

**OUR MISSION** 

# United Way for Greater Austin brings people, ideas, and resources together to fight poverty in our community.

#### **OUR COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION**

Race impacts all of us. It's the single biggest predictor of a person's education, health, and income.

To advance United Way for Greater Austin's mission to fight poverty, we must stand up for racial justice.

#### THAT'S WHY WE COMMIT TO:

- · Looking back to understand how we've contributed to racial inequality
- · Changing unfair systems that prevent our community from reaching its full potential
- · Embracing diversity, equity, and inclusion as individuals, as an organization, and with our community

United, we can create a community where everyone feels a sense of belonging. **Join the journey and Live United!** 



Message from **CEO** David C. Smith

# Dear friends.

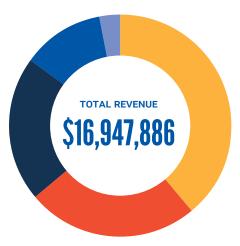
We live in the wealthiest nation in the history of the world, and in one of the wealthiest, most vibrant communities in our country. Yet too many of us are not yet a part of this extraordinary success story. Too many of us are struggling just to make ends meet, even while working full time. Imagine with us a community where everyone can reach their full potential! We can get there, which is why United Way is here, bringing us together to solve our region's biggest challenges the only way we know how: United.

Our region continues to grow and change rapidly. We use data to ensure every dollar invested in our mission has the maximum impact and are thrilled to have recently completed a massive project: our 2-1-1 Data Dashboard that shows our region's real-time needs and trends. Explore the dashboard at unitedwayaustin.org/dashboard-data-2-1-1 to see for yourself how many of our neighbors are reaching out for help. For the first time ever, you can see the needs and trends in real time, searching by county, city, zip code, and area of need. We will continue to use this data to invest in long-term change that expands access to education and resources.

It's an exciting time at United Way. We are just wrapping up a strategic planning effort as we prepare to celebrate our Centennial in 2024. Be on the lookout for some exciting announcements and events. As always, we want you with us every step of the way. We want to lock arms with you to both celebrate this amazing community, and to envision and create the beloved community where everyone celebrates their place in the promise of this, our home.

DMO C. SMM

#### **FINANCIALS**



# Revenue

**39%** Foundations

25% Federal and State grants

21% Individuals

12% Companies

3% Other



# **Expenses**

87% Programs

7% Admin

**6% Fundraising** 

**Total program expenses** 

\$15,679,485

**Grants: \$2,170,000** 

**Education: \$7,030,876** 

Health: \$3,830,621

Financial stability: \$2,647,988

**Total end of year net assets** 

\$16,238,685

of every dollar goes to programs

of every dollar goes to our mission of fighting poverty

# **Board of Directors**

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**OUR IMPACT** 

# Where Your Dollars Go

**Together with** generous neighbors like you, here are some of the things we accomplished in the past year across the Central Texas region.



approaches that serve parents and children simultaneously, which leads to better financial outcomes for both generations



**5,358 volunteer hours** 

\$159,975 value of volunteer time



requests for help answered through our **Navigation Center** 

children and individuals impacted through our strategic work in education,



\$8,294,424

invested directly into our local community, including \$2,170,000 in Community Investment Grants and \$2,777,592 in other grants throughout the year

**Provided cancer** care to 12 patients through Addressing **Cancer Together** 



advocate for early childhood education during the Texas Legislative Session, resulting in a

# \$74.2 million increase in

funding for early childhood programs

corporate funding to support Pre-K Partnerships a collaboration with Austin and Round Rock ISDs



195 students served with 85% identifying as **BIPOC** and one in three being bilingual



92% of students were developmentally on track for language at the end of the school year (up from 63% at the start

of the school year)



89% of students were developmentally on track for literacy at the end of the school year

(up from 59% at the start of the school year)



# What is collective impact?

A collaborative approach involving multiple stakeholders from various sectors working together to address complex social issues and drive systemic change. This is a key strategy United Way uses to advance our mission, build opportunity, and break the cycle of poverty in our community.

