

GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED



United Way of Northern New Mexico
Serving Los Alamos & Rio Arriba Counties

November 2018



Mary Beth Maassen
Executive Director, UWNM

Greetings!

I want to offer my personal hello. I have been serving as Executive Director at the United Way of Northern New Mexico for a little over six months. I jumped in with both feet and quickly sunk in over my head. No worries, I can swim, which is a good thing because I have been swimming every day since. It has been a very busy six months, but that is no excuse. My introduction should have come much earlier. Now, let me tell you what we've been up to...

◆ UWNM just launched a new website, and I LOVE IT!! The website went live just this week, so you are the first to know. Please visit our new website, check out the information and share your thoughts. If you find any typos or bugs, be sure to tell us. We will be doing some media about the launch later this month. I hope you like it as much as I do:

www.unitedwaynm.org

◆ UWNM moved to the first floor of Los Alamos National Bank from the fourth floor. We are now much closer and more accessible to the folks we serve. I know forty vertical feet might not seem like a big move, but there were years of accumulated materials and we went through it all. Our delightful new office suite, courtesy of Los Alamos National Bank, is busy, bright, and cheery. We are located near the elevators. Please stop in and say hello. I would love to meet you!

◆ UWNM has teamed up with Rio Arriba County and the City of Espanola. Last week Mayor Javier Sanchez led *A Call to Action: End the Violence* Summit, and we were there. Much of my time in the last few months has been spent building relationships. We show up, we listen to what they say about the challenges, and we offer resources when we have them available. So here is some important and exciting news:

There is private funding in the pipeline to create a comprehensive ten-year plan to address the substance abuse issues in Rio Arriba County. We are working as a team with the Rio Arriba County, the City of Espanola, Northern New Mexico College, and a plethora of other agencies and organizations to develop a plan that is comprehensive and proactive.

This plan will begin in the home with great prenatal care, and healthy babies born to healthy moms. It will provide for nurturing early child care, and broad, challenging, educational programs and services at all age levels. It will also provide a safety net of basic needs, housing options, and behavioral health resources for all families. There will be job training, both for the trades and for STEM. In regard to substance abuse, the proposal is to use best practices from the very successful Delancey Street Foundation model. There will not only be detox and rehab but also sober living options, long-term counseling, and job training to help those with addictions not only get clean and sober, but to *stay* clean and sober.

Sounds amazing, right?
Well, keep reading...



More good news in Rio Arriba County:

◆ UWN NM has been offered donated space for a second office, this one in the heart of Espanola. We are happy to announce Roger Montoya, a remarkable community advocate and resource in Rio Arriba County, is our UW liaison. This means we have representation in the community on a daily basis. This is valuable as it allows us to be present at the table, and to respond quickly as the needs arise.

Fundraising and Grantmaking

These are the primary duties of United Way, and there are some exciting new developments.

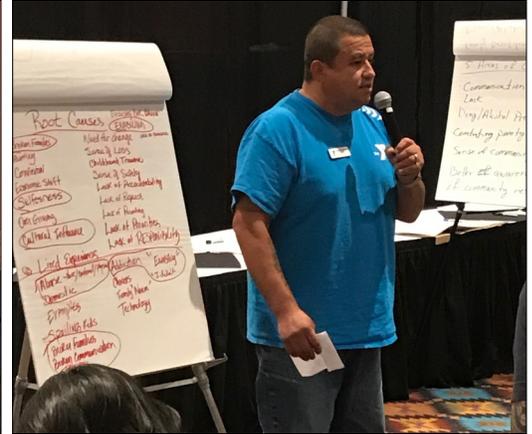
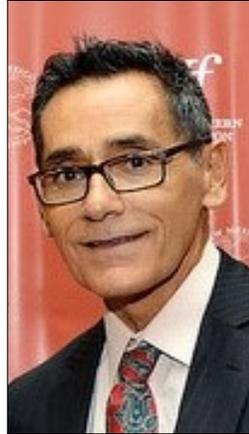
◆ UWN NM has created a regional funding matrix. This is important because it allows us to identify where organizations can find funding and how that funding can be used. That means we can use our limited resources more wisely, and encourage non-profits to diversify their funding sources to become financially resilient.

◆ UWN NM is redesigning our grant funding process to be simpler, more efficient, and more robust. This will make it easier for organizations to apply, easier for the grant committee to evaluate, and allow us to provide multi-year funding to select organizations. The new application and process will debut for the 2019 grant funding cycle.

◆ UWN NM is actively encouraging organizations to work collaboratively. This will avoid duplication of efforts and help us guide those looking for services in the right direction. Working collaboratively saves money, increases communication, builds strong teams, develops resilient organizations, and creates engaged communities.

What Can You Do to Help?

UWN NM is looking forward. Many small service agencies in our region depend on us for funding. This is what we do, we help small charitable organizations deliver important services to those in need. They are busy providing services, we are busy raising money on their behalf and it is really a wonderful arrangement that allows everyone to do what they do best. However, when LANS changed the way they collected and distributed their employee contributions, many of our regional non-profits saw a dramatic drop in giving.



From top left, Roger Montoya, UWN NM Rio Arriba County Liaison. Ben Sandoval Director of the Family YMCA Espanola Teen Center, leads a small group facilitation at the Call to Action Summit. Liddie Martinez, Market President for LANB, and two impressive young women, students who spoke loud and clear about their visions for a healthier community at the Call to Action Summit. At the end of the Summit, priorities were established, working groups were formed, and action items were assigned.

Services, programs, and staff were reduced. We are rethinking how we raise money and what we need to do to be successful. Some non-profits will not survive further reductions. We must help.

As we rework our strategy and rebuild our fundraising plan, we once again land in your mailbox. We are counting on you to renew your support so we can continue our critical work.

We have enclosed a small gift, a LIVE UNITED sticker. We know you already support the work we do. By placing this sticker in the rear window of your car, you demonstrate your belief that the best way through difficult times is to work and LIVE UNITED.

Please complete and return the enclosed pledge card. If we can make your giving easier by phone, please call us at 505-662-0800. We have enclosed an extra pledge card that you can share with a friend or a neighbor.

I look forward to meeting you soon.
Thank you. Thank you.

Sincerely-
Mary Beth Maassen

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