*Subject line: United Way Prepares Young Children for Success*

United Way for Greater Austin (UWATX) has been in Austin since 1924 and is committed to changing our community for the better. UWATX helps infants and toddlers, youth and families by focusing on the ‘pain points’ (or barriers to economic opportunity) to help our community continue to thrive.

In Texas, every $1 spent on K-12 education, only 13.7 cents are invested in services for children before they enter kindergarten, even though 85% of brain development happens before age 5. [United Way’s Success By 6 program](http://unitedwayaustin.org/strategic-programs/success-by-6/) 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.

#### Thanks to the support of people like you, in 2012 more than 7,000 low-income children received high-quality children’s books during their well-child check in, 500 low-income working families accessed high-quality child care and 300 families learned English and partnering skills.

#### *HOW YOU CAN HELP*

Your $5-per-paycheck contributionto United Way for Greater Austin will improve the vocabulary skills of 19 children by providing them with developmentally-appropriate books.To make a gift to United Way by (insert campaign deadline here), (insert here instructions for how employees can give).

Thank you for considering how you can make a positive impact!

Gratefully,

(Company’s Employee Campaign Leader(s))

**(Company name) employees MAKE AUSTIN GREATER**