# **COLLECTIVE IMPACT:**



Starts with a common agenda



**Establishes shared** measurement to track progress



Fosters mutually reinforcing activities



**Encourages continuous** 



Has a strong backbone organization that coordinates and supports the work

By harnessing the power of collective impact, United Way maximizes our impact and contributes to lasting systemic change across our region.

# meet our Coalitions

United Way convenes several coalitions, using a collective impact model, to advance our mission and impact.

#### AUSTIN / TRAVIS COUNTY

# **Success By 6 Coalition**

753 child and family advocates 124 companies



Ensure children enter Kindergarten happy, healthy, and ready to succeed in school and beyond



**Austin Public Health** Child Inc.

**Travis County Research** 

**Workforce Solutions Capital Area** 

# **Kev wins from the year**

- · Increased City and County funding to \$328 per child from low-income family
- · Launched the only regional Shared Services Alliance for child care centers in Austin/Travis County, providing business coaching, supporting recruitment, technical assistance, and more
- · 26 child care centers already participating
- · Austin/Travis County was selected as one of four Texas communities to receive a Help Me Grow grant to help families and caregivers better navigate the local early childhood system and other resources
- · Expanded supports and resources for familybased child care programs, through the implementation of ARPA-funded initiatives
  - · 36 family-based child care homes graduated from the AVANCE Quality Child Care Matters cohort and 8 of these graduates are pursuing a quality rating through the Texas Rising Star rating system





WILLIAMSON COUNTY

# **Success By 6 Coalition**

66 stakeholders | 35 organizations



Ensure children enter Kindergarten happy, healthy, and ready to succeed in school and beyond

#### Key wins from the year

- · Launched the coalition
- · Completed and published a
- strategic plan
- · Formed 4 workgroups, in alignment with the strategic plan, that have begun meeting and advancing our collective goals

# EY PARTNERS

**The Georgetown Project Lone Star Circle of Care** 

**Opportunities for Williamson & Burnet Counties** 

Williamson County and Cities **Health District** 

Several of the 12 Independent School **Districts in Williamson County** 

#### GREATER AUSTIN

# **Reading Coalition**

84 stakeholders | 40 partners



Ensure children grades K-3 are reading on grade level by the third grade a pivotal point in a child's reading development

### Key wins from the year

- · More than doubled the number of parents/caregivers participating in learning and engagement opportunities in literacy
- · Hosted more than 300 family literacy events
- Put more than 90,000 books in the hands of young readers



Book Days | BookSpring Read the Room | Welcome Table

#### AUSTIN / TRAVIS COUNTY

# 2-Gen Coalition

A 2-Gen (or 2-Generation) approach to social services serves parents and children simultaneously and leads to better financial outcomes for both generations

274 stakeholders | 67 partners



Strengthen and expand 2-Gen services and resources for local families

#### Key wins from the year

- · Launched coalition strategies in creating supported pathways to Austin Community College, growing entrepreneurship programs, and improving access to affordable child care
- Documented progress in improvements like collecting data on parenting status, providing additional supports for parenting students, and using family voice to improve programs and processes
- Provided input in community-wide efforts, like Workforce Solutions' evaluation of child care access and Travis County's survey of community need



**Austin Urban Technology Movement** Capital IDEA | Dream Come True Foundation **Todos Juntos Learning Center** 

#### WILLIAMSON COUNTY

# **Community Health Connect**

8 partners



Improve health outcomes and expand access to resources for local families

#### Key wins from the year

- United Way became the backbone for the Accountable Community of Health Initiative in Williamson County
- · Received additional grants and sponsorships for over \$600,000 in funding for the next three years
- Began services for pregnant and postpartum moms in Williamson County to ensure families have resources necessary for healthy birth outcomes
- Launched a Food Security Workgroup with local partners across the county



