*Subject line: United Way Empowers Families Financially*

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.

Did you realize that **21% of Austinites have incomes below $25,000/Year?** [United Way’s Financial Stability program](http://www.unitedwayaustin.org/our-work/financial-opportunity/) provides the working poor with the knowledge and tools to become financially stable.

Thanks to the support of people like you, United Way has provided financial education classes to more than 1,500 employees in the Greater Austin Area since 2012. Our financial education courses help hard-working families in our community make the most of what they have.

#### *HOW YOU CAN HELP*

Your contribution makes a difference! If you gave just $5 per paycheck United Way for Greater Austin, we could help 26 low-income adults budget their hard earned dollars, save for emergencies and increase their credit scores. To see what impact other dollar amounts will make, visit **uwatx.org/impact.**

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**