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FOR IMMEDIATE RELEASE

\$41.25 Million Goal Set for 2018 United Way Community Campaign

SAN ANTONIO, TX -- (August 23, 2018) – Kim Lubel, 2018 United Way of San Antonio and Bexar County Campaign Chair and former CST Brands President and CEO, announced today that the local nonprofit is committed to raising \$41,250,000 during the upcoming community campaign.

The goal was revealed at [Clarity Child Guidance Center](#), a United Way partner agency, as children representing Clarity and [Brighton Center](#) turned over giant chocolate chip cookie posters to reveal the \$41.25 million goal.

Clarity President and CEO Fred Hines shared the nonprofit's tradition since the 1970s of lovingly make each child their own special treat when they complete inpatient treatment. Today, they are still eager to receive their very own giant chocolate chip cookie. Their pride is unmistakable as they show their family their edible award for working hard to overcome the many challenges they face.

"The children symbolize the spirit of hope that those seeking United Way's help across our community can build upon for strength, healing and independence," said Lubel.

"I am optimistic that we can achieve the \$41.25 million community goal, and we've hit the ground running," said Lubel. "The generous people of this community have the commitment, passion and heart to come together and help their neighbors," she said.

The annual community-wide fundraising endeavor raises donations from local employees, corporations, organizations, and individuals.

"I would like to personally thank and commend businesses, organizations and public entities conducting United Way workplace campaigns, and the thousands of individuals who will step up and give selflessly, to help us provide much-needed services throughout San Antonio and Bexar County," said Lubel.

United Way also kicked off a social media campaign to be used throughout the campaign, inviting donors and the community to share photos with the theme “The Many Faces of United Way” and using the hashtag #FacesofUWSA.

“We want to spotlight our donors, share their “faces” and say thank you for being so benevolent to others,” Lubel said.

Serving as the heart of the community, United Way brings people together to prepare children for school and life, help students stay in school and graduate, and strengthen the well-being of individuals and families. The nonprofit also provides safety net services--shelter, food, clothing, and emergency/disaster recovery assistance.

Each year, a select group of high-performing San Antonio companies “jump-start” the United Way campaign as “Pacesetters,” and early reports are positive and on-target for reaching the new goal.

The community campaign officially kicks off on Wednesday, October 17, at the Henry B. Gonzalez Convention Center and will conclude Dec. 12, 2018.

“We know from history that San Antonians have big hearts,” said Lubel. “Donor funds are invested in strategies and programs that care for, and about, the people in need across San Antonio,” she added.

United Way launched its first campaign in 1940 and has grown into the largest private investor in health and human services programs in San Antonio and Bexar County. Addressing solutions for San Antonio’s most complex community challenges, United Way also operates the [2-1-1 Help Line](#) and fosters volunteerism through the [Volunteer Center at United Way](#).

For additional information, visit www.unitedwaysatx.org or call (210) 352-7000.