



OUR COMMUNITY IMPACT
2018-2019



United Way for Greater Austin



DEAR FRIENDS,

Thanks to our amazing donors and supporters, the 2018-19 fiscal year was one of our best years yet. This annual report celebrates some of our biggest wins and the impact you and so many other leaders in the community make possible. I hope you enjoy reading it and feel inspired by the lasting change you are creating.

Austin often tops the lists of best cities to live. We agree! It's a great place to raise a family, has a healthy local economy, is a city poised for future job growth – these are just some of the honors given to our metro area. Yet not everyone in our community is sharing in Austin's remarkable success story. Yet.

That's where you come in. Together, we are tireless in our efforts to create opportunities that include everyone. Every day, I get to work with the best Board, staff, donors, volunteers, and leaders in town to fight poverty and build a community that makes the promise of Austin available to all.

As you read this annual report, know that you can make a difference. **Even better: We can make a difference.** Together, we are building a community where every child enters Kindergarten ready to learn and thrive, every person has access to quality healthcare, and all families are financially stable.

Join us. Let's do this... together.

Thank you from all of us at United Way and most importantly, from those who will know a better life because of our efforts.

David C. Smith
CEO | United Way for Greater Austin

Something special happens when we Live United. When we work together to build a stronger community, we are sparking a movement bigger than anything we can do alone.

OUR AMAZING LEADERSHIP Board of Directors

Mason Ayer, *Board Chair*

Tamara Atkinson

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Amy Simmons

Mark Strama

Jeff Thomas

Charles Thornburgh

Jeff Vernor

Rina vonFrisch

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United Way for Greater Austin

OUR COMMUNITY IMPACT



Since 1924, United Way has fought for the **education, health, and financial stability** of every person in our community. In these three focus areas, **we unite the community around collective goals, strategically invest in partners, and execute proven programs** that make a lasting, sustainable difference. Together with our donors, here are some of the things we accomplished in the 2018-19 fiscal year.



Impacted 47,677 children and families



Partnered with more than 4,000 donors and 30 community organizations



Invested more than \$7 million directly into our community



Launched a pilot with Lyft to provide more than 2,500 free rides to 2-1-1 callers in need of transportation assistance to access community services



Answered 390,389 calls for assistance



Founded Early Matters Greater Austin, a coalition of business leaders who advocate for and promote family-friendly workplaces



Mobilized 3,980 volunteers, who provided 23,205 hours of service



Launched Family Connects Texas, an initiative that offers free Registered Nurse home visits to families in Austin/Travis County with a newborn

OUR IMPACT: A Focus on Education



SUCCESS IN LIFE BEGINS WITH A QUALITY EDUCATION.

That's why we ensure children get a strong start in life, achieve crucial developmental milestones, and enter Kindergarten ready to succeed.

United Way for Greater Austin leads a community coalition - called Success By 6 - designed to coordinate early childhood efforts and give every baby born in Austin the best possible start in life. Since 2012, we have made substantial progress as a coalition, and we still have much to do.

Every day, an average of 38 babies are born in the Austin area into wildly diverse circumstances. Some are born into families with stable incomes and abundant resources, some are not.

We're fighting to shift the odds so tomorrow's leaders can build a better foundation today. With an approach to education that starts at the cradle, we're ensuring every child gets a strong start in life.

In April 2019, United Way and the Success By 6 Coalition launched a new five-year strategic plan that lays out a bold path forward, outlining the coalition and the community's activities to achieve our ambitious goals – healthy beginnings, supported families, high-quality care and education, and safe and stimulating communities for all Austin-area children.

EDUCATION IMPACT BY THE NUMBERS



Every **\$1 invested** in early childhood programs results in a **\$7 return-on-investment**



90% of all brain development happens within the **first five years** of life



Success By 6 secured a **\$500,000 planning grant from TEA** to design an innovative Pre-K/child care partnership



Community efforts inspired by Success By 6 resulted in a **49% increase in high-quality child care** centers in the Austin area



EARLY EDUCATION FOR ALL

Life was already kind of crazy for mother-of-two Monica, who was caring for her infant son Lorenzo and toddler daughter named Melody. When she realized she needed to find full-time child care for her children so she could return to work, Monica was overwhelmed.

