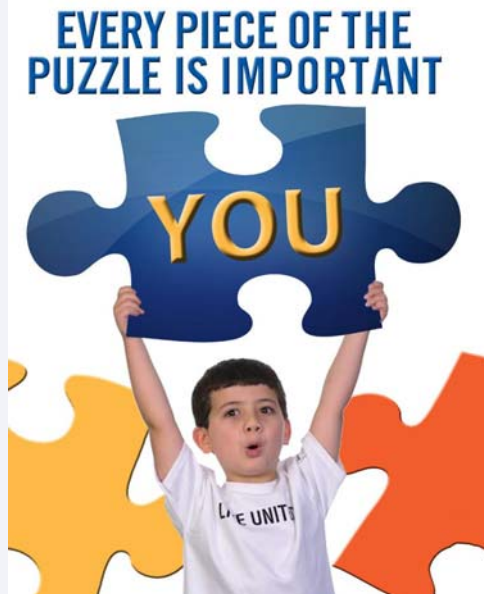


Dear Carla,



Message from Catrina Wilson

As September and October cycle around once more turning calendars to the season known as fall, the United Way of the Coastal Bend enters that time period known as **Annual Campaign**.

This year's campaign theme, "Every Piece of the Puzzle is Important", underscores the fact that we could not do our work without the thousands of donors who renew their pledge each year. Whether by payroll deduction through an employer, by monthly credit card payments or a one-time donation, every gift is important to the work of improving lives right here in the Coastal Bend. Every donor is an important piece to the puzzle we're creating called a healthy and stable community - and that means **YOU!**

In this edition of our bi-monthly newsletter, we pay a special note of thanks to those companies and organizations that have 'set

SAVE THE DATE

October 28

18th Annual UWCB Golf Classic

Fundraiser, Volunteer
Opportunity, Raffle
(Details [here](#))

November 2

LIVE UNITED Day

Volunteer Opportunity
Project: Working with kids at the
Boys & Girls Club
(Details [here](#))

November 15

Walk for the Hungry and Homeless

Homeless Issues Partnership
(Details [here](#))

UWCB Named Lead Local Organization to New National Assets & Opportunity Network

The Corporation for Enterprise Development (CFED) selected United Way of the Coastal Bend to the inaugural set of organizations named in the Assets & Opportunity Network. The national network is a collection of advocates, practitioners, policymakers and others working to expand economic opportunity for low-income families and communities. United Way of the Coastal Bend was one of four Texas organizations named to the network along with RAISE Texas, United Way of Greater Houston and YWCA of

the pace' for our annual campaign. We are pleased to announce that this year's Pacesetters have given the campaign a healthy kick-off by raising **OVER \$1,600,000** - surpassing last year's efforts! We are so grateful to each of them and hope you'll review the list and give them a nod of thanks too.

We also hope that the fall season will bring with it a bit of cooler weather since the United Way team will be hosting several outdoor activities over the next few months.

First, on October 28th golfers will be hitting the green to benefit United Way of the Coastal Bend for the **18th Annual United Way Golf Classic**. We are especially grateful to the generosity of this year's presenting sponsors, CITGO and Flint Hills Resources and send a special note of thanks to them. The Annual Golf Classic is United Way's biggest charity event of the year with two flights of tournament play, silent auctions, food and fun! This year's event will be held at the Corpus Christi Country Club and there are spots still available for sponsors, players and volunteers. Contact Heath Niemeyer our vice president of resource development at 361-882-2529 x111 for more information.

Another highlight of the annual event is the **Golf Classic Raffle** which boasts a list of prizes from several sponsors including: Federal "Steel Sales", Miller Environmental (BBQ pit), Kenneth Haunschild Fishing Guide Service (fishing trip for 3), Berry's Jewelers (necklace), Graybar Electric (dove hunt for 4), Corpus Christi Country Club (round of golf for 4), Snap Fitness 24/7 (3 month membership for 2), Papa Murphy's Pizzeria (monthly pizza for 1 year) and Valero Bill Greehey Refinery (\$100 fuel

Metropolitan Dallas.

Connecting members to information and resource sharing opportunities the network serves to empower change at the state and local policy, coalition-building and service delivery levels. The selected organizations will be responsible for building and strengthening local information sharing systems to document and report on a broad range of asset-building strategies. United Way of the Coastal Bend will host, manage and share information about the network's activities through a CFED microsite to further engage the community in the local and national advocacy conversation.

"This opportunity will allow us to share best practices and successful programming with folks doing the same work in other parts of the country," shared Donna Hurley, vice president of community impact. "As we work locally on financial education and asset building issues, we will also participate in the larger state and national policy debates that can benefit low to moderate income households."

As a lead organization, UWCB will also play a role in helping to review and share local and regional data for CFED's annually published Assets & Opportunities Scorecard, a comprehensive look at wealth, poverty and the financial security of families in the United States. The scorecard assesses the 50 states and the District of Columbia on how well residents are faring and what states can do to help residents build and protect assets.

"With poverty rates around the country the highest they've ever been, there is no question that

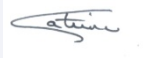
card).

