ONE OPPORTUNITY CAN SHAPE A FUTURE

Do something about it.
HOW DOES IT ALL BEGIN?

One smile and someone feels safe. One encouraging word and a child grows. One brick and a home takes shape. One outstretched hand and someone is back on their feet.

Success is the work of many, but it starts with one. One voice. One word. One decision. One person who cares.

Be the one. Please give generously.
OUR IMPACT ACROSS THE COMMUNITY

**THE CIRCLE OF LIFE**

United Way transforms individual lives, creates long-lasting, systemic change in our community and ensures a strong social services safety net by developing children and youth to their full potential, strengthening families and neighborhoods, sustaining senior independence and supporting those rebuilding their lives.

Together, we do something about it... the United Way.

A look at how you’re helping:

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children and youth</td>
<td>418,000</td>
<td>34%</td>
</tr>
<tr>
<td>Family members</td>
<td>942,000</td>
<td>27%</td>
</tr>
<tr>
<td>Seniors</td>
<td>91,000</td>
<td>10%</td>
</tr>
<tr>
<td>Individuals</td>
<td>962,000</td>
<td>29%</td>
</tr>
</tbody>
</table>

*Percentages denote United Way’s community investment by goal area.

**FAMILY FINANCIAL STABILITY**

**Why we do something about it:**

Because one skill can launch a career.  
Because one plan can alter a path.  
Because one dream can change everything.

United Way THRIVE is here to help families in our community achieve the things we want for our own families: good jobs with good wages; safe and affordable housing; success for our children; and financial stability.

Helping a family achieve self-sufficiency and long-term financial independence can change that family’s trajectory for generations.  
United Way THRIVE helps families build stronger financial futures by acquiring skills and education, obtaining better jobs, developing good financial habits and building savings.

United Way THRIVE, a collaborative launched and led by United Way of Greater Houston, leverages a network of 21 nonprofit partners and partnerships with employers, community colleges, financial institutions and city and state agencies that work together to provide families with the resources, comprehensive wraparound support and services they need to achieve real and lasting financial stability.

United Way THRIVE helps families:

- **Increase income** by getting job training, education, finding better employment and taking advantage of free income tax preparation.
- **Build savings** by developing better financial habits through financial education and coaching, reducing debt and starting a savings plan.
- **Acquire assets** by saving for a car, a home, higher education or a business through matched savings programs and access to low-cost loans.

United Way THRIVE Year Five results:

- More than 52,000 families were helped along the path to financial stability last year.
- 37,500 local families received free tax preparation, returning more than $48 million in refunds.
- More than 6,900 got jobs or received workforce development services.
- More than 10,600 families got help with financial education, coaching and increasing their savings.
- Families engaged in building workforce and financial skills increased their income by 20%.

Did you know?

- 1 in 4 in our area has trouble buying groceries.
- 320,000 Harris County families have annual incomes between $15,000 and $35,000. A family of four needs $47,000 a year just to cover basic expenses.
- 1 in 5 students in the Greater Houston area does not graduate from high school.
- Nearly 60% of Houston’s third graders lack the reading skills necessary for success in fourth grade.
SUPPORTING ACADEMIC SUCCESS

Why we do something about it:
Because one spark can light a fire. Because one discovery can open doors. Because one lesson can last a lifetime.

We know that education is the key to a better life and that the future of our families, our businesses and our community depends on our preparing new generations for success.

When kids have a strong educational foundation, they have a better chance of succeeding and positively contributing to their communities. We are committed to supporting our kids as they enter and go through school—making sure they stay on track and have the support they need to reach their full potential.

Through innovative early childhood education, reading buddies, peer-to-peer tutoring and academic support, mentoring, after-school and character development programs, and quality child care, we are preparing our kids for education beyond high school, to compete in the workforce and to lead our community into the future.

Last year:
• 86% of the students in United Way programs were more successful in school.
• Lives of 31,250 young people were impacted by United Way mentors.
• 150 students improved their reading skills in United Way Reading Together.
• 150 students built confidence and reading skills in peer-to-peer tutoring.
• United Way Bright Beginnings alumni outperformed their peers in HISD and nationally on the Stanford Math and Reading assessments and the STAAR Math and Reading assessments.
• 700 students participated in summer book clubs, and more than 800 others continued learning over the summer in our Summer Learning Initiatives.

Educational initiatives with impact:
United Way Bright Beginnings delivers an innovative curriculum, teacher training and quality care to prepare children from lower-income families to start and succeed in school.

United Way Reading Together recruits and trains volunteer readers to ensure that students “on the bubble” are reading proficiently by the time they enter fourth grade.

In peer-to-peer tutoring, fourth and fifth graders who can benefit from the opportunity to be student leaders tutor second and third grade students whose reading skills are behind grade level, with all students building reading skills and confidence.

United Way Summer Learning Initiatives help prevent the learning loss that lower-income students often experience during the summer.

Parent Education engages parents and provides them with the knowledge and tools to best bolster the academic success of their children.
2-1-1 TEXAS/UNITED WAY HELPLINE

One number for help and hope.

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

Did you know?

