

# CAMPAIGN LEADER

# EMAIL SHORT STORIES



**Impact Area:** Safety Net

**Subject:** Help People Like Khristan Find Stable Housing

**Body:** Khristan was close to graduating with her B.A. in Psychology when the world stopped, both for her and everyone else.

She had moved back to San Antonio to attend classes at the University of Texas at San Antonio (UTSA) when she found herself without stable housing during the onset of the pandemic in 2020. She was “couch-surfing” between friends, family and did not have a reliable place to call home. All of this was compounded by the loss of her father, putting her drive to graduate amid lack of housing into question.

“For a while I didn’t think I was going to be able to do it,” Khristan says. “I felt hopeless.”

That’s when she connected with United Way Safety Net Impact Partner, THRU Project.

She was soon given access to stable housing that she could call home as she finished the last few years of her college degree.

This relieved a major financial burden, provided her reliable housing and most of all, gave her peace of mind that she could finish her degree.

Khristan graduated from UTSA with her B.A. in Psychology in 2022. She plans to pursue her master’s degree and hopes to make a positive impact in mental health research for others.

“Your donation helps people like me preserve, gain confidence, stability and get a grip back on life,” Khristan says.

To support individuals like Khristan who need a safety net of services to help them preserve meet their immediate needs in times of crisis, please give to our 2023 United Way Campaign. [\[insert link here\]](#)

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**Impact Area:** Ready Children

**Subject:** Help Young Children Prepare for Kindergarten. Gabby and Jason’s Story.

**Body:** Gabby and Jason’s daughter, Luz, was experiencing a setback in her social, emotional and cognitive development as she entered pre-K during the peak of the pandemic. Luz was struggling to adapt and her parents worried about how she would handle kindergarten the following year.

“We had Luz in pre-K and it was a struggle,” Jason says. “She was very shy, timid and she didn’t want to do a lot of the activities.

That’s when they enrolled Luz in a United Way Ready Children Impact Partner’s kinder-readiness program, which was immediately transformative for their daughter. Luz showed tremendous strides in her early childhood development in her kinder-readiness program and most of all, she was better prepared to succeed in kindergarten.

Children who participate in early childhood programs like Luz are less likely to repeat a grade, more prepared academically for later grades, more likely to graduate high school and are more often higher earners in the workforce. With United Way’s support, Gabby and Jason have given Luz a strong foundation for her future.

To support children like Luz with resources that will empower them to succeed in life, please give to our 2023 United Way Campaign. [\[insert link here\]](#)

# EMAIL SHORT STORIES



United Way of San Antonio  
and Bexar County

**Impact Area:** Successful Students

**Subject:** Help Enhance Learning Outside of the Classroom. Mikaela and Abigail's Story.

**Body:** Marbella wants the best for her two eight-year-old twin daughters, Mikaela and Abigail. That includes out-of-school-time education after-hours and during the summer.

"We know there is learning loss," Marbella says. "That is a time when they can be creative, they can sing and dance and learn in a different way."

With the support of a United Way Successful Students Impact Partner, Mikaela and Abigail are now thriving in their education because of the out-of-school-time assistance they received. Their learning has been enhanced significantly with a curriculum focused on STEM, robotics, coding, literacy and more.

Students who participate in out-of-school-time programs like Mikaela and Abigail often experience greater educational outcomes, better learning and lower dropout rates compared to those who do not participate.

"United Way opens doors for students to be successful and reach their full potential," Marbella says.

To support students like Mikaela and Abigail with enhanced learning outside of their normal classroom, please give to our 2023 United Way Campaign. [\[insert link here\]](#)

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**Impact Area:** Strong Individuals and Families

**Subject:** Restoring Stability After Abuse. Nicolle's Story.

**Body:** "I always say that I left home seeking freedom, but I found the greatest bondage of my life," says Nicolle.

Nicolle has spent the last 20 years battling addiction, disrupting her family's stability through numerous attempts to get better. A mother of four children, Nicolle is a shining example of stability today but recalls a time when she hit rock bottom when she found out her 2 year old son had passed away while she was being held in Bexar County jail.

She says her substance abuse was driven by how she felt about herself. "I did love my kids, but I didn't love myself," she says.

After several attempts to get clean, Nicolle found herself pregnant again with nowhere to go. That's when she sought treatment with a United Way Strong Individuals and Families partner, which gave her the support she needed to break the cycle of abuse finally.

Today, Nicolle and her family a perfect picture of restoration. She has been sober for 6 years and says that United Way's support saved her life. "They were vital to me becoming a mother again, becoming a daughter again, becoming an employee and a productive member of society again."

To support individuals like Nicolle as they end cycles of abuse and restore their stability, please give to our 2023 United Way Campaign. [\[insert link here\]](#)

# EMAIL SHORT STORIES



## **United Way Program:** Dual Generation

**Subject:** Empowering Families to Achieve More. Lillian's Story.

**Body:** A mother of six children, Lillian says she didn't know life outside of the East Side of San Antonio. Her mother was the primary caretaker of her children during the day while Lillian worked but when she passed away, Lillian was devastated both emotionally and economically. She now had to find a way to pay for child care and wanted to pursue her education to improve her family's financial foundation.

"When she passed, my whole life changed. I was in a place where I was stuck," Lillian says. "My back was against the wall and then I discovered Dual Generation who helped me achieve my goals."

United Way of San Antonio and Bexar County's Dual Generation Initiative helps individuals on the East and West Side of the city create multi-generational change for their families. With the support of Dual Generation, Lillian's children have thrived in their early childhood education in quality child care. With the help of a Family Coach, Lillian was able to pursue her education, obtain her pharmacy technician certification, improve her family's financial security, pay off loans and improve her credit score.

Lillian and her family now have the tools they need to accomplish their goals and maintain stability. Most of all, her family now has a solid foundation that will support them for generations to come.

"United Way provided me the opportunity to witness that all things are possible," Lillian says.

To support families like Lillian's as they establish stability, please give to our 2023 United Way Campaign. [\[insert link here\]](#)

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## **United Way Program:** HOPES

**Subject:** Helping Fathers Become Better Parents. Julio's Story.

**Body:** Julio's life was turned upside down when he lost his two-year-old daughter to gun violence. At a loss after this immeasurable tragedy, he found support with a United Way Impact Partner program focused on teaching fathers how to be better caregivers to their children.

For Julio, this support has been life-changing in the wake of this tragedy for his other children.

"It really is just a bunch of fathers wanting to do better," Julio says. "It's just to make us more self-aware of ourselves and of our parenting for our children and breaking cycles."

Now his eyes have been opened to a new way of parenting. His relationship with his son has grown tremendously. "It has broadened my son's view on life, his dreams, his goals, his ambitions and he's only five-years-old."

United Way's Healthy Outcomes through Prevention and Early Support (HOPES) grant provides a variety of services to families like Julio's with children ages zero to five. This is the most critical time frame in early childhood development, as 90% of a child's brain develops in the first five years of life.

With this assistance, Julio has transformed himself into a better father and has grown closer to his children. HOPES don't just help parents become better caregivers but also foster behaviors that can prevent tragedies like what happened to his daughter.

"That's why I support programs like this," he says. "It was very unfortunate and it could have been prevented."

To help families like Julio's break cycles and become more nurturing parents, please give to our 2023 United Way Campaign. [\[insert link here\]](#)

# EMAIL SHORT STORIES



United Way of San Antonio  
and Bexar County

**Impact Area:** 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 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 B.A. 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 2023 United Way Campaign. [\[insert link here\]](#)

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**Impact Area:** 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 2023 United Way Campaign. [\[insert link here\]](#)