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 along the way, 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.
In 2018, we connected 1.2 million of our neighbors with help.

Nationally recognized and staffed by trained professionals, the 211 Texas/United Way HELPLINE connects those in need with help, hope, and critical social services 24 hours a day, seven days a week, every day of the year. It is one of our community’s most valuable resources.

Last year, United Way THRIVE put 62,385 families on the path to financial stability and achieved a 10:1 return on investment.

United Way of Greater Houston launched and leads United Way THRIVE, a collaborative comprising nonprofits, employers, community colleges, financial institutions and city and state agencies, that work together to provide families with comprehensive resources, wraparound support, and the services they need to reach real and lasting financial security.

We improved the lives of 2 million people in the Greater Houston area last year.

United Way of Greater Houston provides the safety net for our community, services like food and housing assistance, that stabilize those who are vulnerable and unable to meet their basic needs. Another critical part of the safety net is health care. United Way supports both physical health through community clinics and behavioral health to help people deal with life’s challenges and overcome issues like anxiety and depression.

82 percent of students in United Way programs were more successful in school last year.

We know that a strong educational foundation gives people a better chance of thriving. Through early childhood education, out-of-school enrichment, mentors, and other academic support, we are helping prepare the next generation to lead our families, businesses, and communities.

We bring together nonprofits, businesses, city and state agencies, and the community at large.

As a convener, we leverage resources and competencies to best address big issues like workforce development, disaster recovery, and the quality of life for returning veterans.

We operate efficiently, effectively, and with a commitment to transparency and measurable results.

Our community investments are backed by research, made by trained volunteers, and ensured by good stewardship. The annual community campaign fuels our work, and we invest more of those funds back into our community than any other United Way in the country. We are proud of the results we deliver.
**THE BIG PICTURE**

**OUR STRATEGIC VISION**
United Way of Greater Houston will create the opportunity for every person in our community to thrive by:

- **Creating a pathway to self-sufficiency** and success by providing tools, resources, and educational support to help hardworking individuals and families obtain financial stability and quality of life.
- **Helping young people achieve academic success** through quality out-of-school programs, including early childhood education, before and after school programs, and school break programming.
- **Providing safety net programs** that help people take care of their basic and immediate needs, like food, shelter, clothing, and other critical services.
- **Convening and leading long-term recovery efforts** when our community faces disaster.
- **Operating the 211 Texas/United Way HELPLINE**, staffed with specialists accessing our community’s largest, most up-to-date database of social services, 24/7/365 days a year to help those in need access hope and help.

**SOME OF OUR COMMUNITY NEEDS**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>40%</td>
<td>Low-income students lose two months of math skills and reading achievement over the summer.</td>
</tr>
<tr>
<td>20%</td>
<td>One in five families have trouble just buying groceries.</td>
</tr>
<tr>
<td>45%</td>
<td>One in five seniors struggle to meet everyday expenses.</td>
</tr>
<tr>
<td>20%</td>
<td>One in five students in the Greater Houston area do not graduate from high school.</td>
</tr>
</tbody>
</table>

**HOW WE TACKLE THE ISSUES**

- **INVEST** in life-changing quality services throughout our four-county service area.
- **Lead special collaborative INITIATIVES** like United Way THRIVE and United Way Bright Beginnings.
- **CREATE ACCESSIBILITY** to health and human services by operating four area centers.
- **Provide capacity-building SERVICES** for nonprofits in our area.

**THE IMPACT WE MAKE TOGETHER**

- **2 MILLION** people improved their lives in the last year.
- **1.2 MILLION** people received help from quality child care to food assistance through 211.
- **82%** of students in United Way programs were more successful in school.
- **76%** of those in United Way programs gained the skills to enter the workforce.
- **88%** of seniors in United Way programs got the help they needed to remain independent.

**THE UNITED WAY DIFFERENCE**

**Backed by Research**: United Way studies the needs in our community through program data, 211 Texas/United Way HELPLINE data and local research, like the ALICE Report for Texas, a broad picture of the number of households struggling financially, which underscores the importance of United Way THRIVE and other programs that help families establish a path to a more successful future.

**Community Investment Process**: United Way’s volunteer-led Community Investment Process ensures good stewardship of donor dollars, investment in efficient and effective services, and measurable results.
WHAT YOUR GIFT CAN DO

$5 a week can provide 36 nutritious meals delivered to homebound seniors.

$10 a week can prepare someone to start and succeed in a new job that will help support their family.

$20 a week can provide two young people with a safe place to learn and grow after school for one school year.

$50 a week can provide critical behavioral health services for three individuals, helping ensure their stability and productivity.

Need help or know someone who does?
Our 211 Texas/United Way HELPLINE is here 24/7. Just dial 211 for help in 150 languages.