

philanthropy AS EASY AS



United Way for Greater Austin

FI-LAN-THRU-PEA

Phi·lan·thro·py

Noun

Giving money or time to help make life better for other people.

Philanthropy isn't as hard as it sounds. To prove it, we're recruiting some of Austin's finest philanthropists to help us show just how easy it can be.

HOW CAN YOU MAKE LIFE BETTER FOR OTHERS?



Now that you know what philanthropy is,
here's how to do it.

(AS PROMISED, IT'S JUST THREE EASY STEPS)



step 1:

Decide how much you'd like to give.

Any amount is appreciated: \$1, \$10, \$25. This amount will be automatically deducted from your paycheck. It's possible you won't even notice it's gone, but over time your contributions will help make an incredible difference in the community.



step 2:

Talk to your Employee Campaign Leader.

Your ECL will help you get it all set up. They'll provide you with a simple paper or online pledge form, where you'll enter how much you'd like to donate.

Once you submit it, consider yourself a philanthropist.

step 3:

Give yourself some well-deserved credit.

The great thing about helping others is that it makes you feel great, too! If this is the case, don't be shy about it. Let your friends and family know how good you feel—it might encourage them to do the same.



HOW IT WORKS

United Way for Greater Austin gathers support and creates growth where our community needs it most. We focus on helping families and individuals by supporting them through three areas:

EARLY
CHILDHOOD
EDUCATION



FINANCIAL
STABILITY



YOUTH
DEVELOPMENT

Your donations will go toward funding and expanding this work.
To learn more, including how your donations will help our community,
visit UnitedWayAustin.org.

EASY TIP!

Volunteering as a corporate team is good for company morale and shows employees that you care about the community.



Philanthropy is

GOOD FOR FAMILIES



Meet the Chapmans.

Katrina and Aracelli Chapman



United Way gives Katrina invaluable peace of mind and support.

A single mother and unable to work because of a disability, Katrina has looked to United Way for financial and emotional support since before the birth of her now three-year-old daughter, Aracelli. Now, she's turning again to United Way's Success By 6 program to make sure Aracelli is developmentally where she needs to be when she starts school.

"Always there when I needed them."

Katrina was about to become a single mom, and was having a hard time finding work due to some health issues. United Way programs gave her the financial support to get her through one tough spot after the next, including rent, electricity bills, diapers, and even gas. But most valuable of all was the peace of mind to know that she always had somewhere to turn.

"Success By 6 will help give Aracelli a new lease on life early."

Katrina wants to set her daughter up for the most successful life possible, as early as possible. That's exactly what she's doing by enrolling Aracelli in the Success By 6 program. Since 90% of a child's brain develops before six years old, this results-based program was created to give children from low-income families the pre-kindergarten education they need to succeed.

"2-1-1 sends me in the right direction."

Because finding the right people to contact to get the exact kind of support Katrina needs at any given time can be a huge hurdle in and of itself, United Way's 2-1-1 provides a simple answer. Sympathetic call specialists listen to each 2-1-1 caller's individual situation, then find the appropriate services or organizations that can best help them, whether they need help in enrolling in healthcare, finding food for their family, or a wide variety of other needs.



Raising up the community, one family at a time.

Through Play To Learn, Ashley is helping her son Owen to be better prepared for school, and learning a few skills herself. The program, which hosts classes at neighborhood locations, coaches parents whose children are not enrolled in childcare on how to foster school readiness at home.

"I was taught how to play with my son and he was taught how to play with me."

Though Ashley recognizes that she's pretty good at "this mothering thing," she also knows that she can always use improvement. The program has given her techniques and other "tiny little tips" she hadn't known about.

"The staff was very talented and calm."



Ashley was skeptical about whether the two-hour class would be a good use of time. Indeed it was! Some of the topics included playing, learning, listening, good reading techniques, and the right questions to ask to help build their knowledge. And the class is bilingual, which has been great for learning Spanish, too.



"Investing in our communities and children is investing in our future."

Ashley feels that beyond it simply being our responsibility to give back, being involved will help you make a name for yourself as somebody who cares. Through programs like Play To Learn, we are starting to bridge the deep-rooted educational divide between students from low- and high-income communities.



Philanthropy is

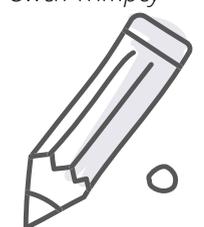


GOOD FOR THE COMMUNITY



See how it helps us all.

