

YOUR GUIDE



Philanthropy



United Way for Greater Austin

ALWAYS WANTED TO BE A philanthropist?

YOU'RE JUST FIVE EASY STEPS AWAY.

STEP

1

SET ASIDE NOTIONS OF TOP HATS AND MONOCLES

Think philanthropy isn't within reach? It is! Everyone can be a philanthropist through United Way for Greater Austin. We've made it easy for you to contribute at a level you're comfortable with through automatic payroll deduction.



STEP

2

LEARN ABOUT OUR STRATEGIC, LOCAL PROGRAMS

United Way for Greater Austin helps a wide variety of Austinites through strategic programs spanning financial guidance to child development and more. Learn about all of our programs and how you're helping at UnitedWayAustin.org.



STEP

3

DECIDE WHAT YOU'D LIKE YOUR CONTRIBUTION TO BE

Being a philanthropist doesn't have to break the bank. In fact, it shouldn't. Determine an amount that works for you. And know that every dollar donated adds up to do incredible things for our community.



STEP

4

TALK TO YOUR EMPLOYEE CAMPAIGN LEADER



Your ECL can make donating quick and painless. Whether you use an online or paper pledge form, just enter how much you'd like to donate each pay period, submit it, and you're done. It's that easy to be a philanthropist.

STEP

5

SPREAD THE WORD

Now that you've donated, feel free to pat yourself on the back and share your accomplishment with the world. Your generous ways may even encourage your friends and family to become local philanthropists too.



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FOR THE FUTURE

MARISELA & MIYA DAGIN

WHAT ARE 3 WAYS UNITED WAY HAS IMPACTED YOU?

MIYA HAS A HEAD START FOR KINDERGARTEN



"Due to the Pre-K program funded by United Way for Greater Austin, Miya has already learned her colors and can count to twenty at the age of three. It's prepared her for what's next."

I'VE WATCHED MY DAUGHTER BLOSSOM



SOCIALLY

"Miya has lots of friends in her class. They're all learning the same things, they're on the same page and all in a small classroom environment."

MIYA LOVES LEARNING



AND CAN'T WAIT TO GO TO CLASS

"Some days, she's so excited to go to class that she's dressed and ready hours before it's time. She can't wait to go, and I love seeing that!"

THE FIRST STEPS TO SUCCESS

The availability of free AISD Prekindergarten classes is crucial in ensuring that kids enter school with the skills they need for success. With a recent grant and the assistance of local philanthropists, United Way for Greater Austin funded 15 new Pre-K classes, allowing nearly 500 more kids to get the start they need.

For Marisela and her daughter Miya, the addition of these new classes has been important for their family and for Miya's development.

Pre-K is preparing this three-year-old for kindergarten and beyond, teaching her social, language, and problem-solving skills. Philanthropy for a bright future? There's no better reason to be a philanthropist.



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IN ACTION

JAMES McDONOUGH

Financial Center Manager, Bank of America

WHAT ARE 3 REASONS YOU GIVE TO UNITED WAY?

EVERYONE HAS CHALLENGES TO OVERCOME

"I've seen firsthand that no matter what stage of life someone is in, they may have some unique challenges to tackle. If I can help, why wouldn't I?"

I WANTED TO BE PART OF A COMMUNITY THAT GIVES BACK

"My wife and I moved to Austin about five years ago. We were blown away by how many volunteer or give. We want to support that by doing our part."

UNITED WAY UNDERSTANDS THE NEEDS OF THE COMMUNITY

"It's hard to know where you should put your time or resources. United Way uses their knowledge of the community to help those who need it most."

WORKING IN AND FOR THE COMMUNITY

James McDonough hasn't lived in Austin long. But that didn't stop him from wanting to help his new community and neighbors. He found an easy way to get involved during United Way's Employee Giving Campaign at Bank of America by signing up for automatic payroll deduction and becoming a local philanthropist.

With experience teaching young children abroad, programs like United Way's Success By 6 really spoke to James. The ability to help his customers in a whole new way did, as well. In fact, James recently put his knowledge of United Way's 2-1-1 helpline to good use, providing a customer with the resources he desperately needed.



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AT ANY AGE

LATARA CLARK & FAMILY

WHAT ARE 3 WAYS VOLUNTEERING HAS MADE A DIFFERENCE FOR YOUR KIDS?

IT TEACHES THEM THE SKILLS THEY NEED TO LEAD

"United Way's Volunteer Project Leader program gives kids the tools they need to make positive changes in the community, right now and down the line."

THEY'RE HELPING THE COMMUNITY AND HAVING FUN

"They really like volunteering. They have fun cleaning up the neighborhood, being outside and helping those that need it. To anyone thinking about joining, why wouldn't you?"

THEY'RE LEARNING TO STRENGTHEN THEIR MORALS

"Being in the program helps keep my kids out of trouble. It also gives them skills they might otherwise not learn and teaches morals I want them to have for life."

PREPARING TOMORROW'S LEADERS

LaTara Clark has a family of volunteers and budding leaders. It began when her oldest son, Alvin, was asked to join United Way's Volunteer Project Leader program at school. Doing so meant getting more involved in the community, from planting flowers to cleaning up the neighborhood to encouraging others to lead.

LaDascious just wrapped up another year of being a Volunteer Project Leader, most recently bringing smiles to kids and families at the Ronald McDonald House with a home-cooked breakfast, an idea he helped create and plan. Watching her brothers have fun also encouraged Andrea to join. Next up? Youngest brother Isaiah, who plans to volunteer as soon as he reaches the sixth grade.



WHY ELSE SHOULD YOU BE A philanthropist? LET US COUNT THE WAYS.

Every year, people exactly like you are helping those in need by donating to United Way for Greater Austin.

And Austin is greater indeed because of that assistance. Here are just some of the ways that our donors impacted the community in 2014.

MORE THAN 13,600 YOUNG CHILDREN GOT READY FOR SCHOOL,



MORE THAN 500 LOW-INCOME INDIVIDUALS LEARNED TO MAKE THE MOST OF THEIR MONEY

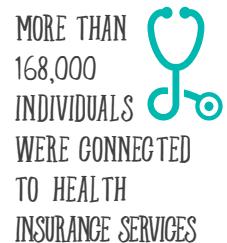
1,330 STUDENTS GOT MENTORING, TUTORING AND QUALITY AFTER-SCHOOL PROGRAMMING



MORE THAN 327,900 CALLS WERE ANSWERED BY OUR 2-1-1 NAVIGATION CENTER, HELPING CONNECT RESIDENTS WITH THE CORRECT HEALTH AND HUMAN SERVICES



OF TEACHERS SAW AN IMPROVEMENT IN THEIR STUDENTS



READY TO GET STARTED? LET'S SIGN YOU UP!

In addition to working with your Employee Campaign Leader to become a philanthropist, you can also visit us online for more information.

Just go to UnitedWayAustin.org and get started today!



United Way for Greater Austin

UNITEDWAYAUSTIN.ORG