



United Way of Greater Houston KEY MESSAGES



Do something about it.

Why United Way?

For almost 90 years, United Way has lifted the spirits and raised the standards of life in our community. Only United Way:

- **Looks at the big picture** and brings together the resources of social service agencies, faith-based organizations, nonprofits, corporations, private donors and government organizations to tackle the key community social issues for the good of all.
- **Has the capacity and experience** to see long-term trends across the community, identify and respond to emerging problems and put resources in place for optimum results.
- **Is the demonstrated leader** in helping Houston respond to natural disasters, coordinating community resources and long-term recovery.
- **Gives you confidence** that your gift will be used where it's truly needed, thanks to sound management and investment decisions by trained volunteers.
- **Covers the entire circle of life**, including children and youth, families, seniors and people rebuilding their lives.

Key Challenges Our Community Faces:

- 1 in 3 children in Greater Houston does not graduate high school.
- 69% of families are worried about their financial situation.
- 1 in 4 individuals is affected by alcohol or drug abuse.
- Over 1 million in Harris County do not have health insurance.
- 1 in 4 families are caring for an aging relative.

Our Elevator Speech

United Way of Greater Houston is the one organization making a better Houston possible by embracing the entire circle of life, focusing on children and youth, families and neighborhoods, seniors and people rebuilding their lives.

United Way has lifted the spirits and raised the standards of life in our community. We are the leader and trusted partner in a city that cares. We're the place where hope starts and good never fails. We are the hands that touch, the resources that deliver and the driving force that holds our community together.

While each of us helps individually, the real magic happens when we all come together.

We are the leader and trusted partner in:

- Improving lives (touching 1 of every 2 lives in our community)
- Tackling key community social issues
- Making a lasting difference in the quality of life we all enjoy

We do something about it ... the United Way.

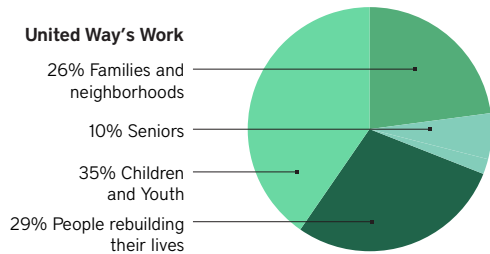
United Way THRIVE

About 115,000 families in our area live on incomes of \$20K-\$35K annually.

United Way THRIVE continues to give hard-working families the tools necessary to achieve real financial independence by increasing income, building savings and acquiring assets. THRIVE helped 28,000 families gain greater financial stability and achieved a 12:1 return on our investment.

United Way Builds On The Past, And Plans For The Future.

United Way will build on this momentum as we tackle the pressing challenge of raising the education and graduation levels of our children.



2-1-1 Texas/United Way HELPLINE

A free helpline operated by United Way of Greater Houston 24 hours a day, 7 days a week in more than 150 languages.

Last year, we broke records with trained call specialists serving as the source of answers to more than 802,500 callers, up 10%.

United Way's Work

This year, United Way touched one of every two lives in our community, helping people from all walks of life, in every season of life.

CHILDREN

Developing children and youth to their full potential through: character development and mentoring • child care • healthcare for children • adoption and foster care • after-school programs • basic needs assistance

Last year, United Way touched the lives of more than 455,000 children and young people. • 82% of students in United Way programs were more successful in school.

FAMILIES

Creating strong families and safe neighborhoods through: job skills and career assistance • financial counseling and financial literacy classes • credit building • parenting classes and family counseling • healthcare and basic needs

Last year, more than 790,000 family members benefitted from United Way programs that strengthened families and neighborhoods. • 28,000 families benefitted from United Way's help to gain financial stability.

SENIORS

Sustaining senior independence through: help with daily living • nutritious meals • home visits and care • social interaction • citywide support network and advocacy for senior issues • senior specialists on call through the 2-1-1 Texas/United Way HELPLINE.

Last year, more than 80,000 seniors in the Greater Houston Area benefitted from United Way. • More than 86% of seniors in these programs received the help they needed to stay in their own homes.

LIVES

Supporting people rebuilding their lives through: basic needs • independent life skills • transportation • employment/job skills • mental health services • housing and emergency shelter • job readiness • domestic violence services • substance abuse counseling

Last year, more than 660,000 individuals were helped in the aftermath of natural disasters, domestic violence, job loss and other family emergencies. • 69% of those in United Way programs gained the skills to reenter the workforce.