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**FOR IMMEDIATE RELEASE**

**Mayor Ron Nirenberg, City Manager Erik Walsh, USAA CEO Stuart Parker  
Announce \$46.5 Million Goal for 2019 United Way Community Campaign**

**SAN ANTONIO, TX -- (Aug. 14, 2019)** – Stuart Parker, 2019 United Way of San Antonio and Bexar County Campaign Chair and CEO of USAA, announced today that the local nonprofit is committed to raising \$46,500,000 during the upcoming community campaign.

The annual community-wide fundraising goal, which raises donations from local employees, corporations, organizations, and individuals; was revealed at [Goodwill San Antonio](#), a United Way community impact partner by students representing Goodwill's Good Careers Academy medical assistant, nurse's aide and pharmacy technician accredited certification programs.

"I am confident we can achieve or beat our \$46.5 million goal," Parker said. "Our generous citizens have the commitment to come together to invest in quality day care, after-school programs for our youth, increasing students' reading and math proficiency, and interrupting the cycle of family and elder abuse. Supporting United Way touches hundreds of thousands of lives and ensures that we have the services a great community needs."

Mayor Ron Nirenberg and City Manager Erik Walsh spoke at the announcement, expressing their support for the work of the local United Way. "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 Nirenberg. Working with organizations like United Way and Goodwill, I am committed to providing support and stability for our residents and families, especially those in need, as we improve and grow our city."

Goodwill San Antonio is one of many United Way-funded programs collaborating to address some of San Antonio's toughest challenges. Working with United Way to strengthen individuals and families, Goodwill helps adults and youth advance through education and employment despite circumstances or any barriers they may face. Whether preparing at-risk students for post-secondary education and career readiness or offering adults accredited, short-term vocational certification programs in high-demand career paths, Goodwill is committed to providing training and employment opportunities combined with intensive services to help people secure an independent and successful future.

"As we strive for meaningful change on a community-wide scale, we come face-to-face with people every day whose lives are touched and improved by our work together with United Way," said Gen. Kevin Bergner, CEO of Goodwill San Antonio. "Individual success stories drive home the impactful difference we are making together."

Virginia, a single mother of two who experienced homelessness and domestic violence, shared the story of her path toward becoming a proud graduate of a Goodwill Good Careers Academy medical certification program. "I knew that education was definitely something that had to be done" she said. "I knew that I had little money and I had little time. But I needed something that would catapult me into a career to support my children and move us forward in life. Now I'm a licensed certified pharmacy technician. I have that; nobody can take that away. I have a marketable skill; I have a career – always. It's my future. It's my life. It's my daily bread. And Goodwill gave that to me."

United Way also kicked off a social media campaign to be used throughout the campaign, inviting donors and the community to share photos and messages on social media about why they support United Way, using the hashtag *"#WhyTheWay."*

"We want United Way donors to share stories and pictures about the causes that inspire them," Parker said.

Recently completing a requests for proposal process in the spring of 2019, United Way is bringing community partners together to achieve a collaborative and collective impact in the community by focusing its investments in four focus areas: 1) preparing children for kindergarten, 2) encouraging students to graduate and reach their full potential, 3) strengthening the well-being of individuals and families and 4) providing a safety net of services for those in crisis -- shelter, food, clothing, and 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 Thursday, Oct. 24, at the Henry B. Gonzalez Convention Center and will conclude Dec. 11, 2019.

"Thank you for supporting United Way," Parker said. "We appreciate the example you set in caring for people in need across San Antonio."

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](http://www.unitedwaysatx.org) or call (210) 352-7000.