

UNITED WAY FOR GREATER AUSTIN

We help Greater Austin residents overcome barriers to economic opportunity to ensure our community continues to thrive. We do this through a series of programs organized into two categories.

1

BUILDING PHILANTHROPY

EMPLOYEE CAMPAIGN

Employee Campaign Leaders
Loaned Executives
400+ Business Partners

INDIVIDUAL ENGAGEMENT

Leadership Givers
Women's Leadership Council
Young Leaders Society
Tocqueville Society
Loyal Contributors

HAND ON CENTRAL TEXAS

Volunteer Project Leaders
Days of Service
Corporate Team Building

2

RUNNING STRATEGIC PROGRAMS

SUCCESS BY 6

Ready Families
Ready Services
Ready Communities

TARGET GRADUATION

Middle School Matters
Youth Program Quality
Out-of-School Time

FINANCIAL OPPORTUNITY

Bank On Central Texas
Tax Preparation
Learn Where You Earn

NAVIGATION CENTER

2-1-1—Human Services
Health Services
Disaster Response



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United Way for
Greater Austin



MAKES AUSTIN GREATER

PLEASE NOTE:
This is a digital
preview of
UWATX's 2013
Employee
Campaign
materials. For a
printed copy,
please contact
UWATX directly at
giving@uwatx.org

**I'm a philanthropist because
no one knows the importance
of United Way more than me.**

I've been through some pretty tough times—when I was 15 years old I went into foster care, then later on I needed help getting through a difficult marriage and I became a single mom who needed child care. It was a lot to handle but I didn't have to do it alone—I got connected to some amazing services that supported me through those tough years. I don't think there's anything more important than quality child care and connecting people to services they desperately need. Now, through my H-E-B Employee Campaign, I give back to my community. I once struggled—now I get to help others who are struggling.

Jackie H-E-B cashier, UWATX donor
and thriving Austinite

Read more at uwatx.org/stories

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 **\$1,000s** 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 5 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?"

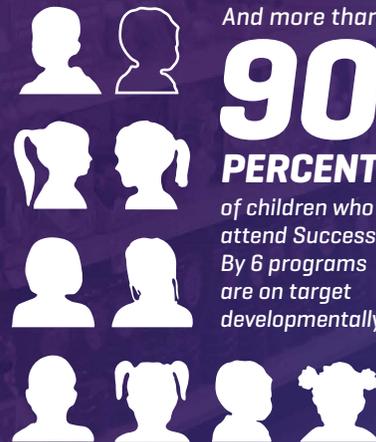
SUCCESS BY 6

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

From **14%**

To **64%** in 2013.



We do this because low-income children are Austin's fastest growing population. There are **71% more low-income children** now than there were a decade ago.



GIVING JUST \$5 MORE PER PAYCHECK

Will improve the vocabulary skills of **19** children by providing developmentally appropriate books.

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

Providing
1,100
Students

With behavioral, mentoring, afterschool and summer services.

We do this because students who are held back are **7x more likely to drop out**, and **high school graduates earn \$200K more over a lifetime**.



GIVING JUST \$5 MORE PER PAYCHECK

Will improve **41** students' academic performance through tutoring.

IF EVERY DONOR GAVE JUST \$5 MORE PER PAYCHECK, WE COULD SERVE AN ADDITIONAL 461 TODDLERS AND PRESCHOOLERS, 616 MIDDLE-SCHOOLERS AND 5,630 FAMILIES.

OUR IMPACT