The grand prize, a trailer mounted carbon steel barbecue pit valued at \$3800, was crafted by the welding department at Moody High School. Visit our website for a picture of the BBQ pit and details about the raffle. Don't be left without a ticket!

In November, be on the lookout for announcements relating to three newly installed Born Learning Trails. These trails are interactive, playful and visible community engagement tools designed to help parents, caregivers and communities support early childhood learning. **A Born Learning Trail** captures 10 fun outdoor games on engaging signs to help parents and caregivers create learning opportunities for a young child. The purpose is to remind us that every day outings – including trips to the trail – are opportunities for learning.

We invite you to become a partner in our work. Whether we see you playing at the Annual Golf Classic, teaching at a Born Learning Trail or pledging your investment to our community through a workplace campaign, you are an important piece in the creation of this 'Healthy and Stable Community' puzzle. Together we can make a difference and that's what it means to LIVE UNITED.

Sincerely,



our work under the focus area Income is more important than ever," added Catrina Wilson, president and CEO. "Bringing the national conversation from the Assets & Opportunity Network to the local efforts of groups like the CASH Coalition and others on the frontlines to finding solutions to the issues that face our area's working poor will be such a benefit."



Early Childhood Education Emphasis

- Disadvantaged children start school at least two years behind in pre-reading skills
- For every 50 children who don't learn to read in kindergarten, 44 will still be struggling in 3rd grade and children without reading skills by 3rd grade are unlikely to graduate.
- 85% of the child's brain develops before the age of five.

Part of our work in the EDUCATION impact area



Clicking on the above image above will link you to more details about this annual who's who tournament.

Thank you 2011 Pacesetters for raising OVER \$1,600,000 to date towards the United Way Annual Campaign!



includes raising awareness, educating parents and mobilizing our community around early childhood education. One of the ways we are doing that is through the installation of **Born Learning Trails** in area parks.

Read more about **Born Learning Trails** [here](#).



2010 Awards

See an up-to-date list and photos of this year's recipients [HERE](#) or on [FACEBOOK](#).

RAISE Texas Save 'n SMILE Family Video Contest

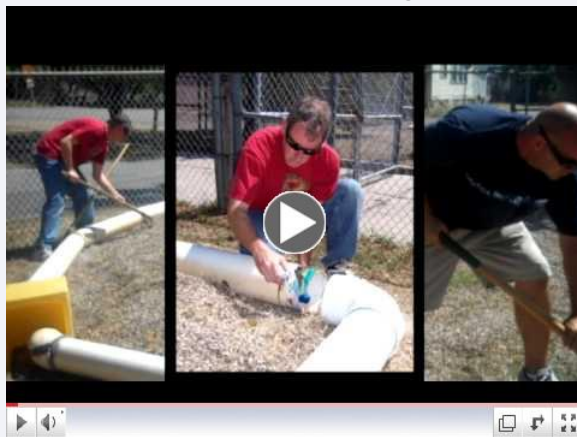
Starting, December 5, 2011, RAISE Texas presents the 2011-2012 Save 'n SMILE Family Video Contest, where one Grand Prize winner will receive a \$2,000 college savings deposit in their child's name through the [Texas Tuition Promise Fund](#). There will also be two \$250 deposit runner-up prizes.

TO ENTER:

1. Create a video, three minutes or less, that shares what a RAISE Texas \$2,000 college savings account deposit would mean to your family. We want to hear your stories! How important is a college education for your child? What does your child want to be when he or she grows up



Volunteer Spotlight



Kirk Glenn and Dan Hansen with R.J. Reynolds make a few playground equipment repairs during an afternoon of volunteering through United Way at the Mary McLeod Bethune Day Nursery. September 27, 2011.

As part of its 75th Anniversary of service to the Coastal Bend, the United Way team aims to enlist 75 new community volunteers to its volunteer programming. Volunteer opportunities vary in size and commitment ranging from a one day activity to a once a month engagement, from outdoor hands-on work to indoor administrative opportunities.

"We're offering people a chance to tell us how and where they want to commit their time," shares Donna Hurley, United Way of the Coastal Bend vice president of community impact. "From this

and how can a college degree help achieve his or her dreams?

2. Upload your video to your YouTube account. Don't have one? Creating an account is easy and free, online at www.youtube.com.

3. E-mail savensmile@raisetexas.org your video's URL, your full name, address, phone number, e-mail address, and the age of your child who'd benefit from winning, by January 20, 2012. One submission per family, please.

4. Vote on your favorite videos starting January 30, 2012.

5. Winners will be announced February 20, 2012.

6. View the complete contest rules and eligibility requirements online at <http://raisetexas.org> and find the Save 'n SMILE Contest. Submissions must meet eligibility requirements to qualify for contest entry.

So SMILE. And start creating your Save 'n SMILE family video today!

*Read more about **RAISE Texas** [here](#).*

information, we can begin to create more opportunities that align with our community impact strategies."

Not yet a United Way volunteer? Give
Donna a call at 361-882-2529 x118.

Like us on **Facebook** 

Follow us on **Twitter** 

United Way of the Coastal Bend
711 N. Carancahua St., Ste. 302
Corpus Christi, TX 78401-0524
Phone: 361-882-2529
Fax: 361-888-6882
www.uwcb.org

[Unsubscribe](#)