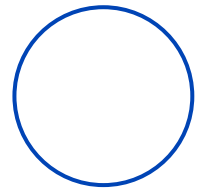




UNITED WAY
United Ways
of Texas

Moving Forward Together: Advocacy Impact & Network Priorities





Welcome & Opening Remarks



TEXAS UW REGIONAL CONVENING

○ United Ways of Texas

Overview & Statewide Impact



Our Mission

To strengthen and support the work and impact of local United Ways in Texas.



How UWT serves...

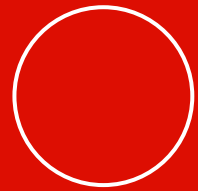
- Monthly CEO Calls
- Network Conference
- Network Engagement/Learning Sessions
 - TA Services
- Legislative Engagement
 - Back-Office Support
 - New ALICE Report
- Statewide Initiatives: Texas WORKS, TNS, SECC, ALICE, Lantern
 - Disaster Response
- Resource Development Convenings
- Resource Development Statewide Opportunities
 - Nonprofit Sector Advocacy
 - Statewide Engagement

Member Engagement/Feedback

In the past year, what services or engagement opportunities from your state association or UWW have best helped your United Way move forward?

How can we build upon these answers?

TEXAS UNITED WAY REGIONAL CONVENING



Legislative Recap & Key Outcomes



OUR PRIORITIES

Educational Opportunity

Every youth deserves the opportunity to reach their full potential.

Healthy Communities

Everyone deserves the opportunity to live their healthiest life.

Financial Security

Everyone deserves the opportunity to earn a living that sustains a family and builds security for future generations.

Community Resiliency

Every community deserves the knowledge and resources to be resilient.

United is the Way we create opportunity for all

2,300+

bills tracked

covering issues of importance for communities across Texas

140+

cards of support

put in by United Ways of Texas staff for bills being heard in committees

150

attendees at UW Capitol Day

with representation from over 14 local United Ways

100+

legislative actions by United Ways

including contacts made to legislative offices, oral and written testimony, local agendas, calls to action, and sign-on letters

11

statewide collaborative policy groups

with representation from United Ways of Texas



89th Regular Session



- **89th Regular Session concluded** its regular session on June 2, 2025, after a 140-day session.
- **28 new members & new House Speaker** elected, Rep. Dustin Burrows (R-Lubbock)
- **Nearly 8,900 bills and joint resolutions filed** & over 1,300 passed
- **Key topics included** public education funding, private school vouchers, and water infrastructure.
- **\$338 billion budget** approved for the 2026–2027 biennium
- **2nd Special Session began Friday** to reconsider six vetoed bills, including measures on hemp, water, trafficking victims, and judicial procedures as well as other issues: redistricting, flooding/disaster response, & more.

COMMUNITY RESILIENCY

✗ MISSED OPPORTUNITIES

- **211 Modernization (HB 38)**

- Would have modernized the 211 Texas network, improved disaster response coordination, and enhanced data across referral networks. Despite broad support and designation as a priority bill by Speaker Burrows, it did not pass.

- **Missed Budget Investments in Critical Services**

- The Legislature failed to meaningfully invest in core areas that support resilient communities—including housing, transportation food access, and the nonprofits delivering these services.



COMMUNITY RESILIENCY

NONPROFIT SECTOR CAPACITY

✓ KEY WINS

Stopped Harmful Nonprofit bills

Our network DEFEATED the following bills:

SB 2623 restricting certain nonprofits near schools, higher ed, & parks and adding a licensing requirement.

SB 504/HB 4188 requiring nonprofits that contract with government to disclose additional financial information.

HB 4852/SB 2340 giving AG broad power to examine nonprofit records & pursue criminal charges.



EDUCATIONAL OPPORTUNITY



✓ KEY WINS

- ✓ **\$8.5B** public school funding boost (**HB 2**) – including teacher pay, school safety, & special education.
- ✓ Expansion of CTE & pathways to college and career (**HB 120**).
- ✓ Early childhood education data modernization (**HB 3963**) and governance improvements (**HB 17**) & other early literacy/numeracy, **including funding for Dolly Parton Imagination Library**
- ✓ **\$13.2M** in new funding to cover the cost of reduced priced meals allowing them to be provided at no-cost to every student in Texas!!

✗ MISSED OPPORTUNITIES/CONCERNS

- Basic allotment increase fell short – **only \$55 increase per student**
- Pre-k setbacks – **HB 2 provisions** may limit tuition-based pre-k programs & growth.
- No meaningful progress on student mental health & wellbeing.

HEALTHY COMMUNITIES



SOME WINS,

✓ Secured Improvements to the Medicaid and SNAP Eligibility System

\$800M to modernize TIERS, add temporary staff, and speed up application processing for Medicaid, CHIP & SNAP applications.

- ✓ Non-medical drivers of health: **HB 26** allows coverage for nutrition services + pilot for medically tailored meals for pregnant women.
- ✓ Mental Health Workforce Investments: **SB 646** expands student loan forgiveness to more licensed mental health professionals and **SB 1401** creates a statewide pipeline program to grow the mental health workforce.



BIG DISAPPOINTMENTS

- **HB 321 by Bucy** would have streamlined kids' enrollment in Medicaid/CHIP
- Summer EBT vetoed by the Governor



Advocacy Win: SB 379 as passed only restricts SNAP use for sweetened drinks and candy.