Ascension Seton | Georgetown Health Foundation Lone Star Circle of Care | STARRY **Williamson County and Cities Health District** 

#### WILLIAMSON / BASTROP / HAYS

# **Addressing Cancer Together**

15 partners | 100 stakeholders



Reduce burden of cancer on families and communities, by expanding access to cancer screening. diagnosis, and treatment

#### Key wins from the year

- · Connected 12 women across 3 counties to breast cancer treatment, paid their bills, and supported them to apply for financial assistance to erase their charges
- Leveraged public and private funds
- Awarded 2 contracts for outreach



**Ascension Seton** 

**Austin Radiological Association** 

**Community Action Inc. of Central Texas** 

**Lone Star Circle of Care** 

St. David's HealthCare

**Texas Oncology** 

#### AUSTIN / TRAVIS COUNTY

# **Model Community**

88 partners and stakeholders



Improve health outcomes, address disparities, and transform systems so they work better for those seeking help

#### Key wins from the year

- Completed the MEASURE CARE Model, a community-led strategic planning process focused on data
- Launched application for Model **Community Advisory Council**
- · Launched Engagement Grants for **BIPOC-led organizations**



Connxus

**Hungry Hill Foundation** MEASURE

**People's Community Clinic Sustainable Food Center** 

# **Driving Impact With Data**

When United Way shares what we know and what we're learning, we provide our community with powerful tools. That's why we gather, analyze, and share critical data about needs and trends here in Greater Austin.

Our Navigation Center, which includes 2-1-1 and ConnectATX, is a vital entry point for those struggling to navigate the complex system of health and human services in Central Texas.

# This year we answered over **200,000** requests for help.

Includes 2-1-1. ConnectATX. Bluebonnet Trails

## 2-1-1

- More than 25 years
- Provided free navigation to more than 30,000 nonprofit and government resources
- In 10 counties
- For food, health, child care, employment, housing, transportation, disaster relief, and more



# 2-1-1 is a nationally accredited program

This year, we received an award for unprecedented call quality, due to the professionalism, expertise, and compassion of our call specialists.

# **TOP NEEDS FROM THOSE SEEKING HELP IN OUR REGION**

- Housing/Shelter
- **Utilities**
- 3 Food
- Income Support and Employment
- Health Care

For the first time ever, you can see the needs and trends in real time, searching by county, city, zip code, and area of need.

Explore our new 2-1-1 Data Dashboard to see the real demands for health and human services in our region. unitedwayaustin.org/dashboard-data-2-1-1

#### **DATA TRENDS IN OUR REGION**

# **Affordability**

Top costs for families Housing and child care

# Housing

Greater Austin has been experiencing significant affordability challenges due to its rapid population growth, thriving tech industry, and limited housing supply. This has led to rising housing costs and concerns about housing affordability for both renters and homeowners.

#### Over the last 5 years

- 1 rent has increased 19%
- the average home cost has increased 40% In comparison, median family income has increased by only 19%



**Child care in Travis County is more** expensive than anywhere else in the state

- T Facilities costs have increased 20-40%
- ↑ Wage costs have increased 60-80%
- In Williamson County, average cost of infant care is \$10,660 annually
- In Travis County, average cost of infant care is \$12,740 annually - almost \$2,000 more than the annual cost of tuition at the University of Texas

# Child care labor shortage and availability

Teacher shortages make it difficult for centers to provide care to children and to provide high-quality care.

