



Greater Houston

## United Way of Greater Houston BINGO Speaking Points

Play online at: <https://bingobaker.com/#84edae5e02befb0b>

Share the link under “Share this URL with your players” and each player will be given their own clickable Bingo card.

The caller should click “Call list” to get started calling the game.

As you call squares, use the key points below to share more information about United Way. For more detailed game instructions, visit: <https://bingobaker.com/instructions>.

- **100 years** – United Way of Greater Houston is celebrating 100 years of service to our community.
- **211 Texas/United Way HELPLINE** – in 2021, 211 connected 1.1 million people with help and hope. A free, confidential social services helpline operated by United Way of Greater Houston, 24/7/365.
- **18,726** – veterans/active military/members were connected with tailored services through 211 Texas/United Way HELPLINE.
- **28,000** – people were connected with food assistance through 211 Texas/United Way HELPLINE.
- **44,033** – in 2021, 44,033 people were connected with housing or shelter through 211 Texas/United Way HELPLINE.
- **ALICE** – an acronym which stands for Asset Limited, Income Constrained, Employed, and represents those who are struggling to get by and are unable to afford the basic necessities of housing, food, child care, health care, and transportation. In our community, 14% of families are surviving on incomes below the federal level and another 33% of individuals are experiencing ALICE – they are employed but struggling to afford the necessities.
- **Basic needs** – includes rent/mortgage assistance, utility assistance, access to technology, shelter, transportation, food assistance.
- **Boosting digital access** - COVID-19 brought the digital divide to the forefront, and many THRIVE clients needed support related to digital access and digital literacy. Clients needed digital tools and knowledge to gain and maintain employment and to access and participate in educational trainings and programs. United Way THRIVE provided \$320,000 to seven partner agencies to help expand digital coaching, upgrade partner agency computer labs, create lending libraries, and update wi-fi and hotspots for individuals and families
- **Bright Beginnings** – United Way Bright Beginnings, founded in partnership with ExxonMobil, is an innovative early education program designed to help children from lower-income families achieve social, emotional, physical and cognitive milestones and enter school ready to succeed. Bright Beginnings’ hands-on curriculum and child-centered approach make a measurable difference in preparing children to start and succeed in school. This past year 33 United Way Bright Beginnings Centers provided 1,043 children with quality early childhood education.
- **Building Savings** - involves developing better financial habits through financial education and coaching, reducing debt, and starting a savings plan through United Way THRIVE.
- **Caring Champions** – In addition to championing their own company campaigns, Caring Champions sponsor campaign activities throughout the year.
- **Centers** - four centers that operate in neighboring communities to increase the access and availability of health and human services in the Bay Area, Fort Bend, Montgomery, and Waller counties.
- **Children & Youth** – 204,000 young people got help building a foundation for future success last year.
- **Connecting people with possibility** - Too many households in Greater Houston don’t earn enough to afford the basic necessities of life. And our community deserves better. We unite donors, volunteers and

community partners around a focused plan to remove barriers on the path to financial stability. We also serve as the community's front door for help and hope through our 211 Texas/United Way HELPLINE.

- **Disaster Recovery** – United Way convenes and leads long-term recovery efforts when our community faces disaster like Hurricane Harvey and COVID-19. In 2021 the 211 Texas/United Way HELPLINE connected 131,000 callers with COVID-19 related information and resources, connected 19,000 callers with assistance related to the 2021 Winter Storm.
- **Early childhood** – United Way of Greater Houston provides youth development programs including early childhood education, quality child care, out-of-school programs, and parent engagement. Quality early childhood education has a profound impact on school readiness and future success.
- **Escape from violence** – United Way invests in immediate, short-term services focused on safety for those fleeing domestic violence or human trafficking, or for vulnerable populations, like refugees.
- **Family & Neighborhoods** – 614,000 families got help becoming self-sufficient and strong last year.
- **Financial Stability** – United Way of Greater Houston provides programs including vocational training, employment coaching, financial coaching, safe and affordable financial products, to help families and individuals gain and maintain financial stability.
- **Focus on equity** – United Way is focused on increasing equity so we can begin to make headway against racism and underrepresentation. All of our investments in services and agencies are evaluated on how they incorporate diversity, equity, inclusion, and belonging into policies, practices, and service delivery.
- **Good Stewardship** – United Way of Greater Houston operates efficiently, effectively, and with a commitment to transparency and measurable results. Our community investments are backed by research, made by trained volunteers, and ensured by good stewardship.
- **Health care** - More than 189,600 people received health care support last year. Physical and behavioral health care programs, like primary care, dental care, individual and family counseling, and substance abuse recovery, help people become or remain able to fully engage in their careers, families, and lives.
- **Helping families and neighbors** – United Way helps families and neighbors by creating opportunities for people to prosper through financial stability, early childhood education, health care, disaster recovery and basic needs assistance.
- **Improved 2 million lives** – United Way connected 2 million of our neighbors with services to improve their lives last year.
- **LINC** – (Lead. Impact. Network. Change) LINC harnesses the power of those age 30 and under to help kids succeed in school, to help our neighbors get through tough times and to help our community become more prosperous. Individuals aged 30 and under are invited to come try out United Way LINC any time. We hope you'll love it and decide to join our ranks by making a gift of \$250 or more to United Way.
- **Integrated client journey** – our approach empowers families to create their own plan based on their goals and coordinates programs to make it easy for clients to engage across services as needed.
- **Mentoring** – Through early childhood education, out of school enrichment, mentors and other academic support, we are helping prepare the next generation to lead our families, businesses, and communities. Last year, United Way supported mentoring programs for 15,900 young people.
- **Mission United** – a program anchored by our 211 Texas/United Way HELPLINE that helps veterans and active-duty military members, and their families with employment assistance, food, housing, health care, financial services, and legal assistance.
- **Navigators** - play a key role in the Integrated Client Journey. They work one-on-one with individuals and families to determine their goals and build an individualized pathway to achieving those goals, make connections to programs and services, and support clients as they move through their journey to stability.
- **Nonprofit Connection** – United Way Nonprofit Connection provides the knowledge and skills that nonprofits need to achieve their mission and exceed their potential by offering workshops, computer classes, leadership and board development, as well as interagency meetings.
- **Out 2 Learn** – a partnership between United Way of Greater Houston, Houston Endowment, the City of