FINANCIAL SECURITY

✓ KEY WINS

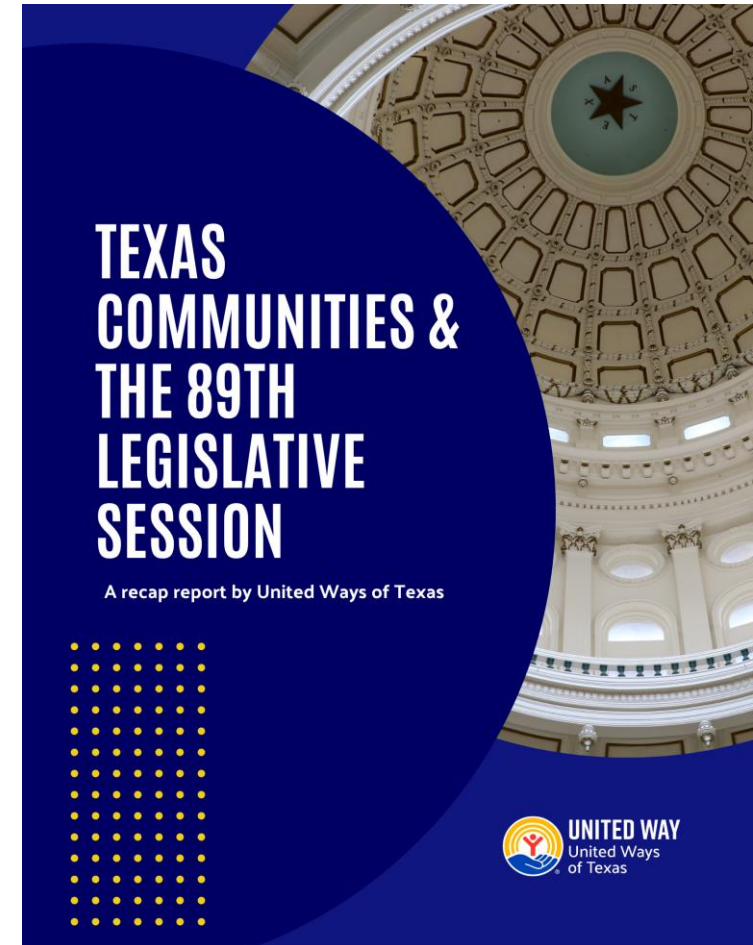
Child Care Access & Stability

- ✓ **\$100M** for subsidies to reduce waitlists & expand access
- ✓ **SB 462**: Priority on subsidy waitlists for children of child care educators
- ✓ **HB 2294**: allows for increased rates for high-quality providers (TRS)
- ✓ **SB 1265**: TWC to share child care resources & best practices with employers
- ✓ **HB 599**: Cuts local red tape to help expand home-based child care

✗ **MISSED OPPORTUNITIES**: Transportation (**HB 3947**) & Housing Affordability for ALICE WORKERS (**SB 208**)



Read the full Legislative
Recap Report & share!!



Discussion

Which wins (or near-wins) stand out as the most significant for United Ways and for the communities we serve?

What do you think will matter most to your local stakeholders about the outcomes of this session?

TEXAS UNITED WAY REGIONAL CONVENING

○ Moving Priorities Forward

Local Advocacy & Opportunities



Continue to Move Priorities Forward

- **Policy is made at the Capitol – but impact happens at home**
Real change depends on how policies are implemented, funded, and supported locally – and that only happens with strong community engagement.
- **Local Policy Change Moves Faster and Faces Less Gridlock**
Local decisions can deliver real impact sooner – and often with fewer political roadblocks.
- **You Have Greater Access and Influence**
Local leaders are your neighbors. Your voice carries more weight, and a single conversation can make a real difference.
- **Community Engagement Is Stronger and More Personal**
People show up when it affects their neighborhoods, schools, and families – making advocacy more powerful and authentic.
- **Local Wins Fuel Statewide Change**
Success in one city or county becomes the model – and the momentum – for statewide reform.

Ready?

- Host town hall / briefing
- Submit op-ed / letter to editor
- Meet with elected officials
- Share local data (ALICE, 211) Train board/staff/affinity group

Want to go Deeper?

- Relationship mapping (board, staff, volunteers → policymakers)
- Engage affinity groups (Women United, Tocqueville, Young Leaders)
- Form Public Policy Task Force
- Partner with local service groups
- Participate in budget processes / proclamations
- Invite elected officials to events & board meetings
- Thank lawmakers, highlight shared priorities

Even Deeper: Lead on Policy Solutions

- Champion local funding initiatives (e.g., penny sales tax, bonds, set-asides)
- Work with city/county/school boards on resolutions & ordinances
- Lead or join community coalitions on ballot measures
- Formalize partnerships (MOUs with local governments)
- Shape local budgets: testify, propose amendments, secure line-items

Over the next 6–12 months, what's ONE advocacy action you or your United Way could commit to locally? **Write it on a Post-it.**

HR 1 - OBBA

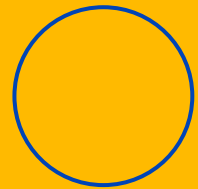
- Up to **1.7 million Texans** could lose their health insurance **under expiring tax credits and through coming changes to the Affordable Care Act marketplace under HR 1.**
- Cuts to ACA subsidies and increased paperwork burdens could cause **over 560,000 Texans** to lose their marketplace coverage by 2027.
- An estimated **160,000–200,000 Texans** are expected to lose Medicaid due to more frequent **eligibility redeterminations.**
- Up to **185,000 Texans** could lose or see a reduction in SNAP benefits – especially in rural areas and communities of color.

NEW TOOLKIT: HR 1 Implementation Advocacy

- HR 1 Breakdown & Key Provisions
- Social media messages
- Roundtable Hosting Guide
- Op – ed template
- Implementation timeline & anticipated impact
- Summary of Texas impact
- and more.....