# For child care teachers

- Average hourly pay
- Living wage hourly pay

#### Based on a survey of local providers conducted by our team in 2022

89% of centers had difficulty hiring in the previous 6 months

75% of centers had staff vacancies

#### Staffing shortages resulted in:

- 43% were open only limited hours
- 56% were under-enrolled
- 94% of those who were under-enrolled had a waitlist

# In Texas

- **55%** of parents who voluntarily leave their jobs do so when their child(ren) is two years old or younger, indicating that child care for infants and toddlers is a great need
- **70%** of non-working middle skilled parents cite child care as one of the top 5 reasons for not participating in the workforce

\$18.55

\$20.80

# **Winter storms** and summer heat

- Requests for help related to cold weather, including winter storms, were as high in 2023 as in 2022. United Way answered over 380 requests for help related to cold weather between December 2022 and March 2023.
- Requests for help related to heat - including air conditioning, fans, and cooling centers - were about 25% higher in June and July of 2023, compared to the same months in 2022 and 80% higher than 2021. United Way answered over 160 requests for help related to the heat.

### ConnectATX

- ► Since 2019
- **Improves** community care coordination through an online platform, helpline, and community partnerships

# Key wins this year

- Over 46,000 activities were done by ConnectATX Navigators to support the care management of clients
- Clients were connected to over 13,000 referrals, with nearly 5,000 closed-loop referrals sent directly to community partners
- Nearly 115,000 searches were placed on ConnectATX by over 32,000 people
- Conducted nearly 1,000 non-medical drivers of health assessments with nearly 50% of clients expressing a food need
- Over 1,600 clients connected to resources that successfully met their need
- Launched Helpline Referral pilot with Lone Star Circle of Care to connect patients to social care resources necessary to improve health outcomes

**Launched Intentional Quality** Referral pilot with Any Baby Can, Central Health. Central Texas Food Bank, El Buen Samaritano, Farmshare Austin & Sustainable Food Center, Lone Star Circle of Care, and WIC to optimize the effectiveness of closedloop referral systems and care coordination

# Early childhood education

# in Travis and Williamson Counties



invested in early childhood results in a

return on investment

Based on research by

The first 2,000 days of every person's life are foundational. Studies show that a child's experiences during those early years literally build the architecture of their brain.

Early childhood education lays the groundwork for early development, academic achievement, economic productivity, and a lifetime of better health. That's why United Way unites the community around this common goal: All children enter Kindergarten happy, healthy, and prepared to succeed in school and beyond.

Together with our Success By 6 Coalition partners, here are some ways we advanced that goal in the past year.

# **Innovating in early** childhood education through Pre-K **Partnerships**

Pre-K Partnerships is a collaboration between local school districts and United

Way for Greater Austin to support and expand access to high-quality full-day pre-K in our community. In the past year, we attained an 87% teacher retention rate-the highest rate to date-and increased enrollment in Pre-K Partnerships from 107 to 195 students.

We also launched our first pre-K3 partnerships in Round Rock ISD through two child care partners, and expanded the number of participating centers from 13 to 18.

To increase financial supports for our partners, we leveraged \$574,787 in untapped Texas Education Agency funding for partner centers, and supported 10 new classrooms with \$250,000 in Texas Workforce Commission funding.

# Advocacy led to increased public funding

Through our advocacy efforts, we saw an increase in City and County spending on early childhood development and learning, including \$16 million in American Rescue Plan Act (ARPA) funding. With ARPA funding, the amount of funding per child more than doubled from the previous year. City and County funding per low-income child continued to increase. especially with the continuation of ARPA funds.

\$328 per child from low income family \$882 with ARPA



# **Growing impact** in Williamson County

The collective impact work between Williamson County and Cities Health District/ **Healthy Williamson County** (WCCHD/HWC) and United Way has been integral in catalyzing systems-level change for Williamson **County's most vulnerable** residents. This collaboration will help guide us in conducting research in food processing, food waste, and food recycling, specific to Williamson County. It truly takes effective relationship building, communication, and trust to align agendas, share data, and work in the collective impact space, and United Way is leading the way.

- Valerie Zapien **Healthy Williamson County Coordinator** 

# In January 2022, United Way for Greater **Austin and United Way of Williamson County joined forces and merged.**

Through this merger, we have expanded our mission and impact with a regional approach, which helps us better and more efficiently serve a broader community across Greater Austin and Williamson County. In short, it means more people right here in our community are getting the help they need.