“It was difficult to even begin to search for child care, and it took several months to find the right spot for us – at Mainspring Schools,” Monica recalls. “Mommy was all Melody had known, so we both used to cry through drop-off every morning. But nowadays, she’s smiling big-time when I pick her up in the afternoon.”

Funding from United Way helps Mainspring Schools continue to provide high-quality early education for families all over Austin - like Monica's - who represent diverse backgrounds, ethnicities, and socio-economic levels.

OUR IMPACT: A Focus on Health



A PERSON'S ZIP CODE SHOULD NOT DETERMINE THEIR ACCESS TO QUALITY HEALTHCARE.

Yet for many, that's a daily reality. We connect people with affordable healthcare, healthy foods, and basic needs supports so everyone has an opportunity to thrive.

Since 1996, United Way for Greater Austin has helped residents navigate the complex system of health and human services in Central Texas through our Navigation Center. Callers can dial 2-1-1, a free, confidential, and multilingual resource hub available 24/7. **And in 2018 alone, United Way responded to 390,389 calls for assistance.**

The 2-1-1 Navigation Center serves as a barometer for community need by collecting data about caller requests and demographics. We provide customized reports for researchers and community members to help assess community needs and inform distribution of community resources. But most importantly, **we are here to serve our community and connect those in need to resources that can help.**

Every year, the United Way Navigation Center helps thousands of Austin/Travis County residents gain access to healthcare. In fact, **our Healthcare Navigation Specialists answered more than 171,000 calls for assistance in 2018 as healthcare needs continue to rise in our community.**

“ *The hardest part for someone is calling and asking for help. So, the fact that we get to answer calls all day from people who are ready to get help is so nice because you get to be that advocate for someone.* **”**

-Cecilia Torre, Navigation Specialist Team Lead

By serving as the access point for basic needs assistance in Central Texas, we're fighting to help everyone get – and stay – healthy.

HEALTH IMPACT BY THE NUMBERS



Of the 390,389 calls for help we received in 2018, **171,208 calls** were related to health & mental health



Health & mental health calls made up **45% of the total 2-1-1 call volume**



Medical transportation increased from being the 25th top caller need in 2013 to the **4th top caller need in 2018**



Calls for mental health help have **consistently increased over the last 5 years**

EVERYONE NEEDS HELP NAVIGATING THE HEALTH CARE SYSTEM

Here at United Way, Healthcare Navigation Specialists guide callers through the process of signing up for the Medical Access Program (MAP). MAP

is a local program that covers primary care, prescriptions, specialty care, and hospital care for those who qualify.

"I was hanging out with a buddy of mine who recently broke his leg and had a ton of medical bills, so I decided to pitch the program to him," Patricio Lozano, Healthcare Navigation Specialist said. "I told him I work for United Way and Central Health, specifically with MAP, which provides free insurance for those who qualify. He immediately wanted to know if he qualified."

There are three eligibility requirements:

1. You have to be a Travis County resident
2. Your income has to be below a specific amount (dependent on household size)
3. You can't have any health insurance

"He called the MAP Helpline and now he is getting the coverage he needs," Lozano said. "It is a great program, and I think people should really try to take advantage of the available resources like MAP."



OUR IMPACT: A Focus on Financial Stability



FAMILIES AND INDIVIDUALS ARE FACING FINANCIAL OBSTACLES THAT PREVENT THEM FROM REACHING THEIR FULL POTENTIAL. THE GOOD NEWS: THERE'S SOMETHING WE CAN DO.

United Way for Greater Austin fights to ensure everyone in our community has the resources and opportunities they need to build a strong financial foundation and thrive. We work to put every person in our community on a path toward financial empowerment. That starts with access to services, job training, credit counseling and more.

One of the ways we are promoting financial stability in our community is through a 2-Generation approach to social services, part of our program known as Family Pathways. **A 2-Gen approach serves parents and children simultaneously and leads to better financial outcomes for both generations.** From pairing job training with Head Start services, to providing child care for young community college students – this work opens pathways of opportunity for parents and their children at the same time.

