

LIVE UNITED



United Way for Greater Austin

THE NEED

Austin is a rapidly growing community, drawing in more than 150 new residents every day. Like many growing urban areas, Austin also has an increasing number of residents struggling to make ends meet.

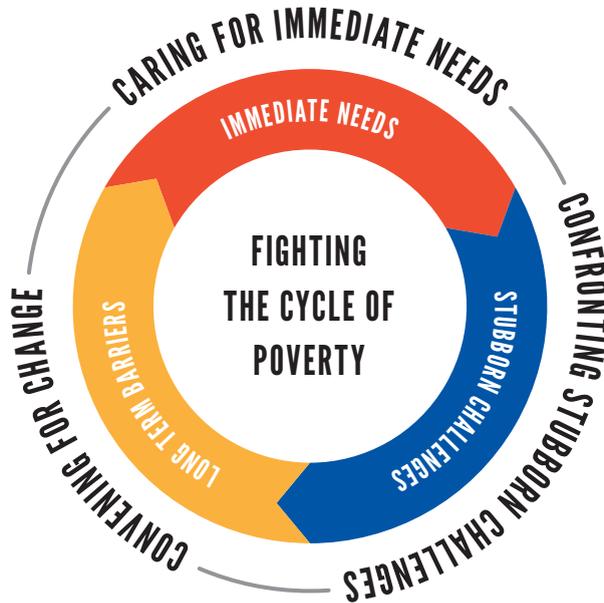
The path to poverty starts at an early age when children from low-income households do not have the same access to opportunities as their more advantaged peers.

Nearly half of Austin children under six years old are currently living in low-income households.

A family of four making less than \$50,000 per year is considered low-income. In the Austin area, that's almost 40,000 children.

Without support, the cycle of poverty will continue for generations.





United Way for Greater Austin brings people, ideas and resources together to fight poverty in our community. Together with community leaders and partners, we're leading the charge to create sustainable and lasting solutions to poverty and the cycle that holds people in it.

We're investing millions of dollars into the community to support proven strategies focused on three key areas of greatest impact: caring for immediate needs, confronting stubborn challenges and convening community resources for change.

OUR SOLUTION

CARING FOR IMMEDIATE NEEDS

2-1-1 Navigation Center

Everyday challenges can be paralyzing for those who are experiencing financial vulnerability, so our 2-1-1 Navigation Center staff answer their calls every day to connect them with resources that can help. **Last year, our staff answered more than 300,000 calls for help** with needs such as rent assistance, healthcare services and access to food or transportation.

CONFRONTING STUBBORN CHALLENGES

Success By 6

Quality early education is the key to economic success. Better access to education yields a more skilled and productive workforce, and in turn, fuels the success of the entire community. We know that 90% of all brain development happens before age five. Through our Success By 6 initiative, **we work with community partners to help prepare young children for success** in school and beyond.

A GREATER RETURN ON INVESTMENT

\$1 → **\$7**

INVEST **RETURN**

Every dollar invested in early childhood education generates a cost benefit of \$7.30 in the future.



INVEST

Strategically fund educational and developmental resources to provide equal access to successful early human development.

+



DEVELOP

Develop cognitive and social skills in children early, from birth to age five, when it matters most.

+



SUSTAIN

Sustain early development with effective education through adulthood.

=



GAIN

Develop more resilient, self-sufficient community members for generations.

2-Gen

In order to break the intergenerational cycle of poverty, we support families living in low-income households by **providing services to parents and children simultaneously**. This approach allows families to further their education, build social capital, maintain their physical and mental health and establish financial stability.

CONVENING FOR CHANGE

Pooling Resources

By bringing together the best of Austin's talent, corporate and non-profit partners and valuable resources, **our work and programs are creating a collective impact dedicated to making the greatest impact** while improving life for everyone in Greater Austin.

OUR IMPACT IN 2017

MORE THAN
\$6 MILLION
INVESTED DIRECTLY
INTO THE COMMUNITY

345,385
CALLS FOR ASSISTANCE
ANSWERED

4,032 VOLUNTEERS
PROVIDED
6,338 HOURS
OF SERVICE

38,625
CHILDREN & FAMILIES
IMPACTED THROUGH SUCCESS
BY 6 AND 2-GEN INITIATIVES



GET INVOLVED



Give

Every dollar counts—just like every person in our community. Your contribution supports the building blocks of better lives and a stronger community.



Advocate

Your voice matters. We're galvanizing the community to speak out for change and providing platforms for you to take meaningful action.



Volunteer

We make volunteering accessible to everyone and help you or your team connect your interest and passion to a community need.



Poverty is a complex issue affecting everyone in our community and it will take all of us to find a lasting solution. We rely on the groundbreaking support of some of Austin's most influential leaders and companies including the generosity of people like you.

United Way is committed to making Austin a thriving community for all and we will not waver in our mission until everyone has an equal opportunity to fulfill their potential.

With your support, we will.

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