IMPACT REPORT

United Way for Greater Austin

July 2019 - June 2020
MESSAGE FROM CEO DAVID C. SMITH

The COVID-19 pandemic is unlike anything our community or world has experienced. It has disrupted schools and employment, and left more people in need of support than ever before. It’s also revealing timeless truths: How interconnected we are, and how much we need each other.

Because of the community’s long-time support for our work, United Way for Greater Austin was ready to respond quickly to the COVID-19 crisis. Needs will continue to evolve, and we will continue to be here. We don’t yet know the long-term effects of this pandemic, but we do know that families with low income are being hit the hardest. That’s why our work addressing the root causes of poverty is more important than ever.

Our work fighting poverty started long before COVID-19 got to Central Texas. Since 1924, United Way for Greater Austin has been dedicated to those in our community who are suffering and creating opportunity for all people, children, and families.

It’s because of your generosity that we are able to respond so effectively to this pandemic while we also continue our work to make the promise of Austin available to all. Thank you.

Now is the time to reimagine systems and rebuild our community together, so that everyone can reach their full potential. Join us as a donor, advocate, or volunteer to create better systems rooted in equity — systems that work for everyone.
United Way for Greater Austin’s funding comes from right here in the Central Texas community — from local companies, foundations, and donors like you! When you donate to United Way, your dollars stay local, making a real and lasting impact in our community.

**REVENUE**

- 24% Individuals
- 31% Federal and State grants
- 26% Companies
- 18% Foundations
- 1% Other

Total Revenue: $19,514,214

**EXPENSES**

- 93% Programs
- 3% Fundraising
- 4% Admin

Total Expenses: $14,979,000

93% of every dollar goes to programs

100% of every dollar goes to our mission of fighting poverty
WHERE DOES OUR MONEY GO?

INVESTED OVER $8.5MM IN OUR LOCAL COMMUNITY

Success By 6: $3,978,698 impacting 21,942 children and parents

Family Pathways: $1,226,080 impacting 13,022 children and parents

Navigation Center: $2,702,380 responding to 272,482 calls for help

2020 Census Outreach: $595,000 reaching 924,922 people

Volunteer hours 6,940

Value of volunteer time donated $188,768

Leveraged over $2.2 MILLION in State funding through Pre-K Partnerships, a collaboration with Austin ISD
In 5 years, increased school readiness for children from families with low income from 29% to 38%.

Supported 879 FAMILIES with newborns with a Family Connects visit. 220 of those visits were virtual because of COVID-19.

Mobilized 2,638 VOLUNTEERS to connect with our community.

Engaged 133 ORGANIZATIONS and 456 stakeholders through the SX6 Coalition.

Answered 272,482 CALLS for help through our Navigation Center. 43% increase in 2-1-1 calls from previous year.

Engaged 112 ORGANIZATIONS and 297 stakeholders through the 2-Gen Coalition.

Partnered with 61,576 DONORS and hundreds of corporate partners to fight poverty.

Collaborated with 34 COMPANIES to expand and improve family-friendly practices and policies.

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NAVIGATION CENTER

- Governor Abbott urged Texans looking for information on COVID-19 to call 2-1-1
- Answered 108,496 calls for help in the Navigation Center from mid-March through June
- Of those, 61,561 were calls to 2-1-1
  - More than 2x the typical 2-1-1 call volume
  - 300% increase in first-time callers
- 8,392 searches for help on ConnectATX
- Highest categories of need: COVID-19 information, rent and utility assistance, food, unemployment information

AUSTIN CHILD CARE PROVIDER RELIEF GRANTS

- Total funding: $1,000,000
- Funding from: City of Austin Economic Development Department
- Purpose: Support child care providers serving working families in Austin for costs incurred because of COVID-19, support the long-term sustainability of the child care sector
- Grants awarded to 72 centers
- Impacting 1,969 children from families with low income

SUCCESS BY 6 FAMILY CHILD CARE EMERGENCY FUND

- Total funding: $232,000
- Funding from: City of Austin Public Health, the Home Grown Fund, and St. David’s Foundation
- Purpose: Support home-based child care providers with low income in Austin or Travis County who have been impacted by the COVID-19 crisis; support working families who are BIPOC or immigrants
- Grants awarded to 114 providers, who are serving 199 children

ALL TOGETHER ATX FUND

- Providing flexible resources to nonprofit organizations working with communities who are disproportionately impacted by COVID-19 and the economic consequences of the outbreak
- More than $6 million raised
- From thousands of donors
- Supporting 151 grant partners (and counting)
- Impacting 8,000 people in our community

