

Item 6



Travis County Commissioners Court Agenda Request

Meeting Date: January 22, 2013

Prepared By/Phone Number: Melissa Velasquez, County Judge's Office
Elected/Appointed Official/Dept. Head: Samuel T. Biscoe, County Judge
Commissioners Court Sponsor: Samuel T. Biscoe, County Judge

AGENDA LANGUAGE:

CONSIDER AND TAKE APPROPRIATE ACTION ON REQUEST TO PARTNER WITH UNITED WAY FOR GREATER AUSTIN TO CONDUCT TRAVIS COUNTY COMBINED CHARITIES CAMPAIGN.

BACKGROUND/SUMMARY OF REQUEST AND ATTACHMENTS:

In September 2012, the County lost its fiscal agent that distributes contributions from employees to charitable organizations for our annual Travis County Combined Charities Campaign. The Judge's Office scrambled to quickly find another fiscal agent, but was unsuccessful and the 2012 campaign was canceled.

United Way of Greater Austin has expressed an interest in serving as the fiscal agent for Travis County's campaign. They provide similar services for many workplaces in the county and have experience and dedicated staff that would work closely with us and provide additional benefit to Travis County's campaign. United Way offers increased visibility in the workplace and support.

Travis County Combined Charities has been a labor of love for many of our dedicated department liaisons who spend time and effort gathering pledges from county employees. United Way proposes to provide increased involvement and services, thereby reducing tasks currently performed by county staff.

STAFF RECOMMENDATIONS:

Recommend that Commissioners Court support a workplace campaign that facilitates contributions from county employees; authorize staff to move forward and negotiate a contract with United Way.

AGENDA REQUEST DEADLINE: All agenda requests and supporting materials should be submitted as a pdf to the County Judge's office, agenda@co.travis.tx.us by **Tuesdays at 5:00 p.m.** for the next week's meeting.

United Way for Greater Austin values the opportunity to serve as Travis County's partner in building philanthropy by managing the 2013 employee giving campaign. If selected, United Way agrees to provide:

- Customized campaign planning and implementation
- Dedicated United Way staff and support staff
- Invitation to Annual United Way training and celebration event with other area employee campaign leaders
- Campaign collateral including brochures, posters and pledge forms
- Marketing support including – but not limited to – the development of customized campaign messaging
- Access to the United Way Speakers Bureau
- Access and Information for employees to United Way's Navigation Center: 2-1-1
- Opportunities for Travis County Leadership Donors to participate in Women's Leadership Programs, Young Leaders and other leadership events
- Pledge processing
- Patriot Act certification of designated nonprofit agencies
- Quarterly distribution of designated gifts, with comprehensive reporting
- Customer service for donors and agencies
- No fees associated with gifts to United Way ("Make the Greatest Impact", Success By 6, Target Graduation, Financial Opportunity or Health)
- Campaign management costs associated with gifts to nonprofit agency average 13.25%, with a maximum of \$250*

Travis County would provide:

- Timely, accurate pledge result details
- Regular remittance of withheld employee contributions
- Payment details for accurate payout of designations and donor acknowledgment

United Way for Greater Austin is pleased to facilitate the philanthropy of our community's largest employers:

State Employees Campaign (60,000 employees)

Combined Federal Campaign (9700 employees)

H-E-B	Flextronics	Baker Botts
IBM	Emerson Process Management	Federal Express
3M	Wells Fargo	Applied Materials
AT & T	Texas Gas	Vinson & Elkins L.L.P
Deloitte	Freescale Semiconductor	National Instruments
Enterprise	Texas Mutual Insurance Co	ABC Home and
Rent A Car		Commercial Services
UPS	Austin American Statesman	Samsung

***Optional: Cost Recovery Fees paid by Travis County** If Travis County would like to ensure that 100 percent of Travis County employee donations are passed through to their selected charitable cause(s), the County may choose to make a one-time corporate gift to United Way for Greater Austin.

