

FOR IMMEDIATE RELEASE

June 4, 2021

PRESS RELEASE

Contact: Kat Gammon
979-696-4483 x107 | kgammon@uwbv.org
[@UnitedWayBV](#) [f](#) [i](#) [t](#)



United Way
of the Brazos Valley

United Way of the Brazos Valley Celebrates Achieving Fundraising Goal of \$1.5 Million

BRYAN, TX (Jun. 4) – United Way of the Brazos Valley is proud to announce that they have achieved their annual fundraising campaign’s goal of raising \$1.5 million for the Brazos Valley for the 2021-2022 Community Campaign. Every year, United Way of the Brazos Valley engages with local businesses, community members and grant opportunities to raise funds that are then reinvested in the Brazos Valley through Community Impact Grants to local nonprofit organizations, designations to charities through the State Employee Charitable Campaign and investment initiatives including 2-1-1 Texas, Youth Leadership Cabinet and Early Literacy programs.

The 2020-2021 campaign season was unlike any other in United Way of the Brazos Valley’s 68-year history. Covid-19 containment precautions meant usual fundraising strategies, like in-person fundraising events and workplace campaign rallies, could not take place as they had previously.

“United Way did an exceptional job of adapting to the new ‘normal’ to get its message to all of the businesses who host workplace campaigns and allowing the opportunity for those who could give to do so,” said Amber Cox, 2020-2021 Campaign Chair. United Way of the Brazos Valley adapted their campaign methods to be more virtually accessible supporters. “Meeting our goal and being able to increase the amount of dollars we are able to invest in our partner organizations would be a big win in any year, but it is an even bigger accomplishment given the challenges of the last year.”

United Way of the Brazos Valley would like to thank every donor who supported the campaign efforts over the past year.

“To every donor, from big to small, I would say you are appreciated by the United Way of the Brazos Valley, our partner agencies and by those individuals who were helped by the programs your gift helped to fund,” said Cox.

To continue to build on the success of the 2020-2021 campaign season, United Way of the Brazos Valley has organized a new Campaign Cabinet to oversee upcoming fundraising efforts in 2021-2022. The Campaign Cabinet is composed of community volunteers to provide support to United Way staff and provide valuable expertise to the campaign.

“We have assembled an incredible group of volunteer leaders to team with United Way’s dedicated staff for what may be the most important campaign in our community’s history,” said Steve Fullhart, Chair of the Campaign Cabinet. “United Way of the Brazos Valley has built strong partnerships with companies, organizations and citizens for decades and continues to do so. In the wake of the pandemic, the Brazos Valley needs to show that strength now more than ever. Our cabinet is hard at work, and we hope the giving spirit that is a hallmark of our region shines brightly during the campaign this fall.”

Members of the Campaign Cabinet include Steve Fullhart (Brazos Valley Economic Development Corporation), Max Crawford (KBTX Media), Debbie Eller (City of College Station), Melissa Keeling (First Financial Mortgage), Dr. R. Bowen

Loftin (Texas A&M University, retired), Matt McKay (Briaud Financial Advisors), Melanie Motley (First Financial Bank) and Raney Whitwell (City of College Station).

The success of the 2020-2021 campaign would not have been possible without the sponsorship of local businesses like United Way's Campaign Kick-off Match Sponsor's Baylor Scott & White, Schulte Roofing and Stylecraft Builders; as well as Caldwell Country Chevrolet whose sponsorship pushed United Way's fundraising efforts over the finish line.

United Way of the Brazos Valley would also like to thank their Business United members for their support including ABC Home and Commercial Services, BigShots, Dutch Bros Coffee, Fundamental Wealth Advisors, Lawyer's Title Company, Patterson Architects, RNL Homes, Thompson, Derrig & Craig, P.C., Vera Bank and Wells Fargo Advisors.

United Way of the Brazos Valley fights for the health, education and financial stability of every person in the Brazos Valley. To support United Way of the Brazos Valley and to learn more about their impact in the community, visit uwbv.org.

###