



United Way of Greater Houston

Strong families and safe neighborhoods are the bedrock of our community. And through United Way, you're keeping it that way with help that is most meaningful. You're helping hard-working families gain greater financial stability and Houstonians weather tough times by providing assistance with basic needs, healthcare, parenting, counseling and more. You're doing something about it.



Do something

impactful

FOR FAMILIES



**Do
something
about it.**

The reality

1 in 3

families in our area has an annual household income of less than \$40,000.

8.4%

In the past year, unemployment topped 8.4% in Harris County.

69%

of families are worried about their financial situation.

1 in 4

Houston families has trouble buying groceries at least once a month.

Today's families are facing tougher times – a challenging economy, job loss, rising costs and lack of affordable child care. With limited take-home pay, it's tough to make ends meet.

That's why improving the lives of individuals and families is at the heart of United Way's work. We're here to see that families have the opportunities that all families want – good jobs with good wages; safe and affordable housing; financial stability and the possibility of a better, brighter future.

Understanding the need

In 2010, our 2-1-1 Texas/United Way HELPLINE answered more than 802,500 calls for help, which included:

- 48,294 calls for housing assistance programs
- 12,445 calls for free tax preparation/earned income tax credit
- 12,210 calls for holiday assistance programs
- 4,201 calls for hurricane preparedness

A story



Taghi and his family moved from Iran to the United States in 2001, escaping political imprisonment. Claiming political asylum, their family sought refuge in Houston, not only for its job opportunities and diverse culture, but also because their two kids and adopted nephew could receive a good education.

About two years ago, a friend told Taghi about a program that would help the family save money and purchase a home. He was skeptical at first, because in Iran, you must have political connections and the entire cost of the home up front to own a home. He discovered things work differently in the United States. He has attended classes and opened a matched savings account in March 2010. After making consistent monthly deposits for one year, he reached his savings goal, got a home loan and his family is set to move into their new home.

Thanks to United Way, Taghi and his family have achieved their dream of a home.

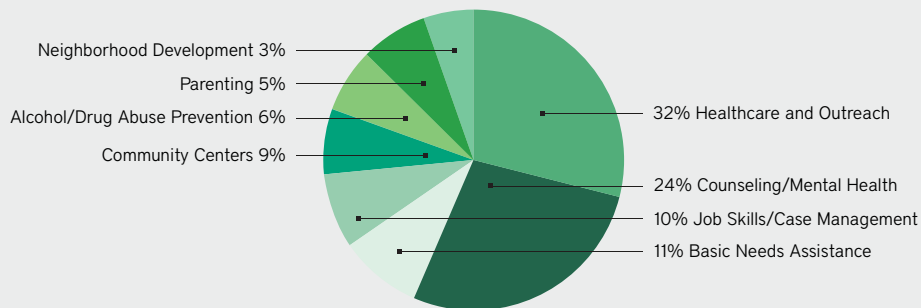
Did you know?

United Way helped over 790,000 family members with financial literacy and coaching, healthcare, counseling, parenting education, job skills and so much more.

Our investment

What your dollars can do

UNITED WAY INVESTMENT IN FAMILIES



\$100 A MONTH (\$1,200 GIFT) CAN PROVIDE

240 individuals with cancer screening, early detection and education

\$20 A WEEK (\$1,040 GIFT) CAN PROVIDE

27 families with basic needs (food, clothing and shelter) for a week

\$200 A MONTH (\$2,400 GIFT) CAN PROVIDE

75 families with groceries for one week

In Houston, we do something supportive for families.

Parenting • Counseling • Healthcare • Basic needs assistance • Job skills and case management • Community centers • Substance abuse prevention • Financial literacy and mentoring • Neighborhood/asset development



The results

790
thousand

In 2010, United Way helped more than 790,000 family members build a strong foundation.

54
thousand

individuals received training to reenter the workforce.

26
thousand

individuals received counseling.

28
thousand

families were helped to gain greater financial stability.

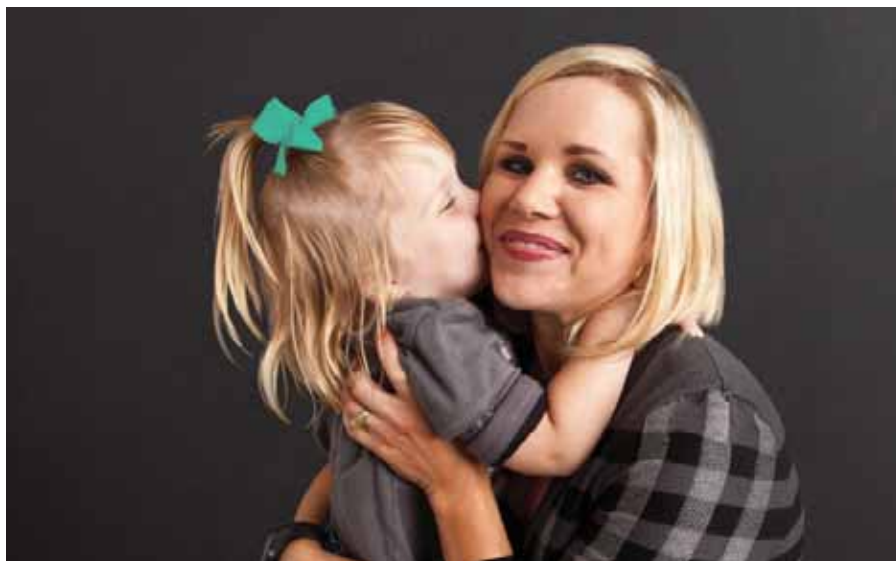
47
thousand

Over 47,000 individuals received primary healthcare services.

IN HOUSTON, WE GIVE FAMILIES A CHANCE TO THRIVE.

United Way of Greater Houston makes a substantial investment in the health and well-being of families in our community. We assist area families with parenting classes, financial literacy and mentoring, asset building, substance abuse counseling, wellness counseling and medical care, as well as access to food pantries and community centers. Because of United Way, Houston families have a better chance of not only surviving, but also thriving.

Please stand up for our community and join others who share your can-do spirit by giving generously. Together, we *do something about it* ... the United Way.



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