UWATX Pledge Form



United Way for Greater Austin

1

MY INFORMATION

United Way for Greater Austin only uses contact information to process donations and let you know how your investment is helping Greater Austin thrive.

Mr. Mrs. Ms. or Dr. Recognition Name

First Name M.I. Last Name

Home Address

City State Zip

Home Telephone Work Telephone Ext.

Preferred Email Personal Work

\$5-per-paycheck* means



4 hours

of parent education to reduce childrens' behavioral problems.

\$10-per-paycheck* means



9 hours

of financial education to help manage savings and income

2

MY GIFT

Please select a payment method and specify the amount in the yellow box to the right.

Easy Payroll Deduction

_____ X _____
Amount per pay period Number of yearly pay periods
(Every 2 weeks=26, twice per month=24)

\$

Cash/Check [Check No. _____]
Please make check payable to United Way for Greater Austin.

\$

Stock
To donate stock, please check the box and United Way for Greater Austin will contact you.

\$

Automatic Credit Card Charge
To make your donation with a credit or debit card, please visit our secure website at uwatx.org/EmployeeGifts or call 512.382.8615.

\$

\$20-per-paycheck* means



36 children

receive quality afterschool programs in a safe, supporting and interactive environment

*Assumes 25 paychecks

TOTAL

\$

Please make sure this matches the total on the back.

SEE REVERSE SIDE TO COMPLETE YOUR PLEDGE

3

WHERE MY GIFT GOES

Please check the gray box to specify where you'd like to invest and indicate the amount in the corresponding yellow box.

Make the greatest impact

\$



United Way for Greater Austin helps our community overcome barriers to economic opportunity and continue to thrive. We are solving problems not just for one person with one need, but creating solutions for a large community with large needs.

145K

Number of lives impacted by UWATX in the last three years.

Target my support to UWATX's strategic programs

Success By 6 (Education)

Success By 6 works to make sure every child is ready for kindergarten by improving the complex network of child care services, parent education, public and private funding and public policy.

\$

Target Graduation (Education)

In order to boost the lagging high-school graduation rate, Target Graduation focuses on providing and coordinating support services proven to positively impact middle school students.

\$

Financial Opportunity (Income)

Our Financial Opportunity programs empower working poor families and individuals with the knowledge and tools to become financially stable.

\$

Health

Our health work includes the United Way Navigation Center, which helps callers access healthcare and human services, and supports our work in education.

\$

Restrict my dollars to a nonprofit agency

UWATX will send your gift, your name and address unless otherwise specified.

Minimum \$50** \$

Nonprofit 501(c)(3) Organization name

Employer ID Number (EIN)

Address (Required)**

City

State

Zip

TOTAL

\$

Please make sure this matches total from front.

4

MY GIVING SOCIETIES

Please check the box for any groups you'd like to join or find out more about.

Leadership Giving

I gave \$1,000 or more to UWATX and/or a UWATX program.

Tocqueville Society

I gave \$10,000 or more.

Women's Leadership Council

I gave \$1,200 or more to UWATX and/or a UWATX program.

Loyal Contributor

I have been giving to United Way for 10 years or more.

Young Leaders Society

I gave \$1,000 or more to UWATX and/or a UWATX program and am age 45 or under.

Year of first gift: _____

Note: Please make sure to provide your email on the front so you can receive information and invitations to participate with these giving societies.

SIGNATURE

DATE

I wish to remain anonymous in publications

Please do not release my information to my restricted agency

** If you do not provide the address of the nonprofit organization or your gift is less than \$50, your donation will be redirected to UWATX.

If an agency you designate to is not a qualified 501(c)(3) tax-exempt organization, if the information is incomplete or if your designation is less than \$50, your gift will be redirected to United Way for Greater Austin in support of our work in the community. United Way for Greater Austin is a nonprofit organization as defined by section 501(c)(3) of Internal Revenue Service Code, Tax ID 74-1193439. Gifts made to United Way for Greater Austin may be tax-deductible. No goods or services were provided in exchange for this contribution. Consult your tax advisor for more information. For contributions made through payroll deduction, refer to your paystub or payroll office for your total gift amount. United Way for Greater Austin honors donor intent. Please email employeeegifts@uwatx.org if you have any questions or concerns.

