start!

In all of our work in government, education, business and the advocacy community, a central focus has been on finding ways that we can contribute to the healthy, sound development of young children. We know so very much now about the importance of the first three years in children's early brain and social development, and how it is tied to the early relationships they share with parents and caregivers. The 2009 United Way Healthy Baby Diaper Drive is one concrete (and effective) way to help ensure that all babies in our own communities grow and thrive.

Our goal is to collect **HALF A MILLION DIAPERS!**

Your participation will help ensure that babies start life healthy and ready to learn. *There are multiple ways you and your company can become involved, or you can truly inspire hope by doing them all!* United Way will provide you with resources, tips, and materials to make your drive a success.

You can:

- Give diapers.
- Organize a diaper drive at your workplace.
- Spread the word.
- Help us reach this goal of **HALF A MILLION DIAPERS.**
- Coordinate pick-up and distribution of the diapers.
- Become an advocate for young children.

United Way is here to help! Enclosed are tools to help make your Healthy Baby Diaper Drive easy. You can also find the following tools in the online Toolkit at www.uwgnh.org/diaperdrive:

Healthy Baby Diaper Drive Fact Sheet
How to Conduct a Successful Diaper Drive
Healthy Baby Diaper Drive Poster Template
Healthy Baby Diaper Drive Box Sign

Coordinator Tracking Form
Sample letter to employees
Sample email to employees

The United Ways of Greater New Haven, Coastal Fairfield County and Western Connecticut are joining forces on this very important community drive to give babies a healthy start. We hope you will LIVE UNITED by helping us collect **HALF A MILLION DIAPERS** for babies throughout our 33 town area. To discuss the plans for your company's diaper drive, please contact Amy Townsley at (203) 691-4223 or atownsley@uwgnh.org.

Most Sincerely,

A handwritten signature in black ink, appearing to read "Janice Gruendel".

Dr. Janice Gruendel
Co-chair Early Childhood Education Cabinet

A handwritten signature in black ink, appearing to read "Irene Cornish".

Irene Cornish
Superintendent of Stratford Public Schools