

2022 ECM Email Short Stories

*The following are examples of messages you can send via memos or emails
to enhance your workplace campaign.*

Impact Council: Safety Net

Subject: Help people like Kiara find a safe environment to thrive

Body: For as long as she can remember, [Kiara has been on her own](#) despite being the oldest child of seven.

At 12 years old, Kiara was placed into foster care due to living in an abusive home. That's when she arrived at Boysville, one of United Way's Safety Net Impact Partners.

Despite the trauma she had dealt with, Kiara quickly adapted to her new home. It was the first time she had a bedroom all to herself. She could finally count on having three meals a day and no longer had to worry about food, shelter or clothes. She could "finally focus on being a kid," as Kiara says.

Kiara credits the staff for teaching her how to focus on her studies and how to set goals. When they provided her with the glasses she sorely needed, she went from a "not so great" student to the A/B honor roll.

With this support, she would blaze a trail of academic and competitive success. A phenomenal athlete, she would win the state championship for track and field and be inducted into the National Honor Society.

This year, Kiara graduated from Texas A&M-Corpus Christi with a BA in Media Production. Without the support of United Way, she would not be where she is today.

"When you donate to United Way, you are helping youth like me find a safe place to call home," Kiara says.

To support individuals like Kiara who need a safety net of services to help them meet their immediate needs in times of crisis, please give to our [2022 United Way Campaign here](#).

Impact Council: Ready Children

Subject: Help Parents and Families Succeed. Brittany's story.

Body: Following a divorce, Brittany found herself without a way to pay for her 18-month-old daughter's child care after her ex-husband stopped paying for it suddenly. Brittany had no idea how she would get her daughter the care she needed during the day while she was at work, much less how she would juggle high child care costs with college and work.

"I felt helpless. I was upset, crying and frustrated because child care is not cheap," Brittany says.

That's when she called United Way's 2-1-1 Helpline. United Way directed her to a reputable, high-quality child care center that was affordable for her. Years later, all three of her children continue to go to this same child care center. Brittany was able to find a high-quality child care center that fosters learning in her children, enabling Brittany to get her bachelor's degree.

To support families like Brittany's who want to put their children in programs that will be conducive to learning, please give to our [2022 United Way Campaign here](#).

Impact Council: Successful Students

Subject: Help Students Gain Confidence and Succeed. Margarita's Story.

Body: Before enrolling at Boys and Girls Club of San Antonio eight years ago, Margarita was a self-described "extreme introvert." Her mother saw how "closed-off" she was to others and worried that she needed a more nurturing environment to foster her intellectual and social growth.

Her eight years spent going to the Boys and Girls Club of San Antonio, one of United Way's Successful Students Impact Partners, has been transformative for Margarita. The programs she experienced opened up her world to potential careers in photography, robotics and graphic design.

It was with the help of United Way that Margarita discovered her passion for creating art. An avid drawer, Margarita recently graduated high school and plans to study art at Texas State University. The support she received from United Way not only helped her discover her greatest passion, but it has also given her a tremendous career pathway to pursue.

To support students like Margarita as they search for the passions they will one day turn into careers; please give to our [2022 United Way Campaign here](#).

Impact Council: Strong Individuals and Families

Subject: Maintaining Independence in her golden years. Mary's Story.

Body: Mary is 93 years old and has lived in San Antonio for 81 years. In San Antonio, she found a new home, a loving community, and raised four children. With her husband gone and her children living in different parts of the country, Mary is proud to still be able to live on her own. That was all in jeopardy five years ago when she experienced a devastating fall in her home.

Mary waited for hours on the floor until someone intervened. Her daughter, who lives out of state, was understandably concerned about her mother's living conditions. Mary wanted to maintain her independence in her home but could no longer physically do essential daily tasks like washing clothes or cleaning up around the house. That's when her daughter contacted United Way Strong Individuals and Families Impact Partner Family Service Association.