• In 2013, our HELPLINE specialists answered more than 935,000 calls for help.
• Not only is the 2-1-1 Texas/United Way HELPLINE one of our community's most powerful resources, but it's also the largest helpline of its kind in the country.
• HELPLINE specialists have comprehensive knowledge in areas such as basic needs, physical and mental health, employment, child care, counseling and disaster recovery.
• The 2-1-1 Texas/United Way HELPLINE answers 15,000 calls annually from veterans and their families.

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.
STRONG NETWORK

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.

United Way’s network is as large and diverse as Houston. Our affiliate agencies provide the essential framework to cover the circle of life and other nonprofit partners provide a variety of much needed services.

United Way Affiliate Agencies
- Alliance for Multicultural Community Services
- American Cancer Society
- American Red Cross - Greater Houston
- Area Chapter
- AVANCE, Inc.
- AVASA (Aid to Victims of Domestic Abuse)
- Avalon House
- Bay Area Council on Drugs and Alcohol, Inc. (BACODA)
- 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
- The Council on Alcohol and Drugs Houston
- Crisis Intervention of Houston, Inc.
- Denver Harbor Senior Citizens, Inc.
- DePelchin Children’s Center
- Easter Seals of Greater Houston
- Evelyn Rubenstein Jewish Community Center of 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. (dba AccessHealth)
- Fort Bend Regional Council on Substance Abuse, Inc.
- Fort Bend Senior’s 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 Family Service
- Legacy Community Health Services, Inc.
- The Lighthouse of Houston
- Literacy Advance of Houston, Inc.
- Local Initiatives Support Corporation (LISC)
- Lone Star Legal Aid
- Mental Health America of Greater Houston
- Montgomery County Women’s Center
- The Montrose Center
- Multicultural Education and Counseling Through the Arts (MECA)
- Neighborhood Centers Inc.
- One Goal
- Project Grad
- Salvation Army Boys and Girls Club
- Spring Branch ISD
- Wesley Community Center
- YMCA of the Greater Houston Area

United Way THRIVE Partners
- Alliance for Multicultural Community Services
- Bay Area Service Center Financial Opportunity Center
- Capital IDEA - Houston
- Career and Recovery Resources, Inc.
- Christian Community Service Center
- Covenant Community Capital
- Easter Seals of Greater Houston
- Family Services of Greater Houston
- Goodwill Industries of Houston
- Greater Houston Partnership
- Houston Area Urban League
- Houston Community College
- Literacy Advance
- Local Initiatives Support Corporation (LISC)
- Memorial Assistance Ministries
- Neighborhood Centers Inc. - Promise Credit Union & Neighborhood Tax Centers
- Northwest Assistance Ministries
- SER – Jobs for Progress
- Volunteers of America Texas
- Wesley Community Center
- Workforce Connection
- Workforce Solutions

United Way Education Partners
- Aldine ISD
- Alief ISD
- All Kids Alliance
- AVANCE
- Big Brothers Big Sisters Lone Star
- Boy Scouts of America – Sam Houston Area Council
- Boys & Girls Clubs of Greater Houston, Inc.
- Center for Hearing and Speech
- Child Care Council of Greater Houston, Inc.
- The Children’s Museum of Houston
- Chinese Community Center
- Citizen Schools
- Collaborative for Children
- Communities in Schools
- Community Family Centers
- DePelchin Children’s Center
- Evelyn Rubenstein Jewish Community Center of Houston
- Family Services of Greater Houston
- Fifth Ward Enrichment Program, Inc.
- Genesys Works
- Girl Scouts of San Jacinto Council
- Houston Area Urban League
- Houston ISD
- Multicultural Education and Counseling Through the Arts (MECA)

United Way’s Nonprofit Connection supports nearly 800 nonprofits annually, helping bolster their ability to serve through leadership development, mentoring, building and a host of other services, like our Community Resource Center.

United Way Service Centers help ensure services are available in outlying areas
- Bay Area Service Center
- Montgomery County Service Center
- Fort Bend County Service Center
- Waller County Service Center
This is your invitation to do more for your community. Join leaders from across our community in doing something about it for our neighbors and our city, while expanding your personal and professional networks.

United Way’s Leadership Giving Donor Groups include:

**Alexis de Tocqueville Society:** Philanthropists whose annual gifts of $10,000 or more demonstrate their deeply rooted commitment to our community.

**Leadership Circle:** Notable donors who take a stand for our community through their generous annual gifts ranging from $5,000 to $9,999.

**Impact Circle:** Devoted supporters who make a profound impact through their gifts of $2,500 to $4,999.

**Chairman’s Club:** Committed individuals who provide an outstanding base of support through their gifts of $1,000 to $2,499.

**Women’s Initiative:** Community-minded women who generously support United Way with personal gifts of $2,500 or more.

**Young Leaders:** Visionary young professionals, age 45 and under, who pave the way for the future through gifts of $1,000 or more annually.

**United Way LINC:** A new donor group focused on volunteering. LINC members are those age 30 and under who come together for the greater good and give $250 or more annually. Learn more at houstonlinc.org.

**Diamond Donors:** These loyal individuals have helped United Way do something about it with their generous annual gifts for 25 years or more.

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Take care of Houston, today and tomorrow. Make a Forever Gift by including United Way of Greater Houston in your will or estate plan. To learn more, please contact cwilliams@unitedwayhouston.org.
One step unlocked a new frontier.
One word started our story.
One breakthrough changed the future.
One person made it possible.

BE THE ONE.

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