ADVOCATING FOR CHILD CARE

- Leader in local and state advocacy for child care
  - Elevating questions and concerns related to policy and funding
  - Creating a strong and effective local coordinated response
  - Providing feedback on the local and state response
- Our SX6 Coalition Leadership Team serving as the ATX Child Care Response Task Force
- Vice President of Success By 6 Cathy McHorse serving on the Governor’s Frontline Child Care Task Force
11 of our partner centers provided child care for essential workers during the COVID-19 closures, and our work helped get them supplies needed to do this safely.
REIMAGINE

Our community was already experiencing a crisis when COVID-19 hit Central Texas. 1 in 10 households in the Austin area is considered low income, and 3 in 5 children from those families are not school-ready when they enter Kindergarten. Race and zip code are some of the biggest predictors of a person’s life outcomes.

If that’s normal, we don’t want to go “back to normal.”

INSTEAD, WE’RE REIMAGINING WHAT SYSTEMS LOOK LIKE AND BUILDING BETTER SYSTEMS ROOTED IN EQUITY – SYSTEMS THAT WORK FOR EVERYONE
REIMAGINING
our investments with a Diversity, Equity, and Inclusion lens

Funding more organizations led by people of color and serving communities of color

Ensuring that grant scoring committees include people representing different races, backgrounds, and lived experiences

LEARNING
with our Family Leadership Council

Empowering parents to be a part of the decision-making process that affects them directly, and to be agents of change

Integrating the voice of parents into all of our strategic work

Fostering leadership skills of young parents in our community

POOLING
shared services in the early childhood education sector

Cost savings from a shared services approach vary, but it is not uncommon for providers to save $10,000 or more annually

Empowering teachers with professional development and coaching

Supporting centers with marketing and HR support, including recruitment and a substitute pool

Evaluating how to expand this support through administrative supports and discounted bulk purchasing

INCREASING
delivery of 2-Gen services

Supporting expansion of 2-Gen programs, which serve parents and children deliberately and simultaneously, leading to better outcomes for both generations

A $3,000 difference in parents’ income while a child is young yields a 17% increase in that child’s future earnings

DELIVERING
services proactively through ConnectATX

Helps families find resources for food, housing and utilities, transportation, health and mental health, child care, and more

The platform uses a proactive assessment to identify caller needs and has the capability to follow up on referrals to local service providers

Launched in February, thanks to funding from the Michael and Susan Dell Foundation

In March, quickly pivoted to serve as our community’s centralized access point for COVID-19 help

PARTNERING
to develop family child care networks

With Austin Public Health, the Home Grown Fund, and St. David’s Foundation, funding home-based child care providers, who primarily serve BIPOC or immigrant working families

With AVANCE and GAVA, connecting existing providers with networks of their peers to share resources and information

Supporting these centers with training and information to improve quality of care
CORPORATE COMMUNITY ENGAGEMENT

United Way for Greater Austin works with over 100 companies to customize strategic community engagement and social responsibility opportunities that connect employees to their city, their company, and to one another.

“In these uncertain times, it’s crucial that organizations and individuals remain committed and diligent in the support of their local communities. JE Dunn Construction and our employees are proud to serve the Austin community by and through United Way. We are honored to affiliate with, humbled to partner with, and proud to aid United Way as we continue to navigate these uncharted waters.”

Chris Szeliga
Sr. Vice President at JE Dunn Construction

DONOR NETWORKS

United Way for Greater Austin’s donor networks connect like-minded philanthropists. No matter where you are in your career and life, there’s a group that’s right for you. Donor networks help you connect with community leaders who share your passion for doing good through exclusive social and networking events, behind-the-scenes tours, and formative volunteer opportunities.

Emerging Leaders

“I want to be a part of making Austin a place where every person can thrive. Being a part of Emerging Leaders is a way to connect with young, aspiring philanthropists who are just as passionate about Austin and this community as I am.”

Hailey Suggs
Emerging Leaders Executive Committee member
Graves, Dougherty, Hearon & Moody

Women United

“I am so grateful for the many ways that United Way responds with compassion to the abundant needs of our community.”

Sandi Tomlinson
Women United Executive Committee member

Tocqueville Society

“We are confident that when we give to United Way for Greater Austin, our money is going to generate a greater return to the community.”

Marie Baker
Tocqueville Society and Women United Leadership Circle member
OUR CORPORATE PARTNERS LIVE UNITED

Thank you to our hundreds of corporate partners that are changing the lives of children and families in our community. Here are the 50 companies that - with their employees - invested the most in United Way for Greater Austin in the 2019-20 fiscal year.
Thank you to the thousands of donors, advocates, and volunteers who make this impact possible. Join us to build better systems rooted in equity — systems that work for everyone.