**2021 ECM Email Short Stories**

*The following are examples of messages you can send via memos or emails*

*to enhance your workplace campaign.*

-------------------------------------------------------------------------------------------------------------------------------

**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](https://family-service.org/), a [United Way Ready Children Impact Council](https://uwsatx.org/our-work/children) partner, the couple sought opportunities to help stabilize the family, which in turn helps Isabella grow and thrive.

While Carlos completed pre-apprenticeship electrician training, Sofia became a parent tutor at her daughter’s school and spends 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:** Ready Children

**Subject:** Help more families nurture, protect and prepare children for school and life. Cindy’s story.

**Body:** Cindy\* was hesitant to share the hardships she was facing, but through the persistence and caring approach of the staff at the [Grow Healthy Together Pathways Community HUB](https://www.growhealthytogether.com/), a [United Way Ready Children Impact Council](https://uwsatx.org/our-work/children) partner, she finally opened up.

Trying to make your own way can be difficult, but Cindy was soon connected to resources, including education regarding health care for her baby and herself, hygiene goods, and housing assistance. To answer her questions about the COVID-19 vaccine, Cindy was provided guidance and support materials.

Because of her new friends at Pathways Community HUB, Cindy is now feeling better about her future and feels more comfortable opening up about her life as she continues to prioritize the well-being of her children.

To help mothers like Cindy access support for basic needs, prenatal care, transportation, insurance enrollment, and mental health assistance, please give to our 2021 United Way Campaign **here [link].**

*\*Name changed*

-------------------------------------------------------------------------------------------------------------------------------

**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)](https://www.cissa.org/), a [United Way Successful Students Impact Council](https://uwsatx.org/our-work/students) 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**: Successful Students

**Subject:** Help more youth succeed. Serena’s story.

**Body:** Serena is 18 years old and a recent high school graduate. She has participated in programs at the [Martinez Street Women’s Center](http://mswomenscenter.org/) for nine years. This [United Way Successful Students Impact Council](https://uwsatx.org/our-work/students) partner offers summer camps, spring break camps, and after school programming from both Westside and Eastside locations.

Recognizing that trauma, cycles of poverty and punitive models of discipline contribute to chronic behavior issues, the Center provides community health services, youth development programs and advocacy opportunities that empower women and girls of color.

As the lead mentor of her high school group, Serena is currently organizing and motivating them to serve as role models for elementary students. Her favorite part of the Girl Zone program is that “I can come with my flaws and not be judged.” She describes it as an accepting environment with a sense of family.

To support more students like Serena, we invite you to support our 2021 United Way campaign. **Click here to give now [link]**!

-------------------------------------------------------------------------------------------------------------------------------

**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 sensory processing disorder, global development delay, mixed expressive receptive language disorder and 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](https://www.anybabycansa.org/), a [United Way Strong Individuals and Families Impact Council](https://uwsatx.org/our-work/individuals-and-families) partner, Eli’s parents coordinate physicians, specialists and 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.

-------------------------------------------------------------------------------------------------------------------------------

**Impact Council:** Strong Individuals and Families

**Subject:** Help individuals and families stabilize a difficult situation. Katina’s story.

**Body:** Meet Katina.

She’s 32 years old and a person in recovery since 1/17/2016. Court mandated to participate in a recovery program at [Rise Recovery](https://www.riserecovery.org/), a [United Way Strong Individuals and Families Impact Counci](https://uwsatx.org/our-work/individuals-and-families)l partner, Katina was on a fixed income, on probation, and helping her grandmother with the bills.

“I wasn’t always the lady I am today. It took several bottoms to finally realize my life was completely unmanageable. I first experimented with substances as a teen, but addiction didn’t totally take over until the age of eighteen, when I ran away from my home and family, but my problems followed. After almost ten years of active addiction and living a very high-risk lifestyle, I was ready to fully surrender.”

Katina credits the staff for showing her a way of life she never knew was possible. In her words, “a life full of joy and peace.” Paying it forward, she also serves as a coach with a young adult group in recovery. Her Rise Recovery support team encouraged her to continue her education, and she earned two associate degrees. This fall, she’s attending Texas A&M San Antonio, working toward a bachelor’s degree in psychology and counseling.

We invite you to help others like Katina through your support of our United Way campaign. **Give now [link]!**

-----------------------------------------------------------------------------------------------------------------------------

**Impact Council:** Safety Net

**Subject:** Help more people through crisis. Roslyn’s story.

**Body:** Life has dealt Roslyn a few low blows, but she continues to aim high. Behind on her rent, she’d already received a notice to vacate. Accumulating late fees were making the amount she owed even greater. This 40-year-old disabled Veteran and single mother of two girls ages 8 and 19, was unable to pay her rent from having to support two households along with the help of her best friend.

Her worried call to [United Way’s MISSION UNITED](https://uwsatx.org/resources-resources/mission-united) made all the difference.

MISSION UNITED’s military navigator contacted her landlord who was very thankful for letting him know that Roslyn was serious about finding a solution. Roslyn was then referred to the Bexar County Military and Veterans Services Center “Help2Vets” Program, who are now working with her to provide rent assistance.

Juggling her housing needs, Roslyn continues to persevere through it all, working on earning a BS degree in Healthcare Management to “make a difference in just one person’s life.”

Life twists and turns, but if you or someone you know needs someone to turn to, you can count on United Way. **Please give [link].**