

United Way of San Diego County

4699 Murphy Canyon Road

San Diego, CA 92123-5371

(858) 492-2000

www.uwsd.org

LIVE UNITED



United Way
of San Diego County

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We all knew someone like Charlie: great student, popular athlete, and best friends with Max, another teen with a bright future.

So why does Charlie drop out and disappear into drinking and drugs? Why does he spiral into failure?

When you were a young boy, is this the future you dreamed about? You can't help but think: *This could have been me.* Charlie's friend Max wondered the same thing, but he went on to graduate high school and attend college, despite his own struggles.

That's what we all wonder. **But right now, through United Way, you can give hundreds of kids like Charlie a second chance at a productive, happy life.**

Here's the big question: how can two boys, growing up in the same neighborhood, going to the same school, end up on such very different paths?

Well, not everyone in San Diego is as lucky as Max: he has two working parents with solid careers, who pay attention to their son and stay engaged in his life. They can afford regular health check-ups and notice when Max struggles with reading. His father, an avid reader, reads to his son every night.

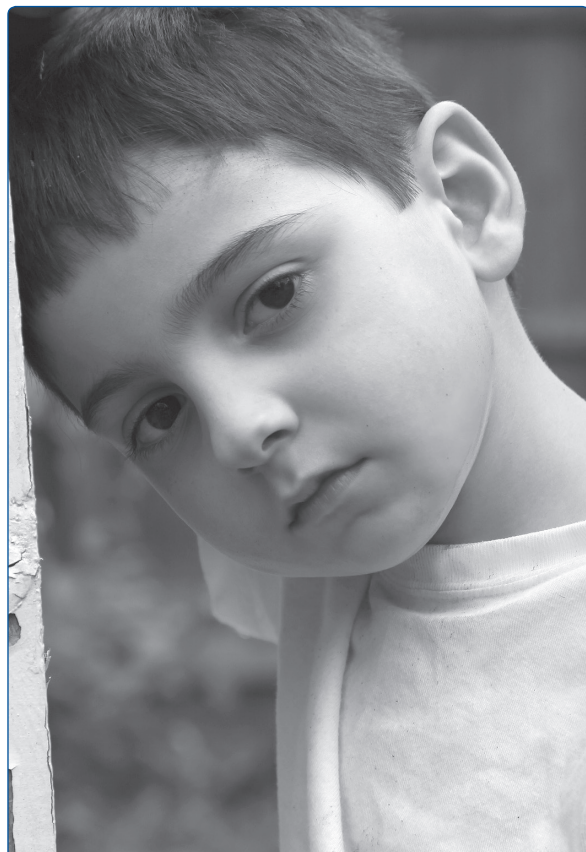
Max grows up loving books, graduates high school with honors and goes on to college.

But Charlie's story didn't go as well. Both of his parents struggled to finish high school. Five years ago his father was laid off. Now, his mother works two jobs, his father is distracted, and neither parent is available to help with homework or other needs. Charlie's grades slip. He stops reading. He stops caring. He falls behind and he stays behind.

Don't you know a Charlie? A guy who needed some help along the way?

Eventually, Charlie drops out of high school, can't secure steady work, gets into drugs and alcohol, and starts living on the streets.

Here's the worst part: It could have been different.



THINK ABOUT THIS:

If Charlie can't read proficiently by 3rd grade, he is four times less likely to graduate from high school. And he's not alone: 30% of San Diego's fourth graders aren't reading at grade level. In some parts of county it's as high as 72%. What will happen to them? Will they end up like Charlie?

Continued on reverse side

LIVE UNITED. GIVE UNITED.

Prefer to donate online? Visit www.uwsd.org and click on "Give Now"

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We should have helped Charlie. We *could* have helped Charlie. If you join us, *now*, we can make sure stories like his take a different turn.

At United Way, we start with early reading and school readiness – critical to any child's future – *because we know what happens if we don't*:

Kids like Charlie are more likely to drop out of school, depend on public assistance and end up in jail or even homeless. That's not just a waste of human potential – it's a drain on society's resources.

And what about Charlie's parents? They're just one health crisis or missed paycheck away from financial disaster. So what about critical support and guidance for them?

That's why United Way has created comprehensive educational programs for at-risk parents – to help low-income families stop financial disasters before they start. *Your continued support allows us to offer money-management classes and job-skills training for adults and youth.* Our mission? To empower *both* generations to change their financial futures *because we know what happens if we don't*:

Last year, over a third of San Diego County residents struggled to make ends meet, even with three jobs, and half of them lived in outright poverty. Right here. In "America's Finest City."

WE NEED YOUR HELP TO CHANGE THE TRAJECTORY OF THIS TRAGEDY.

Because we know what happens if we don't.

San Diego ranked third in homeless populations in major U.S. cities last year. Third! That includes more than 17,000 homeless students who "lack a fixed, regular, and adequate nighttime residence."

When you give **\$20, \$50, \$100** or more, you rewrite this story. Because everyone benefits when children succeed: when they graduate high school on time, go on to college, and lead successful lives, they contribute to our community. What happens to their future affects our future.

Your support could mean more early-grade education, increased income stability and the end to chronic homelessness. We believe every San Diegan deserves to have education, financial self-sufficiency and good health. They are inextricably linked; they rely on each other...*just like we do.*

As neighbors, colleagues, families and friends – *as members of the San Diego community* – we owe it to each other to do all we can for families like Charlie's. Because *we are* Charlie, and *we are* his parents. We all want the same things for our children and our lives: a quality education that leads to a stable job, income that supports a family's future, and good health.

Don't let another Charlie lose his way. You can help turn his struggle into a success story.

Your support of is one of the most powerful investments you can make in our community. At United Way, we don't just talk about helping. **We put words into action.**

So can you! Together we will rewrite Charlie's story... and San Diego's future.

GIVE TODAY. GIVE NOW.



Doug Sawyer
President & CEO
United Way of San Diego County



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**BE THE CHANGE
YOU WANT TO SEE.
GIVE MORE
TO GET MORE.**

**THANKS
FOR LIVING
UNITED.**