For the past five years, Mary has had in-home care provided by Family Service. A representative comes to her home frequently to help her prepare meals, clean her house and do the type of tasks that most of us take for granted. With the help of United Way, Mary has been

able to maintain her independence well into her 90s. “With the help of United Way, I can live by myself; it means a lot to me,” Mary says.

To support individuals like Mary as they strive to live self-sufficiently, please give to our [2022 United Way Campaign here](#).

Impact Council: Dual Generation

Subject: Breaking the Cycle of Generational Challenges. Jessica’s Story.

Body: Pregnant and uncertain about how she would provide for her child, Jessica knew she had to find help. She wanted to build a better foundation for her family but generational challenges like education and employment stood in her way.

Then she discovered United Way of San Antonio and Bexar County’s Dual Generation Initiative.

Dual Generation connected Jessica with a tutor to help her get her high school diploma. When Jessica could not afford quality child care while attending college, Dual Generation connected her to Ella Austin Community Center for affordable, high-quality child care. This enabled her to focus on her career while her children were learning in a nurturing environment.

Impact Council: Successful Students

Subject: Help more youth succeed—Roberto’s story.

Body: Roberto’s stepfather committed suicide, and his mother bounces from one toxic relationship to the next. He mainly stays with his grandmother because he doesn’t get along with his mom’s current boyfriend. With his grandmother often distracted by his sisters, Roberto often feels lonely there. He shares that he has bad thoughts sometimes and feels very angry.

However, he has found friends at [Communities in Schools of San Antonio \(CIS\)](#), a [United Way Successful Students Impact Council](#) partner, and is able to talk about his feelings when, he says, “no one else really takes the time to listen to me or even ask how I’m doing.”

Not all students have stable environments conducive to learning, and there is a growing number who do not have engaged adults supporting them to reach their full potential. Your gift to United Way helps CIS connect with students like Roberto and make a difference by being a consistent presence, listening, and offering resources and support.

With your support, we can pave the way for Roberto and others like him. [Give now \[link\]](#)!
Thank you.

**Name changed.*

Impact Council: Ready Children

Subject: Help more families nurture, protect and prepare children for school and life. Sofia and Carlos' story.

Body: Sofia*, Carlos* and their 3-year-old daughter, Isabella*, arrived in San Antonio from South America. It was hard to start over again. Very hard. But they wanted the best possible life for their child.

Participating in counseling at the Financial Empowerment Center through [Family Service](#), a [United Way Ready Children Impact Council](#) partner, the couple sought opportunities to help stabilize the family, which in turn helped Isabella grow and thrive.

While Carlos completed pre-apprenticeship electrician training, Sofia became a parent tutor at her daughter's school and spent time as a door-to-door promotora, a lay Hispanic/Latino community member who receives specialized training to provide basic health education. Helping at the Family Service pantry, Sophia leads by example by assisting other families with immediate needs such as clothing and toiletries.

Isabella's parents are actively working together to provide a solid foundation while preparing their daughter for school and life. To support other parents and children like Isabella, [give now \[link\]](#) to our 2021 United Way Campaign. Thank you.

**Names changed*

Impact Council: Strong Individuals and Families

Subject: Help individuals and families stabilize a difficult situation. Victoria, Mark and Eli's story.

Body: Eli is 3 years old and has been diagnosed with a sensory processing disorder, global development delay, mixed expressive, receptive language disorder and an autism spectrum disorder. Those are intimidating conditions for a little boy who only wants to play.

With a supportive network on his side, including [Any Baby Can](#), a [United Way Strong Individuals and Families Impact Council](#) partner, Eli's parents coordinate physicians, specialists, therapists, and case managers for his care. While not currently in school, Eli began attending the Foundation School for Autism in August.

Eli's parents, Victoria and Mark, have attended parent education classes, safety training, nutrition class and a parent stress and strategies workshop. The family was able to receive visual support and is working to obtain a specialized stroller for Eli, coordinate long-term medical support, and find a developmental provider. Any Baby Can's case manager is on the job to ensure that gaps in Eli's care are addressed as they arise.

Victoria, Mark and Eli, along with many other families, are supported through your United Way Campaign donation. Please [give today \[link\]](#). Thank you.