

UW ***ATX*** ***Brand 101***



United Way for Greater Austin

UNITED WAY FOR GREATER AUSTIN

New Name

- › Why? Recognize the amazing community we come from.
- › FOR and not OF because we are in service to this community.
- › No change in services or our service area- we still serve 10 counties.
- › Along with our name, the “official acronym” is UWATX.

UWATX

Our new acronym

@uwatx

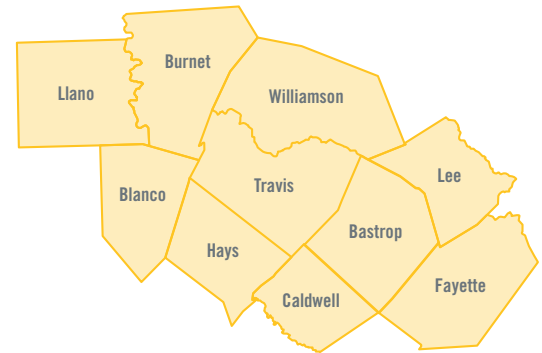
Our new Twitter handle

facebook.com/uwatx

Our new Facebook page

unitedwayaustin.org

Our new URL



What We Do

UNITED WAY FOR GREATER AUSTIN

BUILDING PHILANTHROPY

EMPLOYEE CAMPAIGN

INDIVIDUAL ENGAGEMENT

HANDS ON CENTRAL TEXAS

RUNNING STRATEGIC PROGRAMS

SUCCESS BY 6

TARGET GRADUATION

FINANCIAL OPPORTUNITY

NAVIGATION CENTER

- › We help our community overcome barriers to economic opportunity by doing two things: building philanthropy and running strategic programs.
- › We've shifted how we talk about our work in the community from focusing on "How?" to "Who?" (toddlers / infants, youth and families). Our strategic programs each focus on a segment or need in the population. Framing it this way allows our work to span boundaries.

New Brand Characteristics

- › We are committed to changing our community for the better
- › We are local
- › We have been in Austin since 1924
- › We raised money locally and invest it locally
- › We help Austin's working poor
- › We are results-driven and research-based
- › We create opportunities for anyone to be a philanthropist

“_____ Makes Austin Greater”



United Way for Greater Austin



United Way for Greater Austin

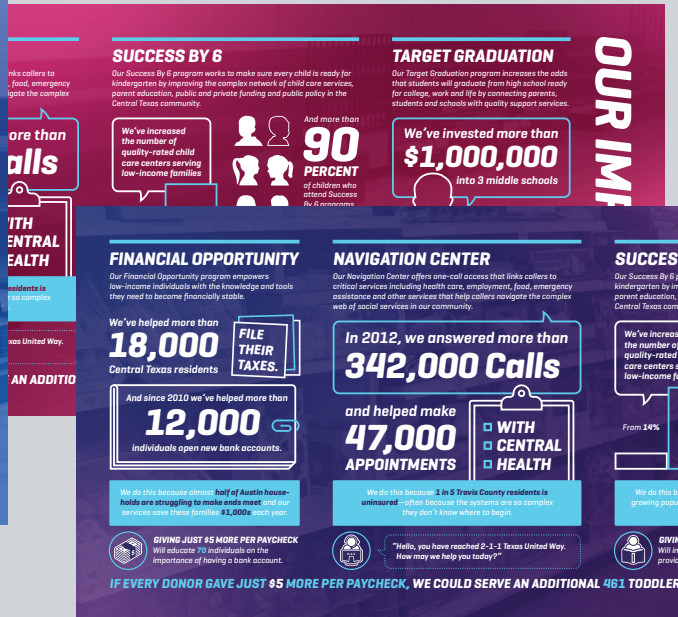


- › “[Blank] Makes Austin Greater’ badge is used to express the voice of the Greater Austin community and reflect uniqueness.
- › The Badge can be included internal and external communications - like e-mail signatures, print materials, stickers, etc.

This Year's Campaign



MAKES AUSTIN GREATER



OUR IMPACT

SUCCESS BY 6
Our Success By 6 program works to make sure every child is ready for kindergarten by improving the complex network of child care services, parent education, public and private funding and public policy in the Central Texas community.

We've increased the number of quality-rated child care centers serving low-income families.

And more than **90 PERCENT** of children who attend Success By 6 programs.

TARGET GRADUATION
Our Target Graduation program increases the odds that students will graduate from high school ready for college, work and life by connecting parents, students and schools with quality support services.

We've invested more than **\$1,000,000** into 3 middle schools.

FINANCIAL OPPORTUNITY
Our Financial Opportunity program empowers low-income individuals with the knowledge and tools they need to become financially stable.

We've helped more than **18,000** Central Texas residents **FILE THEIR TAXES.**

And since 2010 we've helped more than **12,000** individuals open new bank accounts.

We do this because almost **half of Austin households are struggling to make ends meet**, and our services save these families **\$1,600** each year.

GIVING JUST \$5 MORE PER PAYCHECK
Will educate 70 individuals on the importance of having a bank account.

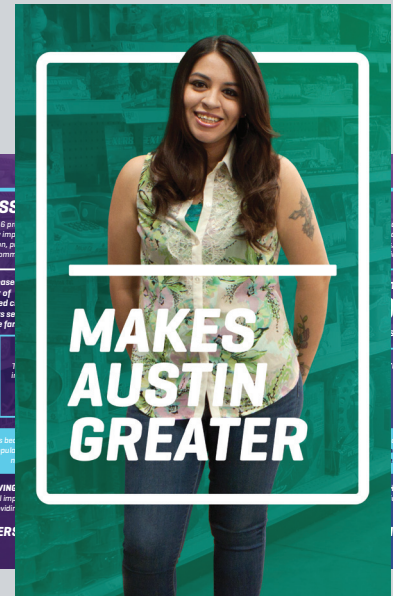
NAVIGATION CENTER
Our Navigation Center offers one-call access that links callers to critical services including health care, employment, food, emergency assistance and other services that help callers navigate the complex web of social services in our community.

In 2012, we answered more than **342,000 Calls** and helped make **47,000 APPOINTMENTS** **WITH CENTRAL TEXAS HEALTH**.

We do this because **3 in 5 Travis County residents are uninsured**—often because the systems are so complex they don't know where to begin.

GIVING JUST \$5 MORE PER PAYCHECK
Will educate 70 individuals on the importance of having a bank account.

IF EVERY DONOR GAVE JUST \$5 MORE PER PAYCHECK, WE COULD SERVE AN ADDITIONAL 461 TODDLERS.



MAKES AUSTIN GREATER

This year's brochures tell the story of UWATX - from stories of people impacted by our work to data showcasing how we're moving the needle.