Over the course of 2018, nearly 200 individual stakeholders from Greater Austin came together to develop the Austin/Travis County 2-Gen Strategic Plan in order to integrate the 2-Gen approach within our entire community. This plan – the first community-wide strategic plan for 2-Gen in the nation – articulates common goals and strategies to strengthen and expand 2-Gen services and resources for Austin-area families.



FINANCIAL STABILITY BY THE NUMBERS

Poverty is intergenerational. Social and economic barriers faced by adults are often passed down to their children, unless whole families are given an opportunity to advance.



A **\$3,000 difference in parents' income** while a child is young yields a **17% increase in the child's future earnings**



This year, United Way **awarded grants to 17 organizations** using a 2-Gen approach



Nearly **200 stakeholders** in the Austin community came together to develop the 2-Gen strategic plan

SUPPORT THAT BENEFITS THE WHOLE FAMILY

"There is a picture still in my mind. I was just floating and it was scary and sad. Sometimes it catches me by surprise because it's just a title I never thought I'd wear," Cristina, a Jeremiah Program participant said. **"Being a single mom was definitely not in the plan."**

In 2018, Cristina enrolled with United Way's partner Jeremiah Program, a 2-Gen program that provides affordable housing, wraparound support, and on-site child care for her son while she attends classes next door at Austin Community College.

Streamlining resources and support services all together in one place makes it easier on families. **United Way's focus on the 2-Gen approach to social services is rooted in the idea that an investment in one generation is an investment in the other.**



OUR DONORS LIVE UNITED: Spotlight on Texas Mutual



LEADING THE WAY TO A BETTER AUSTIN.

United Way for Greater Austin works with **275 companies** to customize strategic community engagement and social responsibility opportunities that connect employees to their city, their company, and to one another.

“ I benefited from United Way a lot when I was younger. The help it gave me can be attributed to one of the reasons I'm where I am now. I will never forget it, and now I have a wonderful opportunity to be able to return the favor and do what I can to help others. ”

- Teresa Martinez, Texas Mutual's Project Management and Analysis Supervisor.

Texas Mutual Insurance Company is one of many companies that has strengthened its service-oriented culture by effectively using several options in United Way's suite of corporate custom services: Volunteer Projects, Educational Experiences, Sponsorships, Donor Networks, Employee Giving, and Events.



VOLUNTEER PROJECTS

Rich Gergasko, President and CEO, volunteers alongside his team members throughout the year at various projects organized by United Way's corporate volunteer team.



WOMEN UNITED

A diverse, vibrant, growing community of women leaders dedicated to helping families move out of poverty. Jeanette Ward, Texas Mutual's COO, champions **Women United** membership at Texas Mutual.



EMERGING LEADERS

Jeremiah Bentley, VP of Marketing and Customer Engagement, has helped shape the launch of our newest donor network, **Emerging Leaders**, a dynamic network of philanthropic professionals, which kicks off at Texas Mutual in Fall 2019.



RUTHLESS GOOD

Texas Mutual was also the presenting sponsor for this year's **Ruthless Good** city-wide scavenger hunt that brings the community together to raise funds that stay local and improve the lives of our neighbors most in need.

REDEFINING CORPORATE PARTNERSHIP

Thank you to our 275 corporate partners that are changing the lives of children and families in Greater Austin. Here are the 100 companies that invested the most in United Way for Greater Austin in the 2018-19 fiscal year.



ABC Home & Commercial Services
 Acadian Ambulance Service
 Accenture
 Aetna
 Alamo Draffhouse
 Anadarko Petroleum Corporation
 Applied Materials
 AT&T
 Baker Tilly Virchow Krause
 Bank of America
 Bank of Texas
 Baylor Scott & White
 Bridgepoint Consulting
 Broadway National Bank
 Burns & McDonnell
 Capitol Aggregates
 CenterPoint Energy
 Columbia Insurance Group
 Comcast
 Comerica Bank
 Costco
 Cummins

Dana Incorporated
 Dell
 Dillard's
 Drees Homes
 Eli Lilly and Company
 Encotech Engineering Consultants
 Experis
 Exxon Mobil
 Farm Credit Bank of Texas
 Farmers Insurance Group
 FedEx
 Foster Quan
 Freese and Nichols
 Frost Bank
 General Electric
 General Motors
 Google
 Gottesman Residential Real Estate
 Graves, Dougherty, Hearon & Moody
 Greater Austin Chamber of Commerce
 Haynes and Boone
 HDR Engineering