TEXAS UW REGIONAL CONVENING

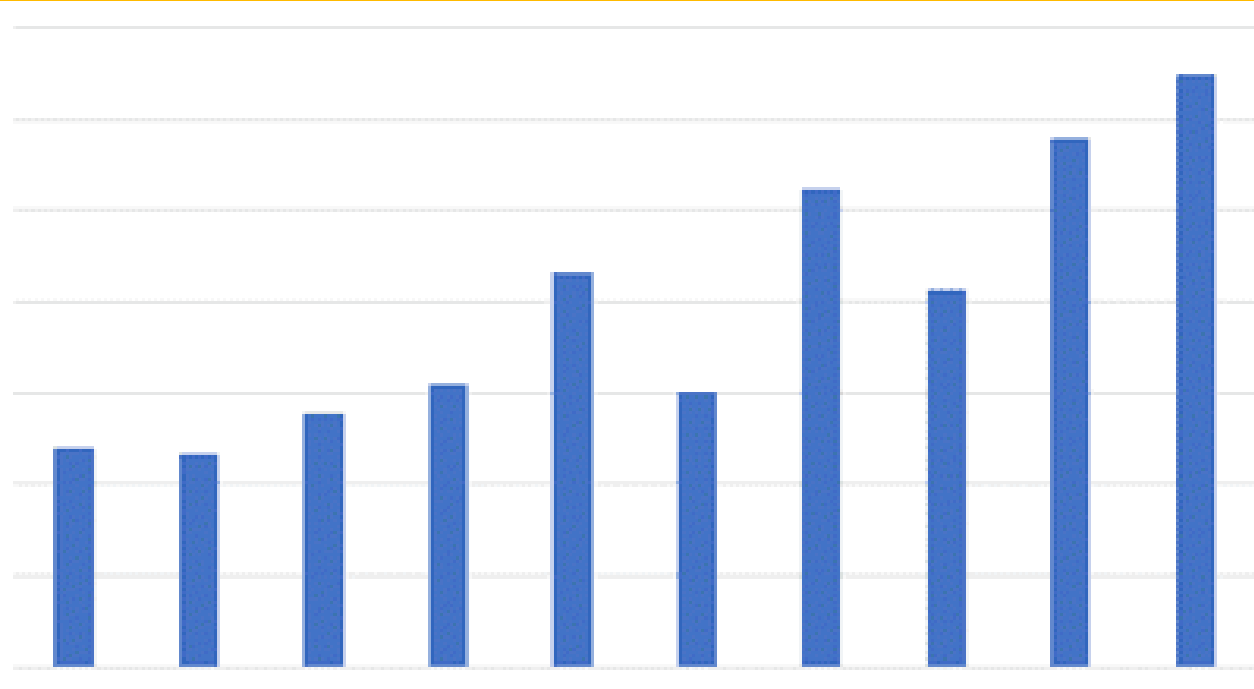


Diversifying Revenue





Trends & Challenges in Nonprofit Funding and Resource Development



United Way Top Gains & Losses

Common Traits of Increased Dollars

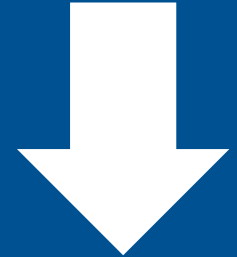
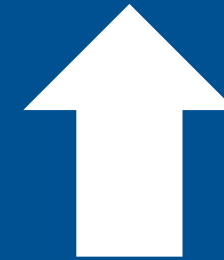
- Dedicated Campaign Period
- Match Program
- Executive or Senior Leadership Champion
- Sharing of Donor Data
- Integration of Volunteerism with Giving
- Understanding of UW Impact/Relevance
- Impact Investment
- Disaster/Emergency Increases Relevance/interest from Employee

Common Traits of Decreased Dollars

- Evergreen Campaign
- Third Party Processor
- Limited or No Donor Data
- Decentralized campaign



WORKPLACE CAMPAIGN HEADLINES



○ Strategies for Diversifying Revenue



Potential Revenue Streams



Workplace Giving

United Way's #1 revenue source.
Strengthen best practices – use as corporate culture builder.



Individual Giving

Identifying opportunities for people to build affinity for UW (Tocqueville, Women United, Young Leaders, Student United Way)



Planned Giving

Large source of income from those who already support UW.



Grants & Contracts

Corporations and governmental sources.

Potential Revenue Streams



Cause Marketing

Working with corporations to promote United Way (ex: point of purchase donations)



Public Campaigns (SECC, CFC, etc.)

Public employees, including public Universities



Shared Corporate Opportunities

Program or Focus Area grant involving multiple United Ways



Sponsorships (Events, Facilities, Focus Areas)

Event sponsors, named buildings or rooms, lead supports of United Way focus areas

○ Shared Corporate Opportunities



One of United Way's most valuable assets,
are the relationships that we steward.

United Ways can help strengthen relationships with companies that are in communities across Texas.



