

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



United Way for Greater Austin

# UNITED WAY FOR GREATER AUSTIN

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## *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**

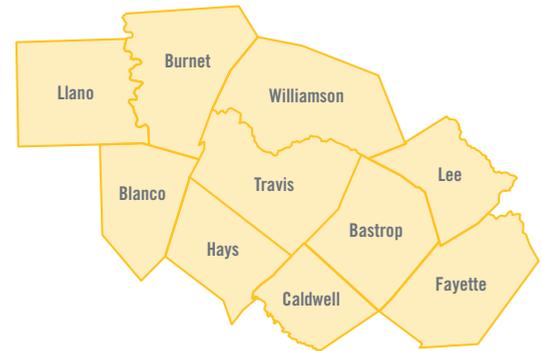
Our new Twitter handle

**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”



- › “[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**

**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.

**OUR IMPACT**

**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 HEALTH

We do this because **1 in 3** Travis County residents is uninsured—often because the systems are so complex they don't know where to begin.

"Hello, you have reached 2-1-1 Texas United Way. How may we help you today?"

**GIVING** Will improve

**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.