

**MEDIA ADVISORY
FOR IMMEDIATE RELEASE**

United Way
Capital Area



**UNITED WAY CAPITAL AREA LAUNCHES NEW APPROACH TO SERVING
CENTRAL TEXAS AT NEWS CONFERENCE**

*Announces “Community Impact Model,” first change to United Way business model in
more than 50 years*

When: Thursday, May 10; 10:00 a.m. – 10:45 a.m.
Where: Mainspring School (1100 W. Live Oak, Austin, 78704)

Photo Opps: (1) Pre-schoolers in class, playground
(2) Key community leaders speaking in front of school and giant United Way banner

What: United Way Capital Area is changing the way it improves Central Texas by switching to the “Community Impact Model.” This news conference will explain how this new business model will create real, lasting, tangible changes in our community.

The idea is simple: Instead of dedicating *some* resources to countless issues, from now on United Way Capital Area will address *three* issues—or “Focus Areas”—with the entirety of its resources—including money, resources, expertise, collaborations, and relationships with community stakeholders.

- (1) **Education** – Creating opportunities for youth to learn, grow, engage
- (2) **Health** – Fostering community health and well-being
- (3) **Financial Stability** – Giving families the knowledge and tools to become financially stable

The news conference is being held at Mainspring School because it is one of the many child-care center that has benefited from United Way’s new approach. The “Child-Care Facilities Improvement Project,” run out of United Way, makes much needed repairs to child-care centers, including Mainspring.

Who: Speaking at the news conference will be:
David W. Balch – President, United Way Capital Area
Dick Moeller – St. David’s Healthcare Partnership & UWCA Board President

Contact: Andy Buck
Communications Manager - United Way Capital Area
(512) 472-6267, Ext. 235
Cell: (512) 300-7838
andy.buck@unitedwaycapitalarea.org

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