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.’

**United Way’s Navigation Center (2-1-1)** ­­offers one-call access to link callers to critical services including health care, mental health care, employment, food, emergency assistance and other services, and other resources, 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 (2-1-1) answered a total of **305,532** calls in 2016 with a total of **21,599** first time callers.

#### *HOW YOU CAN HELP*

Every donor who gives $5 per paycheck to United Way for Greater Austin provides two months’ worth of art supplies for a Head Start Classroom. 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))

**The End of Poverty Starts with (Company name) employees**