



United  
Way



United Way for  
Greater Austin

# IMPACT REPORT

July 2019 - June 2020





# LIVE UNITED

## OUR MISSION

**UNITED WAY FOR GREATER AUSTIN BRINGS TOGETHER PEOPLE, IDEAS, AND RESOURCES TO FIGHT POVERTY IN OUR COMMUNITY.**



## 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.

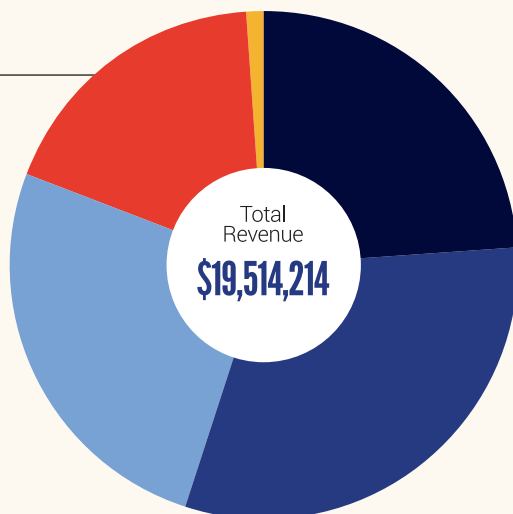
**It's because of your generosity that we are able to respond so effectively to this pandemic while we also continue our work to make the promise of Austin available to all. Thank you.**

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.**

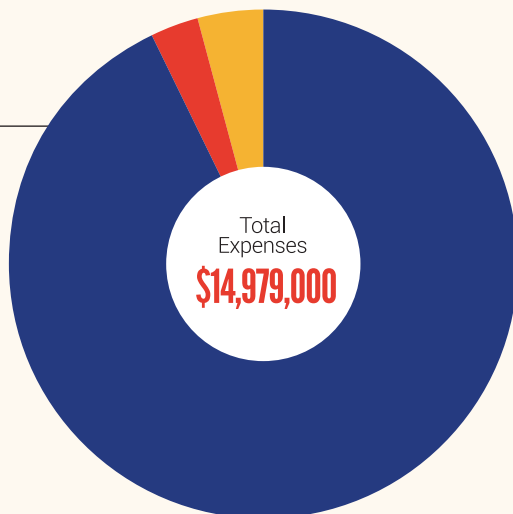
## REVENUE

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



## EXPENSES

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



**93%**

**of every dollar goes to programs**

**100%**

**of every dollar goes to our mission  
of fighting poverty**

## BOARD OF DIRECTORS

Malini Rajput, Board Chair  
*Capital One*

Kathleen Farlow, Board Treasurer  
*Deloitte*

Kristin Marcum, Board Secretary  
*Elizabeth Christian Public Relations*

Mason Ayer  
*Kerbey Lane Cafe*

Dr. Joshua Childs  
*University of Texas at Austin*

Patrick Dorsey  
*Austin American-Statesman*

Mollie Duckworth  
*Baker Botts*

Allison Dwyer

CDR George A. Floyd  
*University of Texas at Austin*

Myndi Garrett  
*EngageAI*

Kristie Gonzales  
*KVUE*

Jehmu Greene  
*Barbara's Legacy*

Patrick Hadlock  
*Boston Consulting Group*

Cathy Harm  
*H-E-B*

John D. Holmes  
*Forcepoint*

Bobby Jenkins  
*ABC Home & Commercial Services*

Shawn Kotoske  
*ATX Capital Partners*

Heather Ladage  
*Austin Business Journal*

Abbi Miller  
*St. David's HealthCare*

Dr. Richard Rhodes  
*Austin Community College*

Yvette Ruiz  
*JPMorgan Chase*

Scott Rust  
*National Instruments*

Sarah Thompson Schick  
*DLA Piper*

Amy Simmons  
*Amy's Ice Creams*

Charles Thornburgh  
*Civitas Learning*

Jeff Vernor  
*Dimensional Fund Advisors*

Rina vonFrisch  
*Kendra Scott*

Howard Zaroff  
*Enterprise Holdings*





Leveraged over  
**\$2.2 MILLION**  
in State funding  
through Pre-K  
Partnerships, a  
collaboration with  
Austin ISD

# OUR IMPACT

## 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**



In 5 years, increased school readiness for children from families with low income from

**29% TO 38%**



Mobilized

**2,638 VOLUNTEERS**

to connect with our community

Supported

**879 FAMILIES**

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



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



Collaborated with

**34 COMPANIES**

to expand and improve family-friendly practices and policies

Partnered with

**61,576 DONORS**

and hundreds of corporate partners to fight poverty



Engaged

**112 ORGANIZATIONS**

and 297 stakeholders through the 2-Gen Coalition





# RELIEF

**WHEN COVID-19 HIT CENTRAL TEXAS, WE WERE READY. OUR RESPONSE TOOK MANY FORMS...**

## 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

## 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

## 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

## 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







**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



# REBUILD

JOIN OUR MOVEMENT, THOUSANDS STRONG, TO  
BUILD AN AUSTIN THAT WORKS FOR EVERYONE.

## 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, Heaton & 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.







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Greater Austin

[unitedwayaustin.org](http://unitedwayaustin.org)  
[@UnitedWayATX](https://www.instagram.com/UnitedWayATX)

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.