Your contribution at work makes a difference:

By giving just \$10-per-week, you could help Greater Austin residents overcome barriers to economic opportunity and make sure our community thrives.

Here's what \$10-per-week could mean for our community:



8 weeks

of one-on-one mentoring to middle school students to double their likelihood to graduate.



14 hours

of parent education to reduce their children's behavior problems.



18 hours

of financial education to help manage savings and income.



36 children

receive quality afterschool programs from staff trained to create a safe, supportive and interactive environment.

If everyone gave \$2.50 more per paycheck, we could serve an additional:

1,086 infants and toddlers
+ 1,370 middle school students
+ 7,185 families

10,000+ more people

GIVING BACK

**MAKES
AUSTIN
GREATER**



SCHOOL READINESS ACTION PLAN

FOR AUSTIN/TRAVIS COUNTY

United Way for Greater Austin

United Way for Greater Austin has released the School Readiness Action Plan for Austin/ Travis County, an ambitious three-year plan to increase the percent of children who enter kindergarten school ready to 70 percent by 2015. To develop plan, United Way led two years of collaborative efforts with the City of Austin, Travis County and a variety of local stakeholders.

BACKGROUND

- › Approximately one in three households in Travis County include children under 6.¹ More than one in four children under 6 (27%) live in poverty and this population is growing at a faster rate than the overall population.²
- › In Central Texas, only one in two students enter kindergarten ready to learn,³ but in low-income Austin neighborhoods, the number drops to only 13 percent.⁴
- › Brains are the most malleable in the first few years, meaning that creating environments that support healthy brain development during the first five years is more effective than treating problems at a later age.⁵
- › Depending on the intervention, the return on investment (ROI) for early childhood interventions ranges from \$4.10 to \$9.20.⁶
- › Despite this need, for every dollar spent on K–12 education, only 13.7 cents is spent on our youngest children. Moreover, investments in the first three years of life represent a modest 1 percent of this funding.⁷

OUR VISION

Public and private sectors in Austin/Travis County will work together to ensure that school readiness becomes and remains a top priority. By the time children enter kindergarten, they will have the cognitive, physical, social, emotional and language skills needed to thrive in the educational setting.

Percent of kindergarteners not ready for school



OVERALL STRATEGY AND FOCUS

This plan is built on a clear framework:



As this equation suggests, the success and future of our community's children depend on a strong system of adult supports during the earliest years of a child's life. No part of the equation can stand alone – nor can we succeed if one element of the equation is missing.³

While the Action Plan strives to improve the quality of care for our community as a whole, it focuses on children with multiple risk factors:

- › Poverty or low-income conditions
- › Disparities because of race, ethnicity or language
- › A mother's low education level
- › Under- or unemployed parents
- › Exposure to violence in the home or neighborhood

ENDORSED BY

Mayor Lee Leffingwell, Judge Samuel Biscoe, Senator Kirk Watson, Representative Larry Gonzales

OUR GOAL:

INVEST IN THE FUTURE OF OUR COMMUNITY BY INCREASING THE TOTAL PERCENT OF READY CHILDREN TO 70 PERCENT BY 2015.

SCHOOL READINESS ACTION PLAN

FOR AUSTIN/TRAVIS COUNTY

United Way for Greater Austin

OUR GOALS:

HOW WE'LL GET THERE:

<p>READY FAMILIES</p>	<p>Parents have a secure attachment to their infants and young children. Parents respond appropriately to their children's cues. Families provide stimulating learning experiences for their children prior to school entry. Families are financially stable.</p>	<ul style="list-style-type: none"> › Increase parent education, including literacy, financial education, information about school readiness and other research-based training
<p>+ READY EARLY EDUCATION SERVICES</p>	<p>Affordable, accessible early education services are available for all families. Available early education services are culturally relevant, healthful, engaging, rigorous, and are of sufficient quality to measurably impact school readiness outcomes.</p>	<ul style="list-style-type: none"> › Increase quality of early childhood programs, including Pre-K and child care centers › Support early childhood teachers through training and education › Increase participation in education for children under 6, including child care, Head Start and Public School Pre-K
<p>+ READY HEALTH AND MENTAL HEALTH SERVICES</p>	<p>Children and family members are linked to preventative physical and mental health services and treatment as needed. Children with developmental delays are referred to appropriate services.</p>	<ul style="list-style-type: none"> › Bolster health care services with developmental screenings, literacy programs and referrals to quality child care › Increase access to health care through child care centers › Educate child care centers about the importance of social emotional learning
<p>+ READY COMMUNITIES</p>	<p>Public and private sectors in Austin/ Travis County work together to ensure children's school readiness becomes and remains a top priority. Progress on all components of the Action Plan is measured and results are reported to the community annually.</p>	<ul style="list-style-type: none"> › Increase outreach to public officials about the importance of early childhood care and education › Increase public spending on care and education for young children › Track success of the Action Plan
<p>= CHILDREN READY FOR SCHOOL SUCCESS</p>	<p>LOW-INCOME TRAVIS COUNTY CHILDREN AGES 0-5 ARE HAPPY, HEALTHY AND PREPARED FOR SCHOOL SUCCESS.</p>	<ul style="list-style-type: none"> › Maintain high standards for children receiving services through the Action Plan › Increase the percent of school ready children

1. <http://2010.census.gov/2010census/data/>
 2. <http://www.census.gov/acs/www/>
 3. <http://e3alliance.org/pdfs/kinder-ready-042011.pdf>
 4. UCLA Center for Healthier Children, Families and Communities (2011). Early development instrument (EDI):
 5. Community profile for Austin, Texas.
 6. Harvard University Center on the Developing Child. (2007). A science-based framework for early childhood policy.
 7. Lynch, R. (2007). Enriching children, enriching the nation. Economic Policy Institute.
 8. Bruner, C. (1999). The myth of the first three years: A new understanding of early brain development and life-long learning. New York.
- *Low-income is defined as a family of four living on less than \$46,000 annually.

Target Graduation



United Way for Greater Austin

In order to boost the lagging high-school graduation rate in Central Texas, Target Graduation focuses on board, system-wide interventions to positively impact not just individual student performance but the culture of learning in schools and programs. The program develops and coordinates systems, which emphasize collaboration to prepare students for success in college, work and life.

Middle School Matters

Working with Webb, Mendez and Decker Middle Schools, Middle Schools Matters coordinates a wide array of evidence-based services, including behavioral health, case management, mentoring, tutoring, out-of-school time and parent education, and provides campuses with a system for ensuring these services are available to meet the specific needs of students.

While services may have historically been available on these campuses, the coordinated system that Middle School Matters brings facilitates a relationship between the campus and service providers to more efficiently use them for greater impact.

Out-of-School Time

Middle school students in Texas spend more than 75% of their waking hours outside of the classroom - this provides a huge opportunity to implement supplemental community programs that encourage positive youth development. Through its out-of-school time work, United Way strives to improve the quality, availability and outcomes of development programs in Central Texas.

Additionally, in an effort to ensure children have access to high-quality out-of-school time programs, United Way leads and coordinates the Youth Program Quality initiative, a comprehensive, continuous quality improvement system for out-of-school programs.

Did you know?

7X Middle school students that are held back are **seven times** more likely to drop out.

Number of potential dollars lost in annual income per cohort of high school dropouts.

\$425M

How we've helped:

2133

Number of interventions for students, including behavioral, mentoring, afterschool and summer services, through Middle School Matters.

465+

Number of students we've helped attend afterschool programs since July 2011.

481

Number of youth workers that received YPQ training.

For more information, contact Laura G. La Fuente, Director of Target Graduation
laura.lafuente@uwatx.org or 512.225.0376