GLOBAL CORPORATE PARTNERSHIPS TEAM UPDATES 2025



Haley Chambers, Manager, Global Corporate Partnerships



United Way
of Lee County



Last Updated – 6.17.25

Territory Structure of Team FY25

Addie Ostrander

Wendy Traxler

Dillon Schwindt

Caitlin Wagner

Vacant

Sarah Bonavich

Mallory Butler
Jakia Hamilton

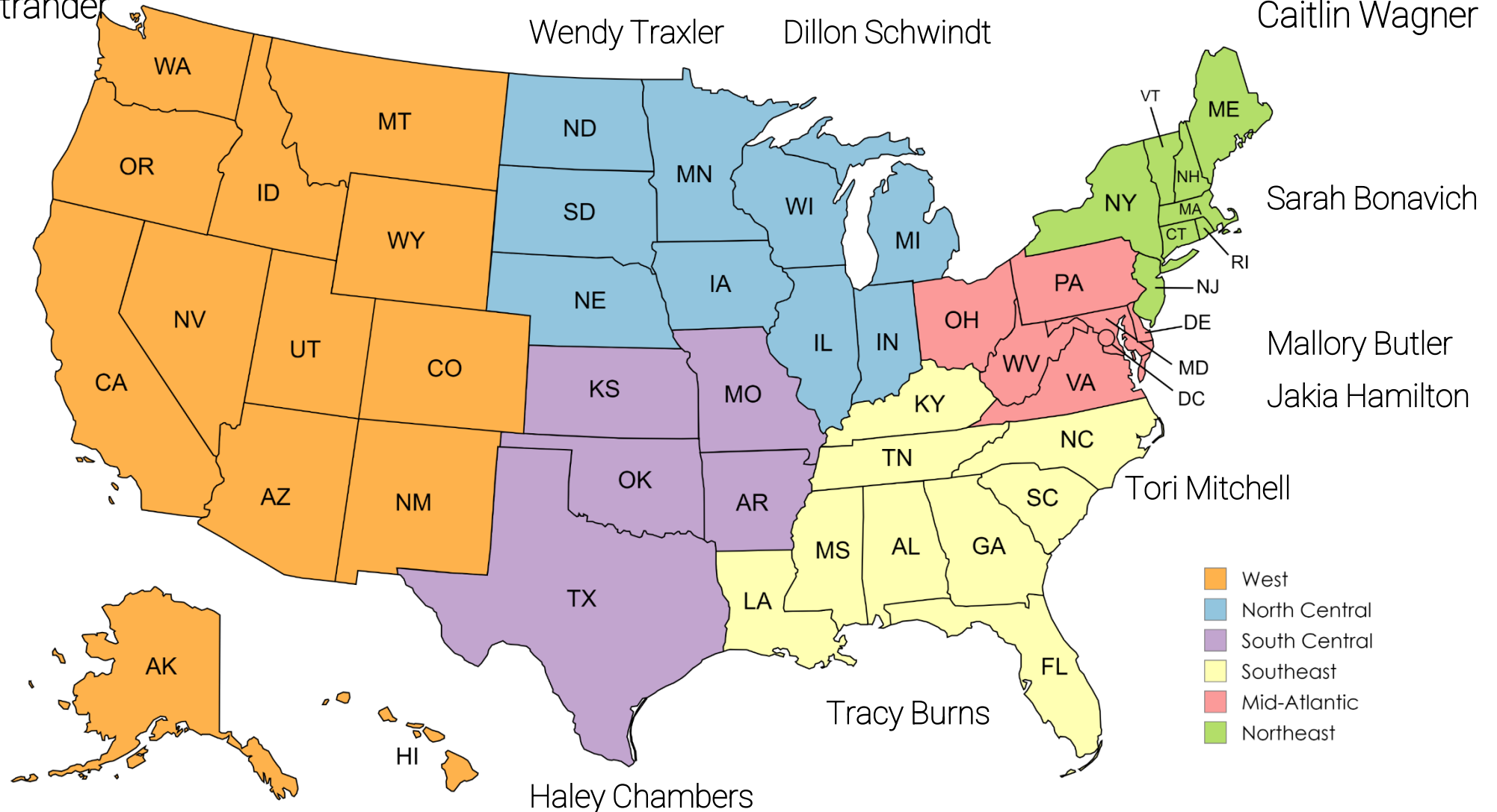
Tori Mitchell

Tracy Burns

Haley Chambers

NOTES

- Addie Ostrander is responsible for West, consisting of West, South Central and North Central regions.
- Caitlin Wagner is responsible for East, consisting of Northeast, Mid-Atlantic, and Southeast regions.
- Dillon Schwindt is based in North Central and has many accounts there but also works on other opportunities as assigned.



Role of Global Corporate Partnerships team

- **Secure significant revenue** in support of United Way mission
- **Facilitate significant revenue** in support of United Way (Local United Ways)
- **Secure unrestricted and impact funding** from corporations and corporate foundations
- **Support Revenue Diversification** by growing and expanding multi-faceted corporate partnerships
- **Act as a resource** to the Network for corporate funding/fundraising
- **Partner with other Departments** on an ongoing basis to learn of priorities and funding opportunities, translate into effective go-to-market strategies
- **Work with all other Lines of Business** in support of cross-functional fundraising and other support
- **Significant source of brand impressions and brand understanding**

Working Together

EXISTING RELATIONSHIPS

- Support connections to other local markets to optimize campaign cohesion and efficiency
- Co-create an ask strategy for additional corporate investment and engagement
- Joint stewardship and reporting

POTENTIAL NEW RELATIONSHIPS

- Capacity and expertise at UWW to research and develop compelling proposals
- Ability to engage multiple LUW markets when appealing to corporate partner
- Platform to make larger asks that benefit local markets + UWW simultaneously
- Joint stewardship and reporting

TEXAS UW REGIONAL CONVENING

2025 Workplace Campaign Toolkit

The new marketing toolkit is designed to support 2025 workplace campaigns. Leveraging our umbrella brand campaign awareness theme, “United is the Way,” this comprehensive toolkit includes messaging, photography, email and website tips and templates, as well as print and digital assets to amplify your team’s fundraising strategies and foster meaningful engagement. [Access toolkit.](#)



Celebrate Civic Bravery: Ongoing Grant Opportunity

UWW is a proud founding partner of The Courage Project, a new U.S. initiative celebrating everyday acts of civic bravery. Backed by an initial \$5 million commitment from a coalition of major charitable foundations, each month the project will distribute monetary awards of \$10,000 to \$50,000 to organizations and individuals who exhibit acts of courageous community service and bridgebuilding. Local United Ways and their partners are encouraged to submit nominations.

“ Selfless acts of
**compassionate
courage** are powerful
reminders of our
**collective humanity
at its best.**

Angela F. Williams
PRESIDENT AND CEO
UNITED WAY WORLDWIDE

Learn more.



