



UNITED IS THE WAY

Community Report 2025

Leadership Notes

As we reflect on this past year, we are filled with gratitude for the incredible generosity, partnership, and passion that fuel Granite United Way's work every single day.

At the beginning of 2025 Granite United Way welcomed Nichole Martin Reimer as our President and CEO. The Board of Directors applauds the seamless transition and recognizes her leadership as it continues to strengthen our community.

The year has also brought some new challenges to our organization and our nonprofit partners. Although in uncertain times, Granite United Way is ready. We are unique in the way we have adjusted to the immediate needs of our nonprofit partners while remaining focused on our pillar work in the areas of affordable housing, family and youth supports, financial empowerment and mental health and substance use disorders.

We witnessed first-hand what is possible when people come together with a shared purpose and commitment to supporting each other. Our mission to improve the quality of people's lives by bringing together the caring power of community could not be more important than it is today.

Thank you for your investment in this effort. UNITED IS THE WAY we support critical programs and service our neighbors rely on. Every one of the accomplishments in these pages was made possible because of you - our supporters.

UNITED IS THE WAY we look to the future. Together, we are driving change and building stronger communities.

With gratitude,

Josephine Moran
Josephine Moran
Board Chair

Nichole Martin Reimer
Nichole Martin Reimer
President and CEO

\$13M
in support

600+
nonprofits
supported

450K
people
helped

6024
volunteers
mobilized

\$1M
in responsive
grants



AFFORDABLE HOUSING

By investing in programs that promote affordable housing, we create stable homes, reduce homelessness and open doors to security. Individuals and families can focus on education, employment and building a strong future.

UNITED WE

- **Connected individuals** who are unhoused to resources for transitional housing
- **Converted 92 rental units to affordable housing**, opening up shelter beds and diverted individuals from unstable housing
- **Secured housing for 400 NH residents** since 2023 through the Affordable Housing Initiative Program (AHIP)
- **Launched Key Connect NH**, an online platform for property owners to be part of ending homelessness



Opening Doors Across our Community

This year Granite United Way launched Key Connect NH an initiative that serves as New Hampshire's first centralized resource network that connects property owners and manager with support they need to help end homelessness.

Key Connect NH is a practical solution to our community's most urgent housing challenges. By connecting with property owners, public housing authorities, and local service providers through a single system, they can list available units and match tenants quickly.

The common goal of safe, secure housing benefits our community as a whole. Through this innovative program, property owners have the tools to participate with service providers to ensure individuals and families have access to stable housing options. In the past year our affordable housing program has helped 118 individuals transition out of housing insecurity and added 82 affordable, low-barrier housing units to the rental market.

FAMILY AND YOUTH SUPPORTS

The foundation of our community starts with ensuring every child has the opportunity to thrive, and every family has the resources they need to succeed. Investing in these programs empower future generations.

UNITED WE

- **Ensure all children have access to high-quality early childhood care** and education through targeted investment and research
- **Support programs like The Leader in Me** which fosters leadership skills from elementary school on
- **Serve 300+ families annually**, Whole Village Family Resource Center offers programs designed to strengthen and support family protective factors
- **Educate and empower NH's business sector** to adopt family-friendly workplace policies with 40 companies designated Best Place for Working Parents
- **Offer engaging events** like Community Baby Showers, Backpack Drives and other programs through corporate partnerships

A Full Circle Story: The Leader in Me

When Granite United Way worked with community leaders and corporate partners to invest in The Leader in Me program for schools on the west side of Manchester over 10 years ago, they knew something special was happening.

Schools, including Gossler Park Elementary School, embraced the program based on Stephen Covey's 7 Habits of Highly Effective People. Among those students was Josselyn Ascencio, who quickly championed the program and was among the Lighthouse Team at the school.

Josselyn's leadership was evident to her peers, teachers and administrators. As a fifth grader, she was invited to speak at Granite United Way's annual celebration, a speech that was met with a standing ovation. Those 7 habits stayed with her as she continued her education in the Manchester School District.

Working with corporate partners like PROCON and the Stebbins Family, Granite United Way was able to expand The Leader in Me throughout several west side schools. Each year schools hosted Leadership Days where students showcased their individual skills and leadership concepts. Granite United Way invited donors to these events every year.

Josselyn stayed in touch with the team at Granite United Way and when its President and CEO Patrick Tufts stepped down after 20 years, Josselyn gave a moving tribute about the impact the program made in her life. In the audience were several members of the PROCON leadership team. When they learned Josselyn was heading to college to major in architecture - they remarked they had to connect with her. During the summer of 2025, Josselyn served as an Intern at PROCON, a company that generously supported The Leader in Me program and is now literally building the next generation of leaders.



Josselyn (from bottom) speaking at Granite United Way's celebration in 2018, connecting with PROCON leadership in 2024 and interning at PROCON in the summer of 2025.

