UNITED WAY IS HERE IN BAY AREA, OFFERING HELP AND HOPE TO OUR NEIGHBORS.

As one of five regional centers across Greater Houston, our Bay Area Center provides health and human services and resources. Together, we’re creating opportunities for our neighbors and our community to thrive..
MEET ALICE

You already know ALICE in Bay Area. ALICE is your child care worker, the cashier at the supermarket, the barista at your coffee shop.

**Asset Limited, Income Constrained, Employed**

ALICE families work hard to live above the Federal Poverty Level, but struggle to afford basic necessities like housing, food, child care, health care, and transportation.

ALL HOUSEHOLDS IN BAY AREA:

- **209,364** Population
- **144,424** Households
- **6.5%** Unemployment rate
- **23%** are ALICE
- **10%** are in poverty
- **33%** are struggling

211 TEXAS/UNITED WAY HELPLINE

When Bay Area neighbors don’t know where to turn, 211 Texas/United Way HELPLINE is here to answer the call for help.

Calls to 211 collectively indicate the greatest areas of need in Bay Area. United Way provides this critical data to key community leaders, empowering them to address real problems in our area.

**24/7/365** connecting Bay Area residents with available community resources
UNITED WAY IS HERE TO HELP.

FOR NEARLY 100 YEARS, UNITED WAY OF GREATER HOUSTON HAS BROUGHT TOGETHER DIVERSE PARTNERS AND APPROACHES TO GET TO THE ROOT OF COMPLEX CHALLENGES HOLDING PEOPLE BACK.

We are a driving force for good that connects our neighbors to opportunities to thrive. We help our neighbors achieve financial stability, support families and youth with physical and behavioral health and educational services, and provide the safety net that catches the most vulnerable.

And, we manage every gift with care – shepherding your donation to make the greatest impact in the place we call home.

2020-2021 UNITED WAY INVESTMENTS IN BAY AREA

$604,700 Program and Agency Investments + $143,300 *Special Initiatives and Grants + $88,760 United Way THRIVE Investments + $727,400 Center Operations = $1.56 million Total Bay Area Investments

* Special initiatives include Transportation, Basic Needs, Harvey Basic Needs

211 TEXAS/UNITED WAY HELPLINE

1,325,000+ IN 2019, WE CONNECTED MORE THAN 1.3 MILLION PEOPLE WITH HELP AND HOPE

36,872 of all calls in 2019 were from Bay Area

583 active military/veteran calls from Bay Area

UNITED WAY THRIVE: YEAR 11

ACROSS GREATER HOUSTON

10:1 RETURN ON INVESTMENT EVERY YEAR

$3 MILLION CUMULATIVE REDUCED DEBT AMONG UNITED WAY THRIVE CLIENTS WHO RECEIVED FINANCIAL COACHING

61,130 FAMILIES PUT ON THE PATH TO FINANCIAL STABILITY
UNITED WAY IS HERE IN BAY AREA
PROVIDING ACCESS TO CRITICAL SERVICES THAT LIFT UP OUR NEIGHBORS.

Investing in Social Services
Through strategic investments in local nonprofit agencies and programs, we help provide neighbors in Bay Area access to critical services. Our Bay Area Collaborative Partners also brings together nonprofit organizations, government agencies, and faith-based groups to address community needs in:

- Emergency Assistance
- Counseling Services
- Health Services
- Medical Special Needs
- Senior Services
- Skills for Self-Sufficiency
- Youth Services

Providing Help and Hope, 24/7/365
211 Texas/United Way HELPLINE is the one number for Bay Area neighbors to call when they don’t know who to call. Using the most comprehensive database of social services in our community, HELPLINE specialists connect callers to available resources based on their needs and zip code.

- Highly trained Information & Referral Specialists provide vital information
- Available in more than 200 languages, 24/7/365
- Specific programs to assist seniors, veterans, and their families

Leading Long-Term Disaster Recovery
United Way is the leader in long-term recovery, which can take 3-5 years following a disaster. We convene agencies and organizations across the community in order to:

- Facilitate and implement coordinated disaster response
- Provide immediate and long-term recovery support to Bay Area residents
- Prioritize and organize resources to best serve the community
- Collaborate to achieve collective impact for the Bay Area

Strengthening Family and Financial Stability
Our United Way THRIVE program supports hardworking Bay Area families in their efforts to achieve financial stability and their dreams of a better life. By collaborating with key community organizations, we help families to:

- Discover career opportunities
- Increase income
- Manage and eliminate debt
- Build savings
- Acquire assets, such as a vehicle or home

“I’ve finally found a new job! I followed your advice and started concentrating primarily on private, non-profit organizations. I’m hoping to excel at the job so they’ll eventually decide to keep me on permanently. My talk with you helped keep me encouraged to keep trying, and I thank you for sharing your experience with me. I look forward to conquering this new challenge.”
— Mr. Owens