Ashley and Owen Trimpey



Philanthropy is

GOOD FOR
YOU,
TOO. ←

It all comes full circle.

Lisa Suarez

A former recipient of United Way's services, Lisa is now gaining invaluable leadership skills as a volunteer.

Lisa is a United Way Campaign Leader for UPS, as well as a leadership giver and Women's Leadership Council member. The fact that she is now on the giving end of the organization says so much about Lisa and the effectiveness of United Way for Greater Austin.

"I had all the ingredients for a not-so-successful life."

Lisa was dealt more than her share of tough times. Pregnant at age 16, and having to drop out of high school was the start of a difficult road ahead. But with the help of a number of different United Way programs along the way, she was able to obtain her GED even faster than she would have in a traditional high school and received job training and placement to start her career off on a strong, supported path. The opportunities United Way allowed Lisa, when she had nowhere else to turn, is what drives her now to want to help others.

"I'm just now at a point where I feel comfortable sharing my story."

Lisa knows that sharing her personal story is the best way to show others what a difference our programs can and do make. Because she is proof. To say that Lisa is grateful to be able to be in the position she's in now is an understatement.

"It's not how much you give."

The best thing about United Way is that you don't have to make a big commitment. It's about the collective support, so even if it's just volunteering for a one-time-only event or donating a few dollars, it might be that final push we need to help one more individual or to fund a new program. [Learn more about Lisa's incredible story at UnitedWayAustin.org.](https://www.unitedwayaustin.org)



AMAZING THINGS HAPPEN WHEN WE WORK TOGETHER

Thousands of donors, volunteers, supporters and funders contributed on behalf of United Way for Greater Austin—and our community—in 2015. And we've made a huge amount of progress to show for it. With your help, we can make even more progress in 2016 and beyond.

EASY TIP!

Did you know that there are some volunteer opportunities that you can do from home? Ask your Employee Campaign Leader to find out more.



Here are all the things our 2015 philanthropists helped us accomplish.

14,207

volunteers gave us more than 241,000 hours of their time

1,354

middle school students received behavioral health, tutoring, mentoring, and quality after-school and summer programming

MORE THAN
10,000

children, parents and teachers benefited from Success By 6

230

employees received financial education classes or one-on-one coaching

\$4,962,925

over five years was given to three middle schools where more than 87% of the students are economically disadvantaged

NEARLY
500

children began Pre-K 3 thanks to local donors

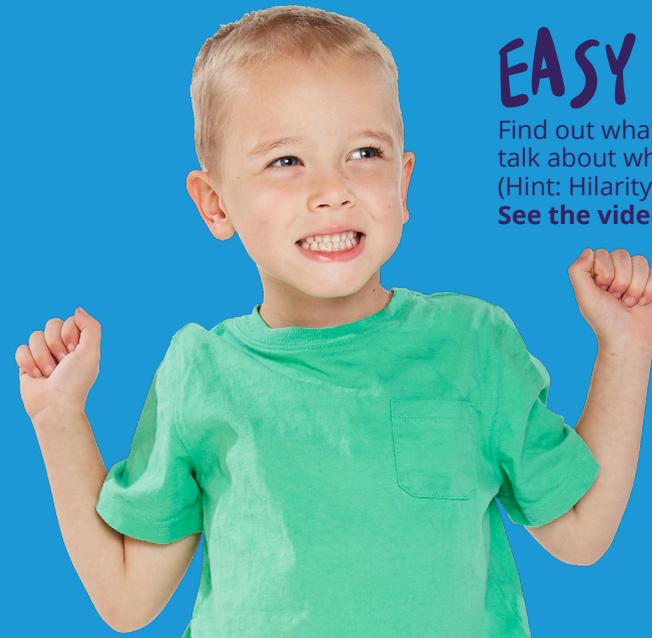


LEARN MORE AT
UNITEDWAYAUSTIN.ORG/EASYAS123

If you have any other questions, just ask your
United Way for Greater Austin Employee Campaign Leader
or let us know how we can help you!

EASY TIP!

Find out what happens when a group of kids
talk about what philanthropy means to them.
(Hint: Hilarity and goofiness are involved.)
See the videos at UnitedWayAustin.org/EasyAs123.





+ GIVE NOW! +



United Way for Greater Austin

UNITEDWAY.ORG/EASYAS123

