*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 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, UWATX serves 700-1000 low-income children all over Austin in order to make sure they have the resources to get them developmentally on-target and more likely to be prepared for school success.

#### *HOW YOU CAN HELP*

Your $5-per-paycheck contributionto United Way for Greater Austin will provide one low-income family with 7 hours of education so the young child can learn a variety of skills he/she needs to be ready for school and the parents can receive lessons to make them even better caretakers.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**