Here are just a few examples of our work in Williamson County in action.

# **Expanding high-quality** early childhood education

Building on our success improving early childhood education in Austin/Travis County, we now convene a Success By 6 Coalition in Williamson County - with the shared goal to ensure all children are happy, healthy, and ready to succeed in Kindergarten and beyond.

35 organizations 4 parents with lived experience **66** additional community leaders We also partner with Round Rock ISD to provide pre-K to 3-years-olds. The Pre-K Partnerships program expands access to high-quality pre-K, supporting local child development centers to improve and sustain quality services for children. Round Rock ISD is now set to serve over 50 pre-K3 students in 2023-24.

Research shows that pre-K increases student enrollment and academic performance. Children who attend pre-K are more likely to enter Kindergarten ready to succeed and are more likely to pass their 3rd grade STAAR assessment.

Today's children are tomorrow's neighbors, workers, and leaders - and all of these efforts will help our youngest Williamson County community members reach their full potential.

# **Investing in fellow** nonprofits doing great work

We continue to invest in dozens of Williamson County nonprofit partners aligned with our mission to fight poverty working in the areas of education, health, and financial stability.

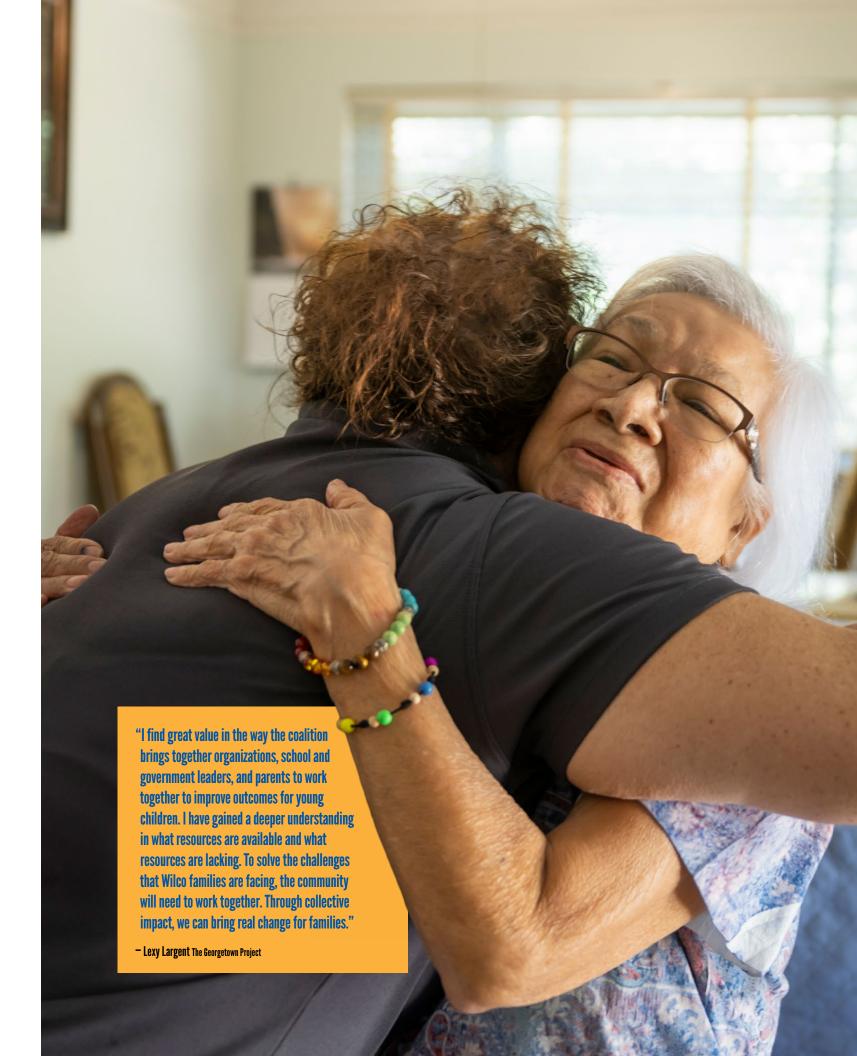
# \$470,000 in funding **36** nonprofits (13 education, 17 health, 6 financial stability)

**Our Community Investment Grants** are made possible by the donations of thousands of community investors each year, and we are committed to serving as a strategic steward of these dollars.

