

ANNUAL REPORT



ADDRESS:

634 E. LEVEE ST.
BROWNSVILLE, TX 78520

PHONE :

(956) 548-6880

WEBSITE:

WWW.UNITEDWAYRGV.ORG

2023-2024



United Way of Southern
Cameron County

CHAIRMAN'S STATEMENT



Michael J. Limas
Board Chairman

Dear Stakeholders,
As Board Chairman of United Way of Southern Cameron County, I am honored to present our 2023-2024 Annual Report, which demonstrates both our immediate impact and our long-term commitment to building a stronger community. Our board is particularly proud of the organization's strategic expansion of services this year, including becoming an IRS Certified Acceptance Agent and providing medical assistance to those in need. These initiatives reflect our commitment to identifying and filling crucial gaps in community services. The dedication of our staff has been exemplary. Their ability to forge and maintain strong partnerships – from our 12-year leadership of the Cameron County Veteran Coalition to our extensive network of workplace campaign partners – continues to multiply our impact throughout southern Cameron County. As we look to the future, your United Way remains committed to transparent governance, strategic growth, and maximizing the impact of every dollar invested in our community. On behalf of the Board of Directors, thank you for your trust and support in building a stronger, more equitable community for all.

Board Directors

Michael J. Limas
Michael J. Limas & Associates
Frank Acevedo
Valley Regional Medical Center
Frank Lopez
IBC Bank
Robin Cowen, JD, LCB
Cowen Group

Carlos Garza
Texas Regional Bank
Juan Loya
PNC Bank
Elizabeth Ramirez
Valley Regional Medical Center
Manuel (Rick) Villarreal
Villarreal Dental

Michael Craig Grove
Grove Realty
America De La Rosa
University of Texas Rio Grande Valley
Dalberto Louie De Leon
Brownsville Police Department
Jaime Garcia
Zavaleta Realty

A WORD FROM OUR PRESIDENT & CEO



Wendy De Leon
President & CEO

Dear Friends,

At United Way of Southern Cameron County, we know that the best solutions come through partnerships, and this year has proven that truth in remarkable ways. Together, we helped 35,000 people in our community – from providing emergency housing assistance after the Laguna Heights tornado, to bringing \$3.4 million in tax credits back to working families through our VITA program, to providing over 700 Snack Packs to children at risk of going hungry over the holiday break. These aren't just numbers – they're stories of lives changed, and communities strengthened through the power of working together. Thank you for helping us build a stronger, more resilient southern Cameron County for all. Will you join us in creating even more impact in the year ahead? Together, we can ensure every member of our community has the opportunity to thrive.

Our Team

Wendy De Leon President & CEO

Wendy Hanson Vice President for Community Impact

Irene Hinojosa Vice President of Finance & Administration

Heidi Kong Fundraising Coordinator

Miriam Saldaña Marketing Coordinator

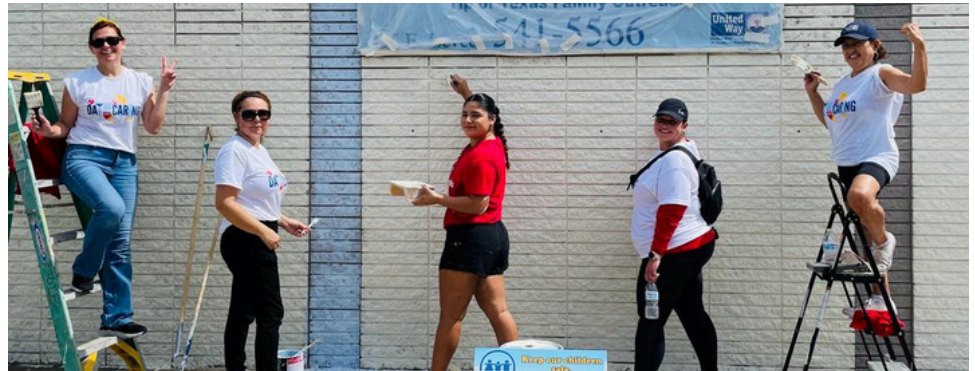
Leslie Nuñez Volunteer Income Tax Assistance Program Coordinator

