



United Way of Greater Houston

What could be more exciting than doing something to enable children and youth to develop to their full potential? Thanks to United Way, kids have access to mentoring, after-school programs and quality child care. They are getting help with school so they graduate and are ready for success. Together, we are doing something positive for our youth.



Do something

positive

FOR CHILDREN

**Do
something
about it.**



The reality

1 in 3

students in Greater Houston does not graduate from high school.

1 in 4

children is left alone after school.

25%

of children in Harris County lack health insurance.

Fewer than 50%

of Houston's 3rd graders achieved a "commended" on TAKS reading test - the score indicating success in 4th grade, according to experts.

United Way is turning hopes into possibilities for Houston's children with groundbreaking programs such as United Way Bright Beginnings, which is revolutionizing child care and laying the foundation for new generations to succeed in school.

For Houston's Kids, United Way leads a host of organizations that together create a holistic after-school program involving young people and their parents, resulting in improvements for kids in school attendance and personal growth.

Understanding the need

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

- 8,143 calls for child care provider referrals
- 8,432 calls for community health clinics
- 3,804 calls for school supplies
- 1,408 calls for school clothes

Branai's story



After the tragic death of her mother from a brain aneurism, young Branai and her sisters went to live with their Uncle Timothy. Left to care for three little girls, Timothy contacted United Way for help and much-needed female support.

Branai's life was changed forever when she met her mentor Rashunda. Rashunda wanted to serve as an inspiration to everyone she met and knew in her heart that she could help Branai.

Rashunda has been there every step of the way, talking with Branai about her feelings and driving five hours to offer comfort after her grandmother's death and subsequent deaths of her two brothers. She helps Branai with her homework and has exposed her to many opportunities.

The two friends have spent many hours together laughing, singing, sharing and learning. In Rashunda, Branai has found a role model, a mentor and a lifelong friend. Rashunda was there to help Branai when she faced countless challenges and to keep her positive when she was down.

With the support of United Way and the positive influence of her mentor, Branai is dealing with the tragedies and has the chance for a better future.

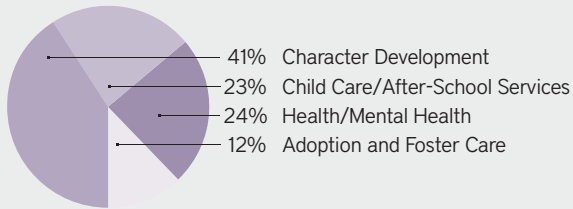
Did you know?

An investment in quality childhood education yields as much as a 16% annual return on investment.

Our investment

What your dollars can do

UNITED WAY INVESTMENT IN CHILDREN AND YOUTH



\$4 A DAY VALUE OF A FAST FOOD MEAL (\$1,460 GIFT) CAN PROVIDE

34 school-aged children and teens with education, prevention and intervention on alcohol and drug abuse

\$45 TWICE A MONTH (\$1,080 GIFT) CAN PROVIDE

54 days of comprehensive quality child care to families in need

\$100 A WEEK (\$5,200 GIFT) CAN PROVIDE

20 children with supervised after-school activities

In Houston, we do something positive for children.

Character development • Child care • Healthcare and counseling • Adoption and foster care • After-school care • Mentoring • Basic needs assistance



The results

455
thousand

children and youth were touched by United Way.

82%

of students in United Way programs were more successful in school.

74
thousand

children flourished in quality child care.

37
thousand

young people benefitted from a mentor.

IN HOUSTON, WE BELIEVE
THAT EVERY CHILD
DESERVES THE BEST
FUTURE POSSIBLE.

United Way is creating a better future for children and youth with ground-breaking programs, mentors, parenting classes, after-school activities and more. We're giving our children and youth a better chance at success and the opportunity to realize their dreams.

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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