Federal Public Policy: Staying in the Know

- Stay informed on federal policy & resources through our weekly **Public Policy Newsletter** with this [link](#)
- The **National Council of Nonprofits** resource guide for [understanding EO implications for nonprofits](#).
- Resources on UWO: [Navigating U.S. Federal Policy Change | United Way Worldwide](#) & FAQs: [Navigating U.S. Federal Policy Change: FAQs | United Way Worldwide](#).
- **Share stories** about how federal policy change is affecting your United Way or community [HERE](#).

LEADING CORPORATE PARTNER PROGRAM (LCPP)

Goals of Corporate Partnership Program

- Redefine what it means to be a corporate partner of United Way
- Strengthen, build, and expand current partnerships
- Attract and secure new corporate partnerships
- Providing increased and consistent awareness and visibility of our top corporate partners
- Provide increased value to our corporate partners
- Provide increased value to United Ways

**“Recognize corporations
for current contributions
with consistency,
structure, and rigor.”**

FROM

- Exclusive, only global and national partners
- No partnership criteria
- No partnership “agreements”/verification
- Included all funds raised, with no minimum to United Way
- No reporting requirements or funding review
- Little stewardship and impact reporting
- No formalized recognition
- Little or no United Way engagement



TO

- Inclusive, high performing partners; regional, national and global
- Minimum annual corporate funding, raised or invested
- Partnership “agreements”/verification
- Only Resources Under Management (RUM) considered and recognized for employee campaigns
- Partners with United Way in the US and Globally (if applicable), facilitates introductions for partnership consideration in international markets
- Partners with United Way in Headquarter Market(s) and in multiple markets throughout their footprint
- Minimum annual in-person planning and evaluation meetings
- Maintains active contact and communications with UWW Global Corporate Partnerships team members and the HQ LUW, at minimum

Types of Corporate Partnerships



Workplace
Giving Partners



Impact Partners



Cause Marketing
Partners

Leading Corporate Partner Criteria

Financial Commitment

- Minimum annual corporate funding, raised or invested, of at least \$1M
- Only Resources Under Management (RUM) considered and recognized

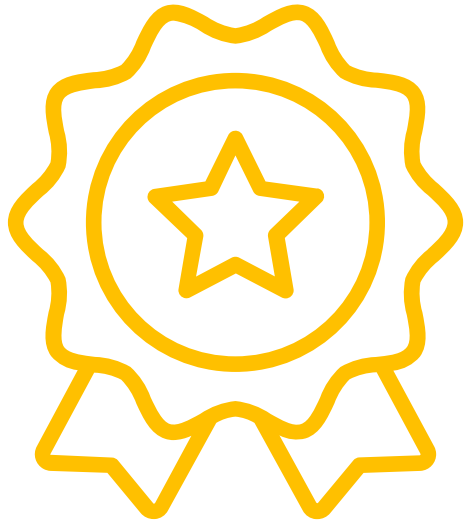
Geographic Reach

- Partnership with United Way in Headquarter Market
- Pathways for partnerships in the US and globally (as applicable)

Engagement and Collaboration

- Minimum annual in-person evaluation and planning meetings
- Active contact with Headquarter United Way and Global Corporate Partnerships team

Top Recognition Level: President's Circle



Companies whose aggregative giving reaches tiered thresholds exceeding \$5M for unique benefits and awareness.

All other criteria remain.
Additional Levels may apply.

Overview of Recognition and Benefits

- Ability to align and promote partnership with one of the world's leading nonprofit organizations
- Use of United Way marks, logos, and other assets, as applicable and approved
- Recognition of company and relationship on United Way owned channels, (social media, unitedway.org, annual report)
- Recognition at all United Way network events (Global Conference, Regional Conferences, Roundtables, etc.)
- Eligibility to be recognized for annual awards and recognition (Gala 2026)
- Recognition of company in national (international) print and online publication(s)
- Opportunity to have United Way executive speak at company event (kick-off, wrap-up, leadership gathering, conference)
- Invitation for executive to attend Power of Partnerships (POP), annual gathering of top-level partners – Summer 2025
- Recognition of company at United Way Worldwide Headquarters Office in Alexandria, VA
- Annual local/national/global planning session and evaluation meeting with United Way local and global staff
- Impact report delivered to company annually, dependent on type of partnership
- Dedicated staff contact at United Way Worldwide and locally at HQ local United Way
- Press release and/or social media assets created for company usage
- Press release and/or social media posting with other partners, dependent on level
- Invitation for executive to join Leading Corporate Partner Corporate Leadership Cabinet
- Opportunity to grow relationship to multi-faceted partnership (volunteering, cause marketing, board involvement, impact grant, workplace)

LEADING CORPORATE PARTNER PROGRAM

PRESIDENT'S CIRCLE: COMPANIES THAT RAISE OR INVEST \$5 MILLION+ ANNUALLY*



CATERPILLAR



publix

RAYMOND JAMES



verizon

COMPANIES THAT RAISE OR INVEST \$1 MILLION+ ANNUALLY*



BANK OF AMERICA



COMCAST



Deloitte.



EAT•N



JPMORGAN
CHASE & CO.

Kellanova

PAYCHEX



STELLANTIS



TRUIST



Wegmans



** and meet other eligibility requirements*

— Diversifying Revenue: Cause Marketing Partnerships

What is Cause Marketing?

A collaboration between a for-profit business and a nonprofit organization for a common benefit.

9 in 10

consumers **(86%)** say they're likely to **purchase from purpose-driven companies**

8 in 10

employees (78%) are more likely to work for a **company that leads with purpose**

8 in 10

employees **(76%)** are more likely to trust a company with a strong purpose

Types of Cause Marketing

PIN-UP

IN-STORE

Donation is recognized with a personalized pin-up displayed in locations.

Typical activation is a request for a \$1, \$3, or \$5 donation. Customer is given a pin-up to write their name on and added to the in-store display.

