



United Way of Greater Houston



Do something

grand

**Do
something
about it.**



In Houston, we do something about it.

For almost 90 years, 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.

UNITED WAY IS WHERE WE MAKE A DIFFERENCE IN A GRAND WAY

United Way is always there, throughout the circle of our lives, reaching one out of every two people in our community. We achieve impact by focusing on:

- developing children and youth to their full potential
- strengthening families and neighborhoods
- sustaining senior independence and
- supporting those who are rebuilding their lives.

WE BUILD ON THE PAST, AND PLAN FOR THE FUTURE

Looking to the future, we develop long-range initiatives to improve conditions in key areas, including family financial stability and education.

In the past few years, United Way THRIVE has given hard-working families the tools to achieve real financial independence by increasing income, building savings

and acquiring assets. THRIVE has helped 28,000 hard-working families gain greater financial stability, aided 1,900 families in building savings worth \$1.53 million and achieved a 12:1 return on our investment.

We will keep this momentum while we work to tackle the pressing challenge – raising the education and graduation levels of our children.

We do this because we are part of a caring community. We do this because the hard work of many can lift the standards for us all. And, most importantly, we do this because you make the decision to help.

PLEASE GIVE GENEROUSLY, THE UNITED WAY.

Do something **positive**

FOR CHILDREN

KEY CHALLENGES:

- 1 in 3 children in Greater Houston does not graduate from high school.
- 1 in 4 children is left alone after school.
- 25% of children in Harris County do not have health insurance.
- Fewer than 50% of Houston's 3rd graders achieved "commended" on the TAKS reading test – the score indicating success in 4th grade, according to experts.

WHAT YOU SHOULD KNOW: When children have a good foundation of education and supervision, they have a much better chance of succeeding as adults.

UNITED WAY MAKES POSSIBLE: Child care • Basic needs assistance • Character development and mentoring • Healthcare for children • Adoption and foster care • After-school programs

LAST YEAR: United Way touched the lives of more than 455,000 children and young people. • 82% of students in United Way programs are more successful in school.

Do something **neighborly**

FOR FAMILIES

KEY CHALLENGES:

- The unemployment rate in Houston rose to 8.4% in 2011.
- 1 in 4 families has trouble buying groceries once a month.
- 69% of families are worried about their financial situation.
- 1 in 3 households lives on an annual income of \$40,000 or less.

WHAT YOU SHOULD KNOW: Thousands of hardworking families struggle with the basics of life, no healthcare and lack of financial skills. Through United Way THRIVE, we assist families with financial literacy tools, leading to self-sufficiency by increasing income, building savings and acquiring assets.

UNITED WAY MAKES POSSIBLE: Job skills and career assistance • Financial counseling and financial literacy classes • Credit building • Parenting classes and family counseling • Healthcare and basic needs assistance

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.



Do something caring

FOR SENIORS

KEY CHALLENGES:

- 25% of seniors in the Houston area live alone.
- 1 in 5 seniors in our area has trouble paying for prescriptions.
- 26% of seniors fear a loss of independence.
- A quarter of families are caring for an aging relative.

WHAT YOU SHOULD KNOW: Studies show that seniors live longer and more fulfilling lives in their own homes. As the senior population increases and more of them live away from their immediate families, independent living is becoming more difficult.

UNITED WAY MAKES POSSIBLE: 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 receive the help they needed to stay in their own homes.

Do something life changing

FOR PEOPLE REBUILDING THEIR LIVES

KEY CHALLENGES:

- 1 in 4 individuals in our community is affected by alcohol or drug abuse.
- Over 1 million in Harris County do not have health insurance.
- 1 in 4 women reports being the victim of domestic violence at some point in her life.

WHAT YOU SHOULD KNOW: When individuals face life's most daunting emergencies, United Way is there by providing assistance with food, shelter, utilities and life's basic needs. We provide the case management, training and counseling that help individuals go from problems to opportunities.

UNITED WAY MAKES POSSIBLE: Basic needs • Mental health services • Housing and emergency shelter • Job readiness • Domestic violence services • Substance abuse services • Independent life skills • Transportation • Employment/job skills

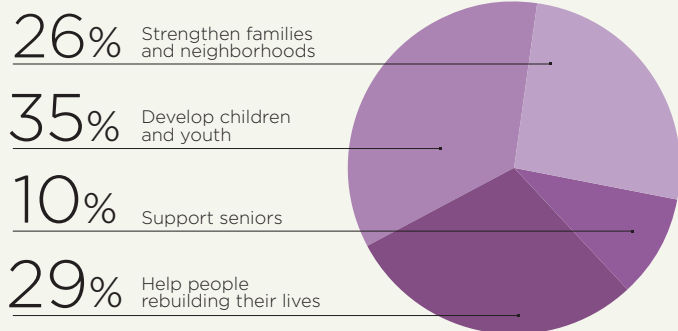
LAST YEAR: 660,000 individuals were helped in the aftermath of natural disasters, domestic violence, job loss and other family emergencies. • 69% of those in United Way programs gain the skills to reenter the workforce.



Why United Way?

When you give to United Way, you make a brighter future possible for so many in our community.

THE FOCUS OF OUR WORK:



ONLY UNITED WAY:

- Looks at the big picture and brings together the resources of the 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 the 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.

United Way is the leader and trusted partner in making a better Houston, touching one of every two lives in our community and making a lasting difference in the quality of life we all enjoy.

