

IN HOUSTON, WE STAND UNITED



AGENCY NEWS FLASH

A weekly publication highlighting the 2009-10 United Way Agency Support Campaign

Issue No. 6 • October 30, 2009

AVANCE ADVANCES FAR BEYOND THEIR UNITED WAY GOAL

On Monday, **AVANCE Houston** announced that the agency and its employees have exceeded their United Way giving goal by 49.7 percent. The agency set an internal goal of \$9300 and to date, with most centers reporting in, they have pledges or contributions totaling \$14,000. Additional pledges are expected in the days to come. AVANCE's full-time permanent workforce totals about 300 people. United Way and private funds support the Parent and Child program which totals 20 employees.

When asked about the success of the campaign, Executive Director Jose Villarreal said, "I have a generosity index measure and I am pleased to say

that AVANCE employees rank very high on my index." He also praised campaign coordinators, Jack Wootton and Sonia Garcia, who redesigned contribution formulas for the employees, ran a very tight campaign with lots of employee involvement and provided enticing incentives such as paid vacation days during the week of Christmas.

AVANCE'S mission is to improve child well being through family learning and parental involvement in children's education. AVANCE, meaning "advance" in Spanish has been serving the educational needs of thousands of lower income families since 1988.

AGENCY CAMPAIGN RESULTS

2009-10 CAMPAIGN GOAL:
\$1,035,000

Campaign Dollars to date:
\$394,650 (38% of goal)

Campaign Dollars as of this week in 2008:
\$200,707



AVANCE executive director, Jose Villarreal, greets Neighborhood Centers beneficiary speaker, Felix Fraga, at the campaign kickoff meeting.

LIGHTS, CAMERA, TAKE ACTION!

Family Services of Greater Houston is pleased to announce that their United Way campaign has raised over \$47,000 which represents a 6 percent increase over last year. The campaign, which began on August 5, featured the movie theme -- "Lights, Camera, Take Action!" Whether attendees favored "Casablanca" or cutting-edge epics like "Transformers", there was plenty of Hollywood glamour to go around and opportunities to be a star in the United Way's campaign to "Do Something About It!"

Pre-campaign activities included a leadership breakfast featuring Dr. Vern Swisher, Agency Campaign chair. Across the agency, Family Services' average per capita giving is an impressive \$516. Under the direction of Nyla K. Woods, president & CEO, Tom Straughan, campaign chair and the very talented cast of campaign committee members, the celebration event included a "Name that Movie" trivia game and both silent and live auctions featuring items donated by staff. Other activities included

fund raisers at California Pizza Kitchen, Panda Express and a concession stand lunch featuring client stories presented by staff.

WE SALUTE YOU!

Congratulations to **Avondale House**. The agency recently completed its United Way campaign with a total amount raised of \$3,138 -- that is a 16 percent increase over last year's total.

Founded in 1976, Avondale House provides children and young adults with autism the education and training to develop to their fullest potential.



United Way of Greater Houston