# Supporting the health of our community and everyone in it

To better connect our community to affordable healthcare and improve health outcomes, we convene Community Health Connect, a cross-sector collaborative expanding access to resources for Williamson County families. We are building a network of certified community health workers (CHWs) who will provide in-home care coordination. social service navigation, health education, and advocacy. The CHWs look at everything a family needs to stay healthy, including housing, healthy food, medical care, health insurance, safety, transportation, education, employment, and more.

10 partners engaged







# If You Give a Child a **Book: A Book Days** and Greater Austin **Reading Coalition Collaboration**

Instilling a love of reading in kids is critical to ensuring more children are reading at or above their grade level - a core piece of United Way's work to break the cycle of poverty in our community. That's why the Greater Austin Reading Coalition, powered by United Way, has partnered with Book Days, a local children's literacy program, to host book tours for students at Title 1\* schools.

Book Days' mission is to encourage a love of reading in children by making reading exciting and bringing books to life. The program does this through theatrical performances and a variety of multi-sensory activities to engage and excite students. In partnership with the Greater Austin Reading Coalition, they launched their first tour across Austin ISD in February 2023.

children reached

schools in Austin ISD

beloved classic If You Give a Mouse a Cookie, by Laura Numeroff. In just three days, the program reached over 1,500 children at eight schools in Austin ISD. At each stop, children participated in a theatrical reading of the book by the mouse himself. Throughout the tour, students not only improved their reading skills, they grew their passion for books.

The tour featured the



"I have been so privileged

to partner with the Greater

The support of the team and

sponsorship of the tours has been the catalyst for providing

thousands of underserved children in our community with

a literary experience they will

never forget. I am so thankful

that United Way has been with

this initiative. I look forward to

working together in the future to continue spreading the joy

of reading." - Kassi Kincaid,

In the coming year, the

Founder of Book Days

**Greater Austin Reading** 

Coalition looks forward to

partnering with Book Days

for even more reading tours

that build a culture of reading

for fun and cultivate a love of

The Greater Austin Reading

Coalition is convened by United

Way for Greater Austin as part

of the organization's collective

\*Title I is a federal program that provides

impact work to fight poverty.

financial assistance to schools with

high percentages of children from low-

income families, to help ensure that

all children meet academic readiness

requirements

books in children.

us since the conception of

**Austin Reading Coalition!** 

# **Meet Adriana:** A Story of Inspiration from United **Way's Parenting Students Project**

"I went to visit family and when we came back our house had been broken into. I found all of our belongings on the front lawn thrown away like trash, down to the food in our fridge. I failed all five of my classes, and when you have a child and you're homeless, you just really have to focus on the day's needs." - Adriana, Parenting Students Project participant

Parenting students work hard every day to pursue their goals, juggling caregiving, course work, and sometimes multiple jobs to build a better life for their families. Because of the obstacles they face, parenting students are nearly twice as likely to leave school for preventable reasons: lack of child care, conflicting course and work schedules, and even convenient transportation.

Parents like Adriana, who faced a nightmare situation that resulted in homelessness and perpetuated the cycle of poverty. That is until she joined the Parenting Students Project.

Adriana found hope with United Way's Parenting Students Project. A partnership between United Way and Austin Community College, the Parenting Students Project supports parenting students, ages 18-29, with incentives to accelerate their post-secondary education.