Houston, and the Harris County Department of Education's CASE for Kids, improves the quality of and access to out-of-school programs. This year, Out 2 Learn funded 36 projects to help remove barriers, including language, technology, and cost barriers, that stop youth and families from participating in out-of-school programming. These projects touched the lives of 142,588.

- **Parent and Family Engagement** - Parents and family members play an important role in kids' success, so this past year, we partnered with ALAR Institute, Children's Museum Houston, Houston Area Urban League, and St. James to support 8,833 students and family members in Aldine, Alief, Houston, and Spring Branch ISDs with ESL classes, STEM and reading support, nutritional needs, and other resources.
- **Project Blueprint** – United Way Project Blueprint trains tomorrow's nonprofit board leadership, ensuring that Greater Houston's nonprofit sector reflects the rich diversity of our community.
- **Project Undercover** – An annual socks and underwear drive that engaged 30 companies to collect and donate 40,000 pairs of socks and underwear to 4,000 students last year.
- **Read Across America** - After a year of virtual volunteerism, we were thrilled to be back in schools for Read Across America 2022! 45 in-person volunteers and 16 virtual volunteers read to and shared a love of reading with 1,134 students at four elementary school campuses. Each student received a brand new book to help build their home library.
- **Rebuilding Lives** – 774,000 people got help rebuilding their lives after crises last year.
- **Ride United Partnership with Lyft** - For several years, United Way has partnered with Lyft to provide free rides to veterans and to people with specific health care, employment, and disaster relief needs. As part of the program, our 211 Texas/United Way HELPLINE has connected 4,500 people in our community with free rides to help them access these much-needed services since 2019.
- **Seniors** – 30,000 seniors got help to remain independent and healthy last year.
- **Tax Returns** – Through the THRIVE program, 30,593 tax returns were completed with more than \$46.1 million in refunds returned to families and our local economy last year.
- **United Way M.A.T.H. in a Flash** – United Way M.A.T.H. (Mastering Algebra Together Houston), a partnership with ConocoPhillips, continues to help students build algebra skills outside of the classroom. In partnership with ConocoPhillips, we launched a series of animated math problems that air during PBS Kids programs, reaching 7 million views this year.
- **United Way THRIVE** – Launched in 2008, THRIVE helps families achieve financial stability through three key strategies: increasing income, building savings and acquiring assets. Last year 53,575 families were helped on the pathway to financial stability.
- **Volunteers** – This past year, more than 6,400 volunteers contributed 18,000 hours to United Way of Greater Houston. The time they have so generously given is valued at \$515,000 – but to United Way and the people we serve, it is truly priceless!
- **Women Who Rock** – a signature Montgomery County event that supports the Women Who Rock Scholarship, brought inspiring women and men together to raise \$124,000 to provide child care scholarships and other support to young parents who are committed to continuing their education beyond high school.
- **Women's Initiative** – 680 women strong, United Way Women's Initiative members are professionals, community volunteers, and business leaders who inspire those around them to reach out with full and giving hearts. Throughout the year, Women's Initiative members enjoy educational, networking and professional development opportunities. WI members make personal gifts of \$2,500 or more annually and contributed \$4.8 million this year.
- **Young Leaders** – 1,500 United Way Young Leaders contributed more than \$2.78 million to support United Way's work during the 2021-2022 campaign.
- **Youth Success** – This past year, 33 United Way Bright Beginnings Centers provided 1,043 children with quality early childhood education. This past summer 14 grant-funded projects kept nearly 1,500 young people engaged, learning and safe during the summer months.