More than 40% of families in our community are working hard but can’t make ends meet. These families struggle to take care of the basics, like food, housing, and health care. COVID-19, the economic fallout, and significant job loss have increased the number of people who need help and have made life tougher for those who were already struggling.

United Way of Greater Houston helps people break down the barriers that keep them in a state of struggle and prevent them from becoming financially stable. With your help, we provide a safety net to help people meet their immediate basic needs and we help our neighbors achieve long-term financial stability and success.

**KEY THINGS TO KNOW**

**211 Texas/United Way Helpline**
211 connects those in need with help, hope, and critical social services 24 hours a day, seven days a week, every day of the year. 211 connected 1.3 million of our neighbors with assistance in 2019.

**Safety Net**
Urgently-needed services like food, housing, health care, and help escaping violence stabilize people who are in crisis and unable to meet their basic needs so they can start thinking about the future.

**Good Stewardship**
Your gift is invested directly in services that make a measurable difference. Investment decisions are backed by research, overseen by donors, and continuously monitored.

**Collaboration**
United Way brings people and partners together to share and collaborate, spark partnerships, reduce duplication, and strengthen the social service sector.

**Family Financial Stability**
Last year, United Way THRIVE put 61,000 families on the path to financial stability through financial coaching and education, job training, savings and credit building, safe and affordable financial products, and more.

**In Times of Crisis**
In times of crisis, like Hurricane Harvey and COVID-19, United Way is front and center, coordinating recovery, providing help through 211, and investing in critical services.

**Youth Success**
Through early childhood education, out-of-school enrichment, mentors, and other academic support, we help prepare the next generation to lead our families, businesses, and communities.

**Ensuring the Wellbeing of All**
We believe our community’s wellbeing depends on the wellbeing of everyone who lives here, and work to address the opportunity gap, attitudes and conditions that make it difficult for some to thrive.

**Quality Improvement**
United Way and our partners are committed to continuous quality improvement. We use data to measure effectiveness, identify needs and gaps, and guide strategic decision making.

**Multiplier**
When you give to United Way, you get a multiplier on your investment. You are part of a collective effort that improves people’s lives and strengthens our community.

**Who Supports Us**
- 400 corporate campaigns
- 78,000 individual donors
- 9,700 donors giving $1,000+
- 777 Women’s Initiative members giving $2,500+
- 1,900 Young Leaders giving $1,000+
- 821 LINC members under age 30
- 713 ADT members giving $17 million

**Giving**
2019-2020 Community Campaign: $67.5 million
  - Corporate Giving: $18.2 million
  - Leadership Giving: $31.2 million
  - Other: $18.1 million

**Reach**
- Service area: four counties (Fort Bend, Harris, Montgomery, Waller), 4,257 square miles
- Population: 6.5 million
- Board members: 42
- Staff size: 198