"If this opportunity hadn't presented itself, I think my life would be at a standstill. By educating this one person

"United Way's Parenting **Student Project is helping** me be a better person and a better mom to my child. Being able to go to school and work towards a goal that I wanted for so long means a lot to me."

or helping to make their road to education smoother, you're allowing them to touch the lives of thousands of people."

Now, Adriana is working toward her dream of becoming a trilingual sign language specialist to help bridge the gap between deaf and hearing Spanish-speaking families. "United Way's Parenting Student Project is helping me be a better person and a better mom to my

child. Being able to go to school and work towards a goal that I wanted for so long means a lot to me."

Removing the barriers parenting students like Adriana face helps them continue on education pathways to living wage employment, which changes their lives as well as their children's lives. In fact, a \$3,000 difference in parents' income while a child is young leads to a 17% increase in that child's future earnings.

We support parents like Adriana in getting through their times of need and solve the systemic issues that prevent them and their children from thriving in the future with independence, dignity, and well-being.

# Join Us, AND LIVE UNITED

You can make a difference. United, we can build a community where everyone reaches their full potential. One where every child is set up for success with highquality early care and education. A community where everyone is connected to essential resources they need, when they need them. Join our movement today.







# Give

When you donate to United Way, your dollars stay local to make a real and lasting impact for people in our **Greater Austin community. Every** dollar makes a difference.



unitedwayaustin.org/give

# **Advocate**

Your voice matters. By bringing together the community to support evidence-based policy aligned with our strategic work, we are building a region that works for everyone. Join thousands of our supporters in sharing your voice and watch real change happen.



unitedwayaustin.org/advocate

# **Volunteer**

As an individual or as a team, you can use your time to create real social change while connecting with your community. We bring together a network of volunteers across the Greater Austin area, providing opportunities to meet your neighbors who are passionate about giving back.



unitedwayaustin.org/volunteer



A sold-out crowd of nearly 400 people came out to A Night United support of United Way's work cycle of poverty

# **Give United, Live United**

# **JOIN A DONOR NETWORK.**

Donor networks connect people who are passionate about doing good in our community. You'll be part of a community of like-minded leaders making an impact through philanthropy, volunteerism, and advocacy. Members also gain access to exclusive donor network events, all created for and crafted by your network.



unitedwayaustin.org/donor-networks

# **Emerging** Leaders

Aspiring philanthropists learning, leading, and networking as ambassadors for United Way and changemakers in Central Texas.

Join by donating \$250 (\$21/month) or more annually.

**Emerging Leaders Executive** Committee Chair

Arielle Sadler, Texas Mutual **Insurance Company** 

# Leaders United

Community leaders building opportunity for local children and families.

Join by donating \$1,000 (\$83/month) or more annually.

# Women United

A vibrant and powerful womendriven philanthropic force supporting United Way's work to break the cycle of poverty across Central Texas.

Join by donating \$1,200 (\$100/month) or more annually.

Women United Executive Committee Co-Chairs Tracy Fielder, Community Advocate Erika Laughlin, Deloitte

# **Tocqueville** United

A group of philanthropic leaders passionate about tackling the most pressing challenges in Greater Austin.

Join by donating \$10,000 or more annually.

**Champions Circle:** A gift of \$25,000 annually **Tocqueville United:** A gift of \$10,000 annually

Co-Chairs Mollie Duckworth. Latham & Watkins Newton Wong, Deloitte

# Our CORPORATE PAR **UNITED FOR IMPACT**

United Way partners with hundreds of businesses to help them achieve their philanthropic goals - and we've been doing it for nearly 100 years. Thank you to our corporate partners below for building opportunity to break the cycle of poverty, unlocking the potential for Central Texans today and tomorrow.

# Impact \$1,000,000+



# Connect \$250,000+



# Inspire \$100,000+



# Unite \$50.000+







# **Transform \$25.000+**













# Thrive \$10,000+

















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# We're proud to partner with

































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The Lola Wright





































# Thank you,

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# Thank you to the thousands of donors, advocates, and volunteers who make this impact possible.