Perla R. Medina Administrative Assistant & Campaign Support Specialist

Alfonso Ramirez Maintenance

IT TAKES ALL OF US

Our best work is all about partnerships. Mobilizing the caring power of communities is what we do best. Below are some highlights of the vital role partnerships play in our work



Tornado Recovery

United Way teamed up with Point Isabel ISD, Magic Valley Electric Cooperative, One Gas, Next Decade, RGV LNG, Bechtel and AEP Texas to provide short term emergency housing assistance to ten families who lost their homes in Laguna Heights.

Cameron County Veteran Coalition

celebrated 12 years of convening to ensure resources are available in our community for veterans and their families. Together we have worked to identify and fill the gaps in services, create a network of service providers and learn together about opportunities to improve the lives of those who have served. The group consists of a wide variety organizations including: the Cameron County Veteran Service Officers, Texas Veteran Commission, Texas Southmost College, University of Texas Rio Grande Valley Veteran Upward Bound, Veteran Resource Center and Veteran Business Opportunity Center, Gulf Coast Veteran Affairs Clinic, Endeavors, Heros on the Water, STAIVA, Chicanos por la Causa, Tropical Texas Behavioral Health, Texas Rio Grande Legal Aid, Texas Workforce Commission, and Area Agency on Aging.



FUNDED PARTNERS

IMPROVING ACADEMIC ACHIEVEMENT

Youth Opportunities

Laguna Madre Youth Center

- (956) 943-6310
- www.lagunamadrekids.org
- Afterschool programming to improve reading and math skills for elementary and middle school students.

Boys & Girls Club of Los Fresnos

- www.facebook.com/bgclosfresnos
- (956) 233-1102
- Afterschool tutorial program to improve Math and Reading for elementary and middle school students.

Communities In Schools of Cameron County

- (956) 554-7954
- www.ciscameroncounty.org
- Family engagement, student attendance and school success leads to on-time graduation for students in the Los Fresnos CISD.

Derry Elementary School

- (956) 943-0070
- <https://www.pi-isd.net/Domain/8>
- Reading interventions for struggling students

Garriga Elementary School

- (956) 943-0640
- <https://www.pi-isd.net/Domain/9>
- Reading interventions for struggling students

Guadalupe Regional Middle School

- (956) 504-5568
- <http://www.guadalupeprep.org>
- Afterschool tutorials struggling students

Proyecto Juan Diego

- (956) 542-2488
- www.proyectojuandiego.org
- Afterschool tutorials in Math and Reading for children in Cameron Park



FUNDED PARTNERS

IMPROVING ACCESS TO HEALTH CARE



Healthy Communities

Boys & Girls Club of Los Fresnos

- (956) 233-1102
- <https://www.boysandgirlsclubsoflosfresnos.com/>
- Children improve their health through physical fitness programs

Cameron County Children's Advocacy Centers (Monica's House)

- (956) 986-2770
- <http://www.cameroncountycac.com/>
- Effectively address child abuse cases through coordination and collaboration of Multi-Disciplinary Team approach.

Friendship of Women

- (956) 544-7412
- www.fowinc.org
- The community education and prevention program reduces the risk for family violence and sexual assault by teaching participants about the cycle of abuse, positive communication and healthy relationships.

Good Neighbor Settlement House

- (956) 542-2368
- www.goodneighborsh.org/
- Clinic provides homeless with access to health care.

Proyecto Juan Diego

- (956) 542-2488
- www.proyectojuandiego.org
- Cameron Park families receive access to resources and health care to improve the quality of their lives through community education and advocacy.

Moody Clinic

- (956) 542-8504
- www.moodyclinic.org
- Children with a diagnosed disability gain access to therapy to enhance their abilities and maximize their independent function.

Tip of Texas Family Outreach

- (956) 541-5566
- www.totfo.com
- Families gain positive parenting skills, home visits for teen parents, case management services, access to community resources and emotional support to strengthen families and prevent abuse and neglect of children.

