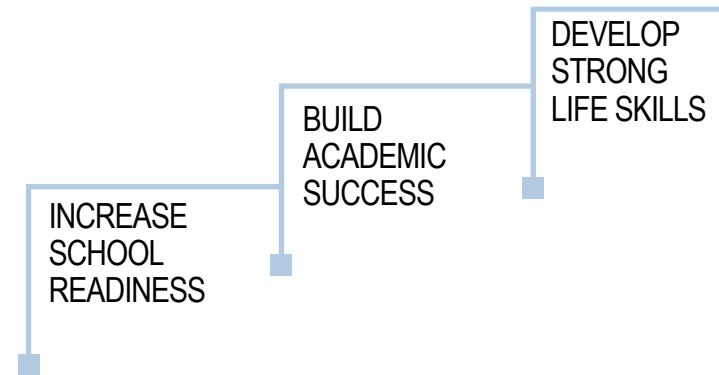
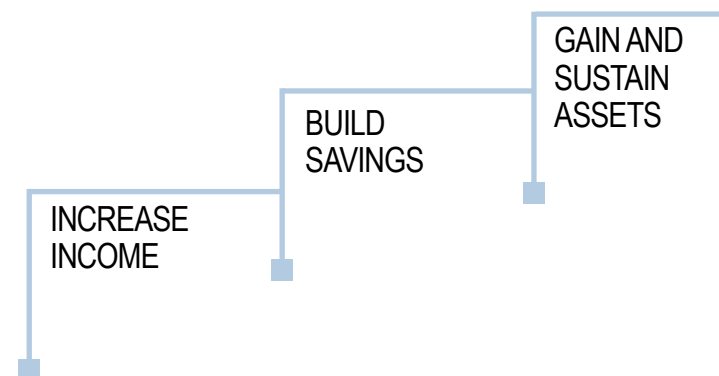


# IMPACT AGENDA



**CHILDREN & YOUTH  
ACHIEVE THEIR POTENTIAL**



**FAMILIES & INDIVIDUALS  
ACHIEVE FINANCIAL STABILITY**

**PROVIDING A FOUNDATION OF CARE AND SUPPORT**

United Way ensures our community has access to services that help people deal with crisis, overcome barriers to success, and meet their basic needs.

**HELPING NEIGHBORHOODS BUILD A VIBRANT PLACE TO LIVE**

Hillsborough County  
**Sulphur Springs**

Pinellas County  
**North Greenwood**

# LIVING UNITED MEANS RESULTS

United Way serves the community in many ways, from providing support to food banks that feed the hungry, to assisting young working mothers with affordable child care, to workforce training and assisting the disabled. United Way works with more than 60 partner agencies to provide funding that supports individuals and families with special, critical needs. But United Way is also looking beyond tomorrow, creating children's literacy programs, youth activities and assistance to young adults so that they have a better chance at a better life with character and dignity. All of these things, and much more, make United Way the single, best investment in serving others in Tampa Bay.

## CHILDREN & YOUTH ACHIEVE THEIR POTENTIAL

### Goal

Actively promote and develop literacy for children from low-income families.

### Challenge

Low-income families face challenges getting books for children into their households. Data shows that about 75 percent of all high school dropouts have some form of reading problem and half of all adolescents with criminal records have reading issues. Research indicates that low-income families spend, on average, about 25 hours of one-on-one reading to their children compared to 1,350 hours by middle-class families. The need to read to children is a critical issue affecting families and influencing society.

### United Way's Action

Working with community, workplaces, schools and corporate partners, United Way organized the Children's Book Drive. United Way of Tampa Bay is also a founding partner in the Imagination Library (which was launched in October 2006) that delivers a free age-appropriate book each month to a child from age zero to five (60 books).

### Results

- ▶ Since its inception, the Children's Book Drive collected more than 300,000 books, and placed age appropriate books in the hands of 25,000 children.
- ▶ The Imagination Library has enrolled more than 10,000 children.



## FAMILIES & INDIVIDUALS ACHIEVE FINANCIAL STABILITY

### Goal

Increase financial stability in low income families.

### Challenge

Low-income families who qualify for EITC and Child Tax Credits are not accessing these benefits when filing tax returns with the IRS. Low-income families typically cannot afford tax preparation assistance and too frequently they have lost banking privileges with financial institutions.

### United Way's Action

Last year United Way partnered with community groups, financial educators and financial institutions to support the Prosperity Campaign and Get Checking.

### Results

- ▶ In 2008, 13,000 free tax returns were done in Pinellas and Hillsborough Counties, generating \$11.8 million in refunds for low income families.
- ▶ Families accessed EITC and Child Tax refunds totaling more than \$5 million and saved an estimated \$2.5 million in tax preparation fees. More than 100 individuals graduated from the Get Checking course and were able to open checking accounts with participating financial institutions.