DONATION

IN-STORE & ONLINE

Customers can add a donation amount at checkout.

Typical activation is a request to donate to the selected charity. This is usually executed with a designated barcode. Some companies also recognize customers with a coupon offer.

ROUND UP

IN-STORE & ONLINE

Customers round up their transaction total.

Typical activation is a register request to round up your purchase to the nearest dollar. This type of cause marketing is most often seen at mini-marts or gas stations.

DONATION WITH PURCHASE

IN-STORE & ONLINE

Company makes a donation as part of the purchase price.

Typical activation is a % or flat amount donated from the purchase price of one or a collection of items.

These donations normally have a minimum and maximum.

ON PACK PROMOTION

IN-STORE & ONLINE

Company incorporates cobranded promotion into product packaging.

Typical activation is percentage of sale or flat donation. This technique is popular with consumer goods.

These donations normally have a minimum and maximum.

MATCH OPTION

ONLINE

Company can match donations up to a certain amount.

This can apply to any of the cause activations.

The company can also create a stand-alone call for donations with a match opportunity via social media or email.

Goals of Cause Marketing Practice

- **Generate at least \$25M in sustainable cause revenue annually by FY2029**
 - Contribute significantly to the success of the Network by generating significant unrestricted pass-through funding
- **Position UWW as a leading cause and philanthropic brand**
 - Contribute significantly to the success of brand building and brand understanding
- **Build Network-wide support of cause marketing, especially with the State Associations and the Local United Ways**
- **Establish a signature cause moment, as well as develop an evergreen cause practice able to activate year-round**
- **Inspire and support effective partner activation**

Why United Way Will Be Successful with Cause

- Global/national organization with local impact
- Appeal to broad demographics, economic groups, geographies and psychographics
- Reputation as a favorite, leading, and large nonprofit organization
- Cause campaigns grounded in hyper-local impact and stories with measurable outcomes and impact in areas that consumers care about today
- Authenticity, resonance, and relevance

Cause Marketing Revenue Share

The recommended revenue share for cause marketing at United Way is an average of 75% to LUWs and 25% to UWW (Net)

- The revenue share is the most generous of large nonprofits, federated and non-federated.
- In most instances, expenses will not be incurred. If there are, the revenue share will be after expenses are paid.
- There will be a matching process in place for LUWs and retail locations.
- Average as sometimes we will not receive breakdowns (ex. min/max guarantee by CPG)

Examples of Cause Promotions - DoorDash

DoorDash In-App Activation

Customers entered a promo code at checkout to unlock a donation.

Resulted in 185.4M impressions and 161,675 code redemptions.

HOMEPAGE BANNER

We'll highlight the donation promo code via a homepage banner in the DoorDash app.



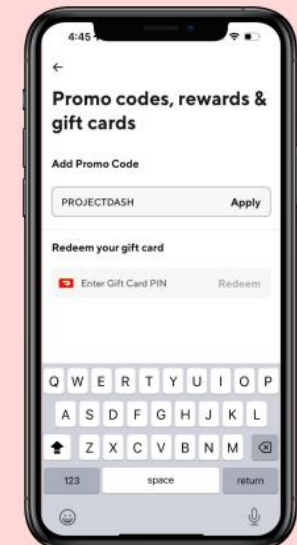
LANDING PAGE

All traffic will drive to a bespoke landing page that highlights the special donation promotion.



DONATION PAGE

Customers enter the PROJECTDASH promo code at checkout. Each time the promo code is applied we will fund a \$5 donation to our partners.



— Questions?

Let's Connect!

Hchambers@uww.unitedway.org



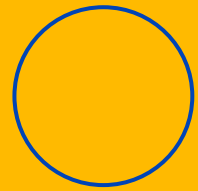
○ Tools, Trainings, & Best Practices From Across the Network



Tools, Trainings, and Tips:

- UWT & UWW staff
- United Ways of Texas online learning sessions
- [Online.unitedway.org](https://online.unitedway.org)
- Fellow United Ways

TEXAS UW REGIONAL CONVENING



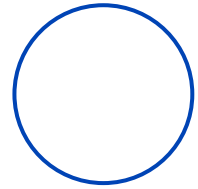
Group Discussion



Discuss:

- What are you doing to diversify your revenue?
- What successes are you seeing?
- What roadblocks are you encountering?
- What resources do you need to address these?

