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Give — even when times are tight

Austin Business Journal - by [Debbie Bresette](#)

What was the last item you spent \$5 on? A trip to your favorite coffee shop? A movie rental or a bag of popcorn at the movies? Downloading a few songs on iTunes or the latest application for your iPhone or Blackberry?

The truth is \$5 has become somewhat of an afterthought in our day-to-day purchases. Some might even go as far as to say that the Abe Lincoln is the new George Washington. But did you ever stop to think that \$5 could truly make the difference between someone having a meal versus going hungry for one night?

The United Way Give5 Campaign is doing just that — reminding people that something as fleeting as a \$5 bill can make a big impact. To help fund programs that deliver critically needed services to families in Central Texas, United Way Capital Area is asking a lot of people to give a little — just \$5.

During Memorial Day weekend, many of your favorite Central Texas businesses will donate at least 5 percent of their sales proceeds to support our cause, giving you an opportunity to show your support by shopping and dining at participating stores and restaurants. Fine retailers such as Barnes and Noble, Milk+Honey, Touch of Sass, Lilly Pulitzer — as well as popular local eateries including P. Terry's Burger Stand, 34th Street Café, Applebee's and Blue Star Cafeteria — will be donating at least 5 percent to UWCA.

Looking for new and innovative ways to raise awareness and funds are more important than ever in tough economic times. The economy has delivered a one-two punch to nonprofits because of the economic downturn. Because of increases in layoffs, foreclosures, hunger and homelessness, more people are turning to safety-net services for help. The Give5 Campaign is a unique way to make it easier for more people to lend a hand, even in these challenging times.

Sometimes doing good just means knowing where to shop. For a complete list of participating merchants and associated events, visit www.unitedwaycapitalarea.org/give5/.

Debbie Bresette is the interim president of United Way Capital Area.

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