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 families in poverty by focusing on the ‘pain points’ (or barriers to economic opportunity) to help our community continue to thrive.

In 2017-18, over 10,000 disadvantaged young children and their families received vital services from United Way’s Success By 6 initiative. Working with partner agencies throughout our community, Success By 6 provided nutritious food for hungry toddlers, reduced child abuse using evidence-based parenting programs for isolated families, increased the number of affordable, high-quality early learning programs for preschoolers, and offered mental health services to traumatized or highly-stressed caregivers and parents. By bringing service providers and policy makers together to solve big problems, Success By 6 is helping young children in poverty reach their full potential.

#### Thanks to the support of people like you, UWATX programs serve over 10,000 young children and their families annually 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 $10-per-paycheck contribution to United Way for Greater Austin will provide one month of a child care tuition supplement, so a low-income child can attend an accredited child care program while his/her parent seeks work. 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))

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