TEXAS UW REGIONAL CONVENING



Statewide Initiatives & Programs Update



Strengthen the Network – Align Collective Efforts – Create Stronger Impact



Texas Partner

unitedforalice.org



Get Connected. Get Help.™

211texas.org



mylantern.org



txnnonprofits.org



Texas WORKS Coalition

FOR FAMILIES, EMPLOYERS, & COMMUNITIES

uwtexas.org/texas-works



texasfccn.org





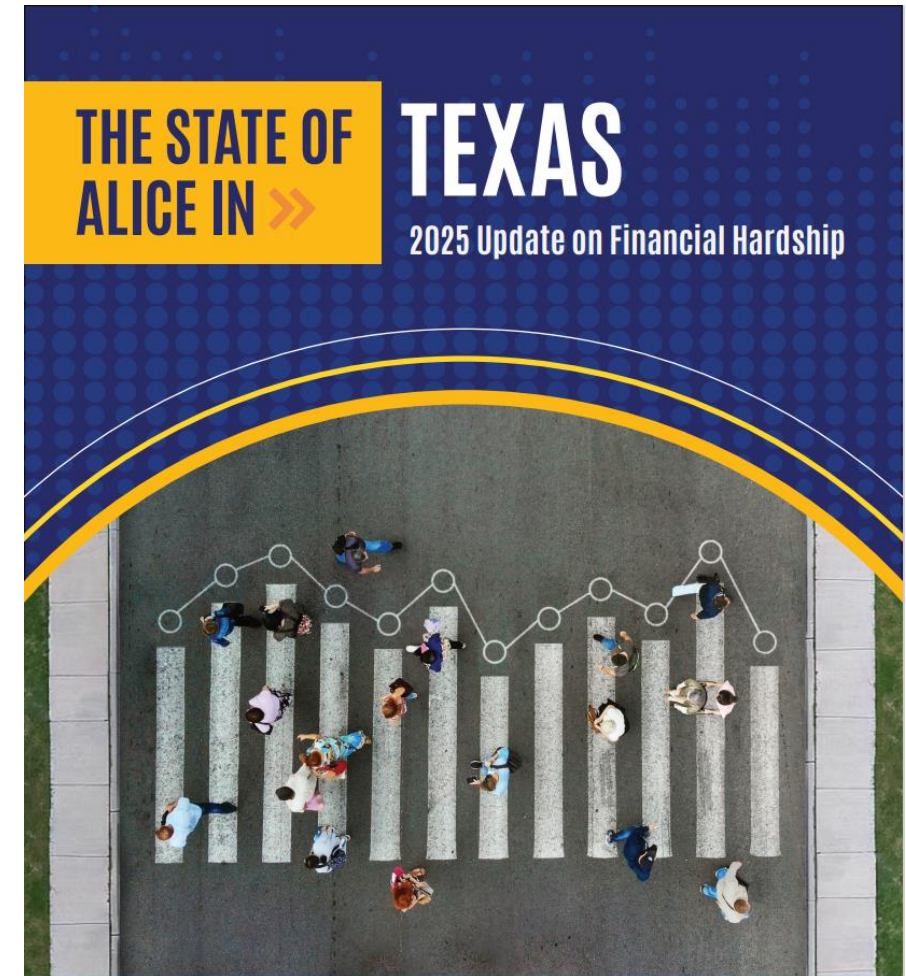
Texas Partner

42% of all households
earn below
the ALICE Threshold

2 in 5 

TEXAS

Statewide, there are 4,679,533 households that can't afford the basics. These families fall **below the ALICE Threshold**, which includes those in poverty and **ALICE** (Asset Limited, Income[®] Constrained, Employed). Struggling yet hidden in plain sight, ALICE earns above the poverty level, but less than the cost of household basics.



2025 ALICE Report Update

What is Available

- 2025 State of ALICE in Texas Report
- National Data
- State Data
- Data Tools (Wages, Legislative District, Household Survival Budget, Community Maps, Indicators of Well-Being)
- Mapping
- ALICE in Action

How to Engage

- Targeting & Design
- Funding & Storytelling
- Policy & Systems Change
- Measurement
- Annual Sponsorships Available
 - Greater Houston
 - San Antonio & Bexar County
 - Lubbock Area
 - Mid & South Jefferson County
 - Denton County

How UWT supports

- Coordinates ALICE in Texas Sponsorship
- Coordinates Texas RAC (Research Advisory Council)
- Localized ALICE data briefings
- Training on how to use ALICE data & reports
- Bi-monthly ALICE network calls
- Shared Assets
- Statewide Advocacy





211 is Texas' Front Door to Benefits & Local Services

211's Centralized Model Reduces Duplication Across I&R Systems

Strengthening 211 Texas Enhances Support & Efficiency for ALL United Ways and their partner agencies

United Ways of Texas is policy lead on strengthening I&R, including 211.



What is Available

- 24/7 call center + online search
- Statewide resource database
- Disaster response & recovery support
- Specialized services (crisis, veteran, mental health)
- Data on community needs & trends

How to Engage

- Ensure resources are accurate and complete
- Identify needs and gaps using 211 data and call trends.
- Strengthen partnerships by sharing 211 insights with community leaders. Know your local 211 team
- Support advocacy with local data and stories.
- Promote 211 through outreach & marketing
- Leverage specialized services (crisis, veteran, mental health referrals).
- Collaborate for tailored reports and tools.

How UWT supports

- Custom local reports & dashboards
- Advocacy resources & messaging
- Marketing & outreach materials
- Training & technical assistance
- Statewide coordination & disaster support





*and supported through a grant with
Texas Health & Human Services*

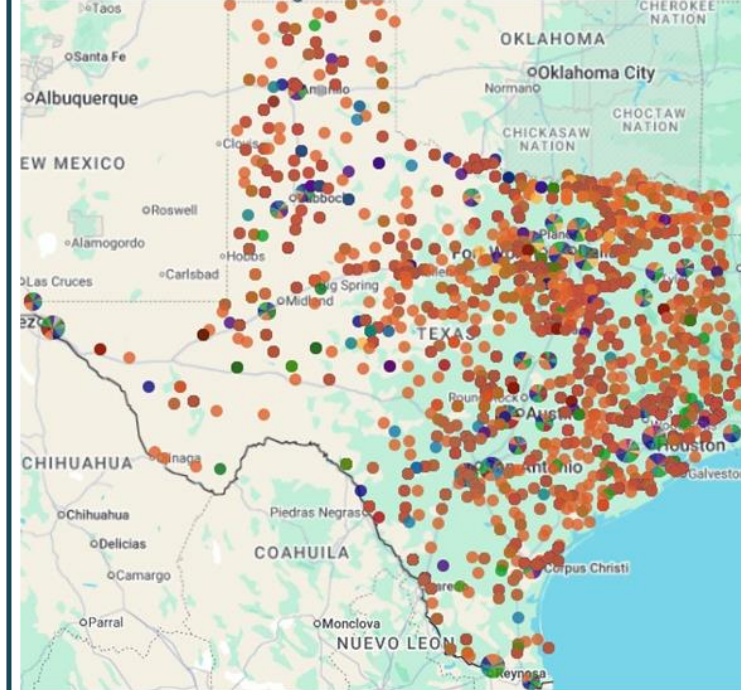
Text-based communication platform delivering trusted, localized messages to parents, caregivers, and community members.