Answering the call in a very big way

Open 24/7, 365 days a year, the 2-1-1 Texas/United Way HELPLINE is staffed by trained call specialists who speak a variety of languages and find real answers for callers as they work the most comprehensive database of social services in the state.

FAST FACTS:

- The 2-1-1 Texas/United Way HELPLINE is not only one of the state's most powerful resources, it's the largest of its kind in the country.
- With extensive knowledge of available community resources, the call specialists can connect people with social services that meet their needs – in their areas.
- Call specialists have comprehensive knowledge in areas such as basic needs, physical and mental health, work support, child care, counseling and disaster recovery, to name a few.
- If you know someone who needs help, please have them call 2-1-1.

2-1-1 TEXAS/UNITED WAY HELPLINE

Need Help? Dial 2-1-1.

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



Doing something extraordinary: Last year, 2-1-1 Texas/United Way HELPLINE broke records with trained call specialists serving as the source of answers to more than 802,500 callers, up 10%.

Expanding possibilities for all

Only United Way has the capacity, experience and networks to respond to our community's biggest challenges. We invest in a vast array of services and leverage resources to make the biggest difference in our community.

AMONG THE MANY WAYS WE MAKE AN IMPACT:

- United Way's Nonprofit Connection supports nearly 1,500 nonprofits annually, helping them build their capacity to serve through leadership development, mentoring, board development and services like Gifts in Kind and our Community Resource Center.
- United Way is a partner with many nonprofit organizations across the community. Our affiliate agencies provide the essential framework for social services.

United Way Affiliate Agencies:

Alliance for Multicultural Community Services
American Cancer Society
American Red Cross-Greater Houston Area Chapter
AVANCE, Inc. - Houston
AVDA (Aid to Victims of Domestic Abuse)
Avondale House
BACODA-Bay Area Council on Drugs and Alcohol, Inc.
Bay Area Rehabilitation Center
Bay Area Turning Point, Inc.
Big Brothers Big Sisters Lone Star
Boy Scouts of America-Sam Houston Area Council
Boys & Girls Clubs of Greater Houston, Inc.
The Bridge Over Troubled Waters
Career and Recovery Resources, Inc.
Catholic Charities of the Archdiocese of Galveston-Houston
Center for Hearing and Speech
The Center
Child Care Council of Greater Houston, Inc.
Chinese Community Center
Colorado Valley Transit, Inc.
Community Family Centers, Inc.
The Council on Alcohol and Drugs Houston
Crisis Intervention of Houston, Inc.
CROSSROADS: Community Partnership for Youth, Inc.
Denver Harbor Senior Citizens, Inc.
DePelchin Children's Center
Easter Seals of Greater Houston, Inc. (formerly UCP of Greater Houston)
Family Services of Greater Houston
FamilyTime Crisis and Counseling Center
Fifth Ward Enrichment Program, Inc.
Fort Bend County Women's Center, Inc.
Fort Bend Family Health Center, Inc.
Fort Bend Regional Council on Substance Abuse, Inc.
Fort Bend Seniors Meals on Wheels
Girl Scouts of San Jacinto Council
Good Neighbor Healthcare Center

Houston Area Urban League
Houston Area Women's Center
Innovative Alternatives, Inc.
Interfaith Ministries for Greater Houston
Jewish Community Center of Houston
Jewish Family Service
Julia C. Hester House, Inc.
Legacy Community Health Services, Inc.
The Lighthouse of Houston
Literacy Advance of Houston, Inc.
Local Initiatives Support Corporation
Lone Star Legal Aid
Mental Health America of Greater Houston
Montgomery County Women's Center
Montrose Counseling Center
Multicultural Education and Counseling Through the Arts (MECA)
Neighborhood Centers Inc.
The Salvation Army
San Jose Clinic
Santa Maria Hostel, Inc.
SEARCH Homeless Services
Sheltering Arms Senior Services
Spaulding for Children
Star of Hope Mission
Target Hunger
University Speech, Language & Hearing Clinic
Volunteers of America Texas
Wellsprings Village, Inc.
Wesley Community Center, Inc.
The Women's Home
YM.C.A. of the Greater Houston Area

United Way Service Centers help ensure services in outlying areas:

Bay Area Service Center
Fort Bend County Service Center
Montgomery County Service Center
Waller County Service Center



Leadership giving

This is your invitation to join individuals who truly do something about it in our community, working with like-minded professionals from across the area to expand personal and professional networks to make a much-needed impact on our area.

United Way's Leadership Giving groups include:

YOUNG LEADERS: Emerging leaders, age 45 and under, who make a personal gift of \$1,000 or more annually.

WOMEN'S INITIATIVE: Community-minded women of influence who generously support United Way with personal gifts of \$2,500 or more a year.

CHAIRMAN'S CLUB: Committed donors who make a personal gift of \$1,000 to \$4,999 annually.

LEADERSHIP CIRCLE: Generous donors who wish to expand their philanthropic horizons with gifts from \$5,000 to \$9,999 each year.

ALEXIS DE TOCQUEVILLE SOCIETY: Philanthropists whose generous annual gifts of \$10,000 or more demonstrate a significant commitment to others and a lasting legacy for our community.

DIAMOND DONORS: These dedicated individuals have helped United Way do something about it over the past 25 years with their annual gift.



Please remember United Way in your will or estate plans. To learn more, please contact cwilliams@unitedwayhouston.org.



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