



Education is the Key

School may be out for the summer but at United Way of the Coastal Bend we have EDUCATION on our minds 365 days of the year because when we look at the overall health and well being of a community everything intersects at the points where our work begins: EDUCATION, INCOME and HEALTH.

What would the impact to our community be if we could increase the number of high school graduates or double the number of college graduates in each of the counties we serve? The impact would be profound to say the least. We know that unemployment would go down, life expectancy would rise, and the crime and incarceration rates would decrease.

One tool that clearly illustrates this information is the [Common Good Forecaster](#). It is a web-based tool that uses the most recent Census data to forecast the impact of increased educational attainment on such factors as health, financial stability, civic engagement and crime. I encourage you to take a moment to visit this information for our Coastal Bend area - county by county - and ask yourself, "How can I help?"

VOLUNTEER. There are a number of ways to volunteer at any one of our Coastal Bend school districts. Become a mentor, tutor, teacher's aide, classroom, or library helper. Give as much or as little of your time as you can. Some participation may require a background check and additional paperwork so find out what will be required before the next school year begins.

GIVE. Another annual community-wide initiative offering an opportunity to help is **Operation Supply Our Students**.

SAVE THE DATE

July 1

Emerging Leaders Society

Next Meeting

(Learn more about ELS [here](#))

August 16

LIVE UNITED Day

Volunteer Opportunity

(Details [here](#))

October 28

18th Annual UWCB Golf Classic

(Details [here](#))

V I T A

Volunteer Income Tax Assistance

2011 Final Report

The final numbers from the Volunteer Income Tax Assistance 2011 tax return filing season have been tallied and include the number of tax returns filed, dollars saved in filing fees, dollars of total refunds and more. A full report can be reviewed [here](#).

To learn more about how you can get involved, contact Donna Hurley, V.P. of Community Impact at 361-882-2529 x118 or at donna.hurley@uwcb.org.

ELS Update

The Emerging Leaders Society

Through Operation SOS, United Way of the Coastal Bend is collaborating with KRIS Communications, H-E-B and Goodwill Industries of South Texas to collect donated school supplies and financial contributions for the purchase of school supplies.

Our reports from 32 of the 36 Coastal Bend school districts indicate that **almost 50,000** elementary and middle school children qualify for free or reduced lunch. That's 78% of the total children registered not including high school. Together we can help start the 2011-2012 school year right with much needed supplies for learning through Operation SOS.

Other Operation SOS partners include KFTX, Whataburger and the Corpus Christi Hooks. Together they are offering two free tickets to any CC Hooks home game in exchange for donated school supplies as well as hosting a live remote event in August at Whataburger restaurant, 4126 S. Staples, where 20% of sales during lunch will go to Operation SOS. [Visit our website for details.](#)

Give of your time and give financially. Together we can make a difference in the area of EDUCATION for our Coastal Bend community and we do it when we LIVE UNITED.

Sincerely,



Catrina Wilson, President & CEO



Volunteer Spotlight

14 United Way volunteer readers spent the morning reading to preschoolers at the Greenwood Molina

members are making plans to install A Born Learning Trail in a local community park. The Born Learning Trail is an interactive, playful and visible community engagement tool to promote early childhood education. It captures 10 fun outdoor games on engaging signs to help parents and caregivers create learning opportunities for young children.

To learn more about how you can join the Emerging Leaders Society contact Adriana Martinez, Resource Dev. Coordinator at adriana.martinez@uwcb.org or 361-882-2529 x 116.



Sponsorship Opportunities

Our United Way Campaign season is just around the corner and opportunities to sponsor campaign materials are still available. Sponsors are an important part of helping to keep our costs low so that more people can be helped. Your company will gain valuable exposure as we visit thousands of people at hundreds of companies throughout the Coastal Bend.

To learn more, visit the [Sponsorship Opportunities](#) list or contact Amy Towery, Resource Development Director at 361-

Children's Center. It was great fun! Thanks to all who participated.



United Way volunteer Jen Riley with Scott Electric reads to a class of preschoolers for LIVE UNITED Day. May 26, 2011

882-2529 x117 or
amy.towery@uwcb.org.

Link to our
Annual Report
[HERE](#)



A \$3.5 Million Investment in Community



Members from United Way of the Coastal Bend's Board of Directors announce over \$3.5 million of investments in programs that operate under the United Way Community Impact Areas: Education, Income and Health. (LR: Ann Hennis, Hartline, Dacus, Barger, Dreyer, LLP; Wade Smith, AEP Texas; Steve DeSutter (Chair), Stripes LLC; Catrina Wilson, United Way of the Coastal Bend; Shelley Parks, H-E-B; Mike Carrell (Chair Elect), Frost Bank; John Owen (Secretary), Goodwill Industries of South Texas)

These investments represent dollars raised during the 2010 United Way annual workplace and individual giving campaign, and special events.

... More news conference information and photos [here](#).



Raul Rodriguez & Maria Bazan Garcia are two of many ECCs at the City of Corpus Christi helping United Way to coordinate several departmental campaigns.

You Could Be an ECC

Do you need to be needed? Well guess what, WE NEED YOU! Hundreds of volunteers at workplaces around the Coastal Bend make a difference in our community by acting as the Employee Campaign Coordinator (ECC) for their company. ECC's coordinate the United Way Workplace Giving Campaign and act as a point-person to help United Way raise money within their company during the campaign season.

If you are interested to learn more about how you can become an ECC at your workplace, give us a call. No company is too big or too small to run a United Way workplace campaign.

Learn more about running a workplace Campaign [here](#)

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