*Subject line: Halfway There!*

2013 (company name) United Way Campaign Update:

We have reached the mid-point of our United Way campaign and have reached XX% of our $XX goal! Thank you to everyone who has been able to make an investment in our community.

**There’s still time to give and get involved:** [You can volunteer through Hands On Central Texas](http://www.handsoncentraltexas.org/) or make a gift (insert here instructions for how employees can give and include any deadlines). Visit uwatx.org/impact to see how much of an impact you can make!

**You can make a difference:**

#### *Your $5-per-paycheck contribution to United Way for Greater Austin can make a positive impact in someone’s life, helping* 19 children gain better vocabulary skills by reading developmentally-appropriate books or 75 students enjoy quality afterschool or summer programs thanks to coaching for youth workers.

**Together, we get results:**

In the last three years, United Way for Greater Austin has helped toddlers, youth and families by focusing on the ‘pain points’ (or barriers to economic opportunity) so our community continues to thrive. Through strategic programs, UWATX has:

* Dramatically increased the number of quality-rated child care centers serving low-income families from 14% in 2005 to **64%** in 2013.
* Helped **1,100+** middle school students receive behavioral, mentoring, afterschool and summer services in the 2012-13 school year.
* Helped **12,000** individuals open checking accounts since 2010.
* Answered a total **of 342,000** calls for assistance in 2012.

Thanks to the generosity of people like you, United Way is changing our community for the better. **Please help us finish our campaign strong by making a gift today!**

Gratefully,

(Company’s Employee Campaign Leader(s))

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