*Subject line: United Way Connects Central Texas*

United Way for Greater Austin (UWATX) has been in Austin since 1924 and is committed to changing our community for the better. During this time we have been targeting our work to key parts of the population including infants and toddlers, youth and families by focusing on the ‘pain points.’

**Did you know there has been a 143% increase in suburban poverty in the Austin metro area over the late decade? United Way’s Navigation Center** ­­offers one-call access to link callers to critical services including health care, employment, food, emergency assistance and other services, helping callers navigate the complex web of social services in our community.

Thanks to the support of people like you, United Way’s Navigation Center answered a total of **327,935** calls in 2014 and helped provide **470,014** referrals.

#### *HOW YOU CAN HELP*

If every donor gave $5 more per paycheck**,** United Way for Greater Austin could raise an additional $600,000 to invest in our community. To make a gift to United Way by [CAMPAIGN DEADLINE], [INSTRUCTIONS ON HOW TO GIVE].

Thank you for considering how you can make a positive impact in our community!

Gratefully,

(Company’s Employee Campaign Leader(s))

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