HEALTHY COMMUNITIES

Investing in programs that focus on mental health and substance use disorders provides immediate support and prevention, while also addressing root causes. Prioritizing this fosters healthier, stronger communities.

UNITED WE

- Recruited nearly **400 corporate partners** to participate as **Recovery Friendly Workplaces**
- Connected **nearly 12,000 calls to 211 NH** for those seeking recovery services
- Engaged 63 statewide partnerships in **3 public health networks** in prevention efforts
- **Installed Naloxboxes in over 50 easily accessible locations** across our three public health regions



Distributing \$10M over the Next Two Years



The opioid epidemic impacted individuals, families and our community in immeasurable ways. Earlier this year, Granite United Way was selected by the New Hampshire Department of Health and Human Services (NH DHHS) on behalf of the NH Opioid Abatement Advisory Commission to manage a new statewide Opioid Abatement Community Grants Program. This program, approved by Governor Ayotte and the Executive Council will provide \$10 million in funding over the next two years to support projects that help communities combat opioid misuse and its effects.

Granite United Way is uniquely positioned to lead this effort and is honored to have been chosen to manage this important process. A Community Advisory Team has been established, with members including experts, community members, and people with lived experience, to design and advise this grant program.

Grant funding will be offered in two phases: Short-Term Grants: Up to \$15,000 for one-time costs like technology, equipment, training, or events that meet immediate community needs. Multiyear Project Grants: Up to \$75,000 per year for up to three years to support ongoing projects that address local needs and involve strong community partnerships.

CONNECTIONS IN OUR COMMUNITY

Sometimes all it takes is one call to change the trajectory of a person's life. Each year 211 NH specialists connect callers with resources for an immediate need to ones that open the door to long-term stability.

Answering the Call

The 211 NH call center continues to be a primary resource for residents across Granite United Way's footprint. The specially-trained Information and Referral Specialists answered over 70,000 calls in the past year. Some of the most common inquiries included utility assistance, housing, veterans services, mental health and substance use support and food insecurity.

Earlier this year, a refreshed 211 NH website was launched to offer a more user friendly experience. In addition, through the partnership with Eversource, a more efficient phone system upgraded the program's technology.



Day of Caring: New Season of Helping

After hearing from our nonprofit partners, we hosted Day of Caring in the spring this year. In a single day nearly 1,400 volunteers completed over 144 projects like painting, landscaping, collecting beach debris and play space cleaning at over 100 local nonprofits. The event, held in May jump started volunteerism and inspired countless individuals to give back.



THE POWER OF YOUR INVESTMENT

Statement of Financial Position (June 30, 2024)

Cash and cash equivalents	\$142,539
Pledges & grants receivable	3,646,179
Prepaid expenses and other receivables	42,235
Investments	619,036
Total Current Assets	\$4,449,989
Investments - endowment	268,186
Beneficial interest in assets held by others (NHCF)	2,845,719
Property and equipment, net	1,792,313
Total Assets	\$9,356,207
Future allocations & donor designations payable	979,315
Accrued expenses	242,855
Accounts payable	918,533
Long-term debt and operating lease liabilities	997,091
Funds held for others	16,569
Total liabilities	\$3,154,363
Without donor/time restrictions	<683,921>
With donor/time restrictions	6,885,765
Total Liabilities and Net Assets	\$9,356,207

Condensed Statement of Activities

And Changes in Net Assets (Year ended June 30, 2024)

Public support, less provision for uncollectable	5,328,257
Grant revenue	4,899,868
Sponsorship and other restricted contributions	1,969,797
In-kind contributions	59,040
Total Public Support	12,256,962
Administrative fees	101,431
Investment income	179,128
Realized and unrealized loss on investments	2,826
Change in the value of beneficial interest in trusts, net of fees of \$17,272	156,289
Miscellaneous income	84,305
Total Support and Revenue	12,780,941
Program services	11,843,337
Donor designations	1,253,631
Operating expenses	1,251,500
Total Expenses	14,348,468
Decrease in net assets from operations	<1,567,527>
Net assets, beginning of the year	7,769,371
Net assets, end of year	\$6,201,844

Granite United Way does not charge any member dues or fees from participating charitable organizations

Addressing our Community's Most Immediate Needs

In fall 2024, Granite United Way's volunteer-led Community Impact Committees launched a responsive grant-making model. The concept emerged from conversations with local nonprofits across all seven regions - many of which expressed the need for more immediate funding sources.

By offering grants from \$1,000 - \$10,000 multiple times a year, Granite United Way was able to fund critical needs in real time. Over \$1 million was distributed this year, addressing issues around food insecurity, bolstering child care services, providing increased access to mental health supports and more. The successful approach has helped to infuse funds more timely and efficiently to our nonprofit partners.





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Granite United Way

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