### 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, <u>agenda@co.travis.tx.us</u> **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 | <b>Texas Mutual Insurance Co</b> | ABC Home and               |
| Rent A Car |                                  | <b>Commercial Services</b> |
|            |                                  |                            |
| 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** 

### **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 Na | ime       |      |  |
|--------------------------|----------------|-----------|------|--|
| First Name               | M.I.           | Last Name |      |  |
| Home Address             |                |           |      |  |
| City                     |                | State     | Zip  |  |
| Home Telephone           | Work Telephon  | e         | Ext. |  |
| Preferred Email Personal | Work           |           |      |  |



\$5-per-paycheck\* means

of parent education to reduce childrens' behavioral problems.



of financial education to help manage savings and income



#### 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.

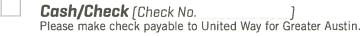
### SEE REVERSE SIDE TO COMPLETE YOUR PLEDGE

### **MY GIFT**

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

### **Easy Payroll Deduction**

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



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.

### 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



Health

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.



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. Our health work includes the United Way Navigation Center, which helps callers access healthcare and human services, and supports our work in education. Minimum 👝 Restrict my dollars to a nonprofit agency UWATX will send your gift, your name and address unless otherwise specified. Nonprofit 501(c)(3) Organization name Employer ID Number (EIN) Address (Required)\*\* City State Zip MY GIVING SOCIETIES Please check the box for any groups you'd like to join or find out more about. Leadership Givina Tocaueville Society I gave \$1,000 or more to UWATX and/or a UWATX program. I gave \$10,000 or more. □ Women's Leadership Council Loyal Contributor I gave \$1,200 or more to UWATX and/or a UWATX program. I have been giving to United Way for 10 years or more. Year of first gift: Young Leaders Society Note: Please make sure to provide your email on the I gave \$1,000 or more to UWATX and/or a UWATX program front so you can receive information and invitations to and am age 45 or under. participate with these giving societies.

\*\* 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 employeegifts@uwatx.org if you have any questions or concerns.

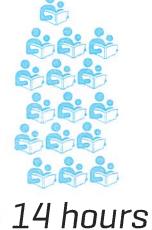
## Your contribution at work makes a difference:

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

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



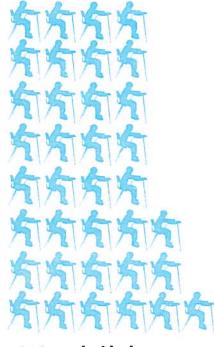
**8 WEEKS** of one-on-one mentoring to middle school students to double their likelihood to graduate.



of parent education to reduce their childrens behavior problems. or



18 hours of financial education to help manage savings and income.



## 36 children

receive quality aftershool programs from staff trained to createa 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





### SCHOOL READINESS ACTION PLAN

FOR AUSTIN/TRAVIS COUNTY

United Way for Greater Austin

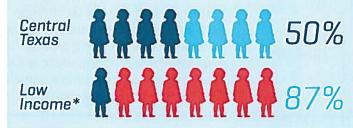
United Way for Greater Austin has released the School Readiness Action Plan for Austin/ Travis County, an ambitious threeyear plan to increase the percent of children who enter kindergarten school ready to 70 percent by 2015. To develop plan, United Way led two years of collaborative efforts with the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

### BACKGROUND

- Approximately one in three households in Travis County include children under 6.<sup>1</sup> 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.<sup>2</sup>
- In Central Texas, only one in two students enter kindergarten ready to learn,<sup>3</sup> but in lowincome Austin neighborhoods, the number drops to only 13 percent.<sup>4</sup>
- 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.<sup>5</sup>
- Depending on the intervention, the return on investment (ROI) for early childhood interventions ranges from \$4.10 to \$9.20.<sup>6</sup>
- 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.<sup>7</sup>

#### **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:

- Ready Families + Ready Early Education Services
- + Ready Health Systems
- + Ready Communities

= Children Ready for School Success

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.<sup>3</sup>

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:  |
|---|--|--|---|
|   | READY<br>FAMILIES                                | Parents have a secure attachment<br>to their infants and young children.<br>Parents respond appropriately to their<br>children's cues. Families provide<br>stimulating learning experiences for<br>their children prior to school entry.<br>Families are financially stable. | <ul> <li>Increase parent education, including<br/>literacy, financial education, information<br/>about school readiness and other research-<br/>based training</li> </ul>   |
| + | READY EARLY<br>EDUCATION<br>SERVICES             | Affordable, accessible early education<br>services are available for all families.<br>Available early education services are<br>culturally relevant, healthful, engaging,<br>rigorous, and are of sufficient quality<br>to measurably impact school readiness<br>outcomes.   | <ul> <li>Increase quality of early childhood<br/>programs, including Pre-K and child care<br/>centers</li> <li>Support early childhood teachers through<br/>training and education</li> <li>Increase participation in education for<br/>children under 6, including child care,<br/>Head Start and Public School Pre-K</li> </ul> |
| + | READY HEALTH<br>AND MENTAL<br>HEALTH<br>SERVICES | Children and family members are<br>linked to preventative physical and<br>mental health services and treatment as<br>needed. Children with developmental<br>delays are referred to appropriate<br>services.  | <ul> <li>Bolster health care services with<br/>developmental screenings, literacy programs<br/>and referrals to quality child care</li> <li>Increase access to health care through child<br/>care centers</li> <li>Educate child care centers about the<br/>importance of social emotional learning</li> </ul>                    |
| + | READY<br>COMMUNITIES                             | Public and private sectors in Austin/<br>Travis County work together to ensure<br>children's school readiness becomes<br>and remains a top priority. Progress on<br>all components of the Action Plan is<br>measured and results are reported to the<br>community annually.  | <ul> <li>Increase outreach to public officials about<br/>the importance of early childhood care and<br/>education</li> <li>Increase public spending on care and<br/>education for young children</li> <li>Track success of the Action Plan</li> </ul>   |
| 1 | CHILDREN<br>READY FOR<br>SCHOOL<br>SUCCESS       | LOW-INCOME TRAVIS COUNTY<br>CHILDREN AGES 0–5 ARE HAPPY,<br>HEALTHY AND PREPARED FOR<br>SCHOOL SUCCESS.  | <ul> <li>Maintain high standards for children<br/>receiving services through the Action Plan</li> <li>Increase the percent of school ready<br/>children</li> </ul>  |
|   | http://2010.census.g                             |  | Lynch, R. (2007). Enriching children, enriching the nation. Economic<br>Policy Institute.   |

- 2. http://www.census.gov/acs/www/
- http://e3alliance.org/pdfs/kinder-ready-042011.pdf
   UCLA Center for Healthier Children, Families and Communities
- (2011). Early development instrument (EDI):
- Community profile for Austin, Texas.
   Harvard University Center on the Developing Child. (2007). A sciencebased framework for early childhood policy.
- 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**



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?

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:



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

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