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UNITED WAY LAUNCHES "THANK-A-THON" VIRTUAL MESSAGING CAMPAIGN
*Children, individuals, families and volunteer groups seek to thank the thousands
providing essential services across the community*

SAN ANTONIO, TEXAS (April 6, 2020) – United Way of San Antonio and Bexar County has launched a community-wide "Thank-A-Thon" virtual messaging campaign for homebound children, individuals, families and volunteer groups who wish to thank those performing vital services for others during the COVID-19 pandemic.

Community priorities have shifted during the recent healthcare crisis and residents are looking for opportunities to express their appreciation.

Whether working as individuals or groups, community volunteers have stepped forward with the need to say thank you.

"The Volunteer Center at United Way has been engaging volunteers for over 30 years and has received an outpouring of messages asking how to help during these days of self-isolation and social distancing," said Chris Martin, president and CEO of United Way of San Antonio and Bexar County.

"People want to offer their notes of thanks for the sacrifices of our community's frontline service providers and essential workers."

"They want to give the gift of gratitude," Martin said.

In response, United Way created its "Thank-A-Thon" virtual volunteer electronic messaging program to provide the opportunity for everyone to come together and write personal notes, send a video or photo to various groups keeping our community strong, including: healthcare professionals, first responders, teachers and education leaders, grocery and food service workers, researchers and scientists, small business employees, and childcare staff members.

Participants can visit the United Way website to select a category and greeting card design (in English or Spanish), write their message and click submit. There is also an option to send a video or photo. United Way Volunteer Center staff will distribute the pdf messages to the selected group's public affairs and community engagement departments for sharing with their frontline workers.

Once received by the organizations, the thank you cards can be printed, shared on social media, employee intranets, websites, bulletin boards, etc. Recipients and volunteer participants of the Thank You San Antonio messages are invited to use these hashtags: #ThankSanAntonio #GraciasSanAntonio #TexansHelpingTexans #LiveUnitedSA.

"San Antonians are exhibiting exceptional patience, perseverance and kindness during this time of quarantine," said Martin.

"We will do everything we can to support and share their messages of encouragement and thanks to those exceptional people who bolster and propel our community forward by providing exceptional care and services — every day, in every way, for everyone."

In addition to writing virtual thank you messages, those wishing to show their appreciation by making a monetary donation to the COVID-19 Response Fund, may visit www.helpsatx.org or text "helpsatx" to 41444.

About The Volunteer Center at United Way
The Volunteer Center at United Way: The Volunteer Center at United Way engages volunteers for a variety of community projects including the Shoebox project, the Write Start Project, Born Learning Trails, Literacy Kits and many other initiatives. The Center also supports the Raul Jimenez Thanksgiving Dinner, H-E-B Annual Feast of Sharing, Martin Luther King Day, natural disasters (hurricanes, floods, fires), and hundreds of non-profit and civic events during the year.

About United Way
United Way of San Antonio and Bexar County focuses on preparing children for school and life, helping students graduate and succeed, strengthening the well-being of individuals and families, and providing safety net services (food, clothing, shelter, and emergency care.) United Way also operates the 2-1-1 Help Line and fosters volunteerism through the Volunteer Center at United Way.

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