•Features:

- Age- and interest-targeted messages
- Customizable community messages
- Multilingual options for broader access
- Integration with local partners and resources



Enrollment Tracking for Texas



- Amarillo
- Beaumont
- Laredo
- Lubbock
- Longview
- San Marcos
- Waco
- Wichita Falls
- Houston
- Corsicana
- Tyler
- Corpus Christi
- San Angelo
- Austin
- Dallas
- El Paso
- Midland/Odessa
- San Antonio
- Rio Grande Valley

Texas Subscribers

75,230 – Active Accounts

85,515 – Active Children

60,662 – Low Income Children

16,936 – Children in HPSA

What is Available

- Provides direct communication access to families.
- Helps United Ways reach ALICE households and other vulnerable populations.
- Supports early childhood education, family stability, workforce readiness, and disaster response.
- Offers measurable impact through message reach, engagement, and link clicks.

How to Engage

- Promote to nonprofits engaged with children/families
- Work with a local Lantern partner on message collaboration
- Promote during community events, website, e-news, social media, etc
- Become a partner

How UWT supports

- Statewide guidance and best practices
- Shared assets for promotion
- Monthly Lantern Network Calls
- Facilitate peer learning

Texas Nonprofit Strong

- Partnership between UWT and OneStar Foundation
- Elevates the power & economic impact of the nonprofit sector to local communities and Texas economy
- Unified voice representing the overall sector

KEY ACCOMPLISHMENTS:

- TNS Advocacy Network
- 2025 Policy Priorities
- Capitol Day w/ over 150 of attendees
- 2023 Built for Texas Refresh & District One Pagers (Released in 2025)



What is Available

- Built for Texas Report & Toolkit – highlighting the economic impact of nonprofits
- Nonprofit Resource Directory
- Regional Data
- Legislative District Reports
- Advocacy Resources
- Research & Studies



How to Engage

- Share the Built for Texas Report in your community & educate stakeholders (board of directors, elected officials, business leaders, media)
- Lift up nonprofit voices by engaging community partners .
- Promote nonprofit capacity-building by connecting local organizations to TNS trainings, resources, and policy updates.
- Collaborate on storytelling by sharing local examples
- Attend Capitol Day

How UWT supports

- Co-leads the Built for Texas report.
- Leads statewide nonprofit policy & advocacy.
- Elevates United Way perspectives within the larger nonprofit coalition.
- Provides talking points, fact sheets, and advocacy toolkits tailored for local use.
- Supports relationship-building with legislators, funders, and nonprofit partners.
- Amplifies local stories and successes at the state level.



Statewide initiative formed to strengthen home-based child care businesses and expand access to affordable, high-quality care for families. Supported by the **Texas Workforce Commission, Civitas Strategies, Shine Early Learning, and United Ways of Texas**



This project is supported by the Administration for Children and Families (ACF) of the United States Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$5,378,809, with 100 percent funded by ACF/HHS



Partners

| | |
|--------------------|--|
| 1 Waco | United Way of McLennan County |
| 2 San Antonio | United Way of San Antonio and Bexar County |
| 3 Rio Grand Valley | United Way of Northern Cameron County |
| 4 Lubbock | Lubbock United Way |
| 5 Austin | United Way for Greater Austin |
| 6 Amarillo | Pending |
| 7 Midland | United Way of Midland |
| 8 Victoria | United Way of the Crossroads |
| 9 North Texas | Pending |
| 10 Central Texas | Central Texas Workforce Solutions |

What is Available

- Expanding access to affordable, high-quality care
- Supporting provider sustainability with coaching, training, and grants
- Offering shared services and resources to reduce costs
- Building a stronger early childhood workforce
- Serving families in underserved and rural communities



How to Engage

- Promoting FCCN membership in your communities—encourage local providers to sign up and access services
- Regional Coffee & Conversations. A monthly networking session (virtual or in-person)
- Hosting or co-facilitating workshops to introduce FCCN offerings
- Acting as a community outreach hub—connecting providers in rural or underserved areas to FCCN support.

How UWT supports

- Regional Meeting Support
- Shared Assests
- Statewide promotion
- Region Development



Texas WORKS Coalition
FOR FAMILIES, EMPLOYERS, & COMMUNITIES

Leading Texas workforce policy through SkillSPAN
(funded by the National Skills Coalition)

Advocating for training access, job pathways, and
support for working families

Shaping infrastructure workforce policy via new NSC
Infrastructure Academy

Collaborating nationally to ensure all Texans can
access quality jobs



How to Engage

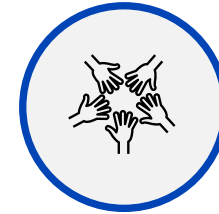
- Join us as we re-engage the Texas WORKS Coalition starting in October.
- Connect us with business leaders and other economic development voices to help move priorities forward.
- Engage in discussions with local leaders on ways to support ALICE in connecting to in-demand infrastructure jobs, such as water and broadband.
- Stay tuned for upcoming virtual convening on broadband and water workforce.
- Share interests/ways you are working to help ALICE get access to quality jobs, including through supportive services.



Key Takeaways



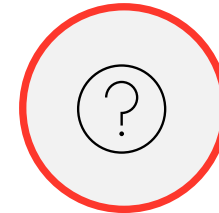
**Advocacy
Engagement**



**Network
Engagement**



**Statewide
Initiatives**



**Technical
Support**

TEXAS UNITED

**Thank you for your
continued
partnership and
engagement!**

– UWT Team



Roxanne

President & CEO



Greg

Director of Statewide
Initiatives



Stephanie

Director of Impact
& Engagement



Ashley

Director of Public
Policy & Advocacy



UNITED WAY
United Ways
of Texas