Heritage Title Company of Austin
 Hudson Properties
 Humana
 Husch Blackwell
 IBM
 Intel Corporation
 JPMorgan Chase
 Kerbey Lane Cafe
 Locke Lord
 Long Motors
 McKool Smith
 ML&R Wealth Management
 National Instruments
 Netspend
 Norton Rose Fulbright
 NXP Semiconductors
 O'Connell Robertson
 Ogletree, Deakins, Nash, Smoak & Stewart
 Pirkey Barber
 Pricewaterhouse Coopers
 Randolph-Brooks Federal Credit Union

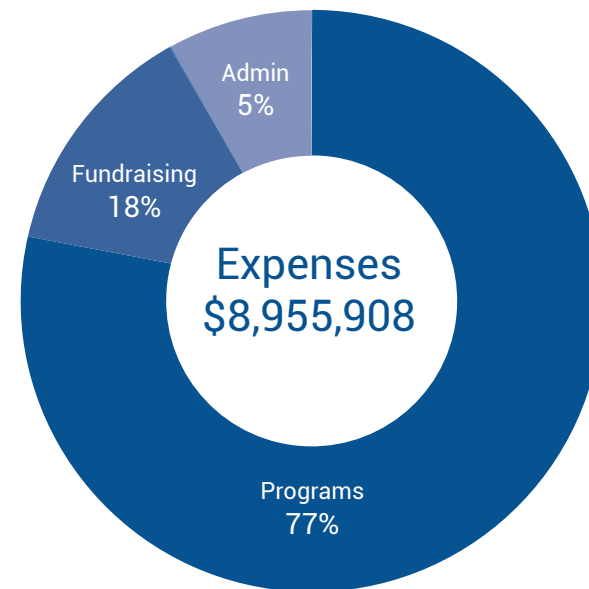
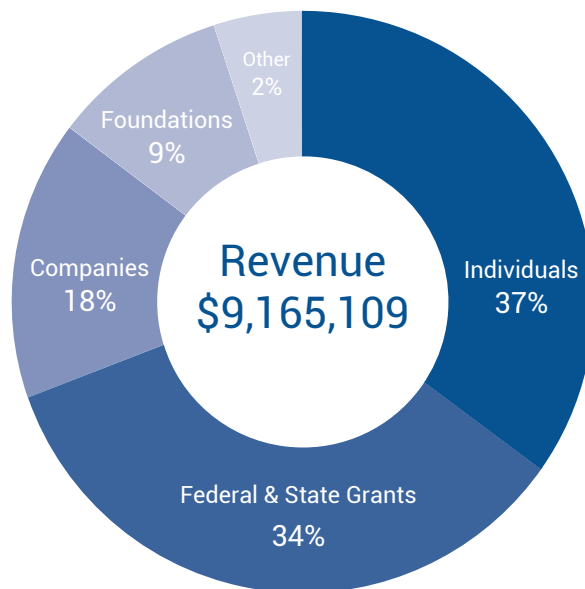
Raymond James & Associates
 Recurrent Energy
 Ricoh
 Rockwell Automation
 Samsung Austin Semiconductor
 Scott, Douglass & McConnico
 Southside Bank
 St. David's HealthCare System
 State Auto Insurance
 State Farm Insurance
 Target
 UnitedHealth Group
 Vistra Energy
 Waller Lansden Dortch & Davis
 Wal-Mart
 WellSky
 Wilsonart International
 Workplace Resource
 Xcel Energy
 Yardi Systems

OUR FINANCIALS



YOUR SUPPORT IS ESSENTIAL.

United Way for Greater Austin's funding comes from right here in the Central Texas community - from local companies, foundations, and donors like you! **And when you donate to United Way, your dollars stay here to make a real, lasting impact in our community.** Here are our most recently audited financials from the 2017-18 fiscal year.



**JOIN THE FIGHT AGAINST POVERTY.
TOGETHER, LET'S GIVE THE PROMISE OF A GREATER
AUSTIN TO ALL AND LIVE UNITED.**



**United Way for
Greater Austin**