



United Way of
Waco-McLennan County
CHANGE DOESN'T HAPPEN ALONE

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FOR IMMEDIATE RELEASE

United Way of Waco-McLennan County Launches Annual Campaign

Waco, Texas, August 30, 2021 – United Way of Waco-McLennan County launched its Annual Campaign on Friday, August 27. This yearly tradition is a community-wide effort made possible with over 100 businesses as well as thousands of local individuals who give personally to support the programming impacting residents in and around McLennan County. In its 98-year history, United Way has raised over \$100,000,000 through this Campaign.

Funds raised through the Annual Campaign support United Way's grant making which provides funds for projects aimed at improving health, education, and financial stability for area residents, and support for safety-net services programming. Local nonprofits are invited to apply each year for funding. In addition to grant support, the Annual Campaign provides resources for United Way's Child Well-being movement, a community-wide effort to understand and improve the quality-of-life indicators for both families and their children.

Wendy Ellis, United Way CEO stated, "United Way provides the mechanism for individuals to easily and effectively give through their workplace and support numerous local nonprofits through one simple donation process. Whether it be \$5 per paycheck, or \$25,000 a year, our local workforce continues to unite in support of their community. It is United Way's privilege to sustain this bridge between the businesses and individual employees who want to give and the nonprofit who serves on the frontlines of addressing the most challenging hurdles our communities face. We are proud to help put local dollars to work supporting local people."

In 2020, the top 5 workplace campaigns included: H-E-B, Texas Farm Bureau, Caterpillar, Inc, Atmos Energy and Central National Bank. When asked about the desire to support these efforts, United Way Resource Development Chair, and VP of Marketing & Communications for The First National Bank of Central Texas, Dan Ingham stated, "It has been my experience that the employee wants to know that their dollars are making a difference, and United Way makes that happen. The grant process is rigorous and ensures the nonprofits eligible to receive funds are truly making a positive impact in our communities. I'm proud to be part of such an important effort. United Way's ability to collect thousands of individual donations to support dozens of local nonprofits is a unique service we're proud to offer for McLennan County and the surrounding areas."

There are currently 43 local organizations who are eligible to receive funding from grants or designations through United Way of Waco-McLennan County. The opportunity to participate in this year's Campaign will continue through the end of the year. To learn more about how you and your business can get involved, or to view the full list of partnering agencies from 2020, visit UnitedWayWaco.org.

United Way of Waco-McLennan County strengthens the community by mobilizing resources to measurably improve lives. We envision a community where all people have the education, health and financial stability needed to achieve their full potential.