



For Immediate Release

Media Contact:
Ashley Blasewitz
Senior Vice President, Donor and Volunteer Experience
E: Ashley.Blasewitz@HFUW.org
P: (407) 227-7048 (cell)

AT&T CONTRIBUTES \$20,000 TO HEART OF FLORIDA UNITED WAY FOR DIGITAL ESSENTIALS WORKSHOPS

The Contribution Supports the TECHquity Initiative Aimed At Bridging the Digital Divide

ORLANDO, Fla. (Oct. 16, 2023) — AT&T recently announced a contribution to Heart of Florida United Way in support of its TECHquity initiative. More specifically, the contribution will be used to launch a series of workshops aimed at teaching adults basic digital essentials.

“Having a functional understanding of technology can open up a world of possibilities,” said Jeff Hayward, President & CEO of Heart of Florida United Way. “Whether it is applying for jobs online, accessing telehealth appointments with medical providers, to simply keeping in touch with family and friends, there are many benefits. Our goal is to make sure digital literacy is not the barrier standing in the way of adults leading a more connected, productive, healthy life.”

For over 60 years, AT&T has supported the United Way, locally in Central Florida and across the country. Today, AT&T is working to bridge the digital divide for students, caregivers and families through technology and connectivity, as well as educational resources and digital literacy, particularly for those in underserved communities.

“AT&T shares United Way’s commitment to strengthening communities and improving lives,” said Dan Pollock, Regional Director, Corporate External Affairs. “Heart of Florida United Way’s support for programs that improve the lives of our citizens by connecting them with resources and expertise that helps them succeed.”

The Digital Essentials for Adults program utilizes accredited curriculum to teach users essential computer functions, how to navigate primary operating systems and use of the Microsoft Office Suite. Participants will also learn basic knowledge of internet and web browser usage, the basics of navigating online search engines, how to send and receive



email communications, as well as the importance of cyber security. At the successful completion of the program, participants will receive a digital certificate, a refurbished device to support ongoing access to technology and digital learning. The program will initially be piloted in partnership with The Sharing Center in Seminole County and Osceola Council on Aging in Osceola County.

To learn more about TECHquity, visit www.HFUW.org/TECHquity.

About Heart of Florida United Way

Heart of Florida United Way (HFUW) stands up for the education, financial stability, health and basic needs of every person in Central Florida. Since 1939, HFUW has delivered programs, invested dollars, and convened community members around important issues impacting Orange, Seminole and Osceola counties. As Central Florida's most comprehensive health and human services nonprofit, HFUW created a \$50 million impact in Central Florida last year. In 2021-22, HFUW served more than 703,000 people through its direct service and funded programs. HFUW is home to notable community resources like the 211 Information & Referral Crisis Line; 988 Suicide Prevention Lifeline; Mission United program for Veterans; TECHquity, an initiative bridging the digital divide; Destination Graduation at Seminole State College; the Ryan White Part B & General Revenue program, which administers nearly \$2.3 million to provide HIV/AIDS services and referrals; the Planning Council Support program that facilitates community planning and priority setting for HIV services. United Way partners with individuals, local businesses, government, and other nonprofit agencies to open opportunities and close gaps in Central Florida. Visit www.HFUW.org for more information, or call (407) 835-0900. Follow us on Facebook and LinkedIn at Heart of Florida United Way and on Twitter and Instagram @hfuw.

About Philanthropy & Social Innovation at AT&T

We're committed to advancing education, creating opportunities, strengthening communities and improving lives. As part of our companywide \$2 billion commitment from 2021 to 2023 to address the digital divide, we launched AT&T Connected Learning to invest in connectivity and technology, digital literacy and education solutions to help today's learners succeed inside and outside of the classroom. Since 2008, we've committed to programs that help millions of students across all 50 states and around the world, particularly those in underserved communities.

###