Health: A Basic Building Block for a Good Life

Through a grant from Global Giving, United Way assisted with the medical and wellness needs of over 12,000 immigrants entering our community through the southern border. Together with our many community partners we were able to provide humanitarian assistance to those who needed medical care, over the counter medicines, wound care and prescription drugs.

Last year United Way launched a pilot program with the University of Texas Health Science Center's Salud Y Vida program to improve access to health services, monitor chronic disease and provide self-management educational programming to uninsured individuals with no medical home through a mobile medical unit. Thirty-three individuals received services and worked to improve their overall health outcomes and reduce the occurrence of chronic disease. This opportunity was funded through a grant from United Way Worldwide and the Johnson and Johnson Foundation.

FUNDED PARTNERS

IMPROVING FINANCIAL SECURITY

Financial Security

Ozaman Center

- (956) 831-6331
- www.ozanambrownsvillecenter.org
- Food and shelter for individuals and families in crisis.

Financial Security-come dream. come build

- (956) 541-4955
- www.cdcbrownsville.org
- Financial education and coaching to assist individuals to improve credit, save and meet financial goals.

VIDA-Valley Initiative for Development and Advancement

- (956) 903-1900
- www.vidacareers.org
- Occupational training program for low income and low skilled adults leading to credentials and employer placement.

YouthBuild Brownsville - come dream. come build

- (956) 541-4955
- www.cdcbrownsville.org/youthbuild.html
- High school equivalency, technical building credentials and job placement assistance for youth 17-24 years of age.



IMPROVING HEALTH OUTCOMES



Snack Pack

United Way and its community partners packed 762 snack packs for Brownsville ISD elementary students prior to the winter break.



SingleCare

United Way of Southern Cameron County has a longstanding partnership with SingleCare to provide prescription drug discount cards to the community. These cards reduce the cost of medicine. From July 2023 through June 2024, 941 users saved \$61,063 on prescription drugs using this unique discount card.



VOLUNTEER INCOME TAX ASSISTANCE (VITA)



The VITA project helps working families access the Earned Income Tax Credit (EITC) which is the federal government's largest anti-poverty initiative. Since 2004, United Way has partnered with schools and community organizations to train and support over three hundred volunteers across the county to provide working families with free tax preparation and e-filing. 314 individuals were trained and certified as a tax preparer-most were high school students who earned a valuable credential as well as hands on work experience.



New this year United Way became a certified acceptance agent for the IRS and helped more than 15 individuals file for ITINs.



This year the team prepared 4,824 tax returns and brought back \$3,412,710 million in EITC. This is money that goes directly into the pockets of working families, making VITA an effective community economic development strategy and moving families closer to financial security.



VITA Community Partners:

- Texas Southmost College,
- University of Texas Rio Grande Valley
- Port Isabel Library
- Port Isabel High School
- Ethel Whipple Memorial Library & Los Fresnos High School
- San Benito High School
- La Feria ISD-ASP
- Brownsville Independent School District's Lopez, Porter, Hanna, Pace, Rivera, Veterans and Brownsville Early College High Schools



SPECIAL EVENTS



**All You
Need Is
Love**



**0.5K
Micro-
Marathon**

SPECIAL EVENTS



Heroes and Helpers



Dancing for United Way

STATEMENT OF FINANCIAL POSITION (AUDITED 2023)



ASSETS

Current Assets

Cash and Cash Equivalents	\$1,598,958
Investments	\$5,528,775
Pledges receivable (net)	\$ 141,160
Other Receivables	\$ 52
Prepaid	<u>\$ 2,907</u>
Total Current Assets	\$ 7,001,852

LAND, BUILDING AND EQUIPMENT (net) \$ 422,951

Total Assets \$7,424,803

LIABILITIES AND NET ASSETS

Current Liabilities

Agency Allocations Payable	\$ 448,079
Other Payables	<u>\$ 14,402</u>
Total Current Liabilities	\$ 462,481

NET ASSETS

Without donor restrictions – board designated	\$638,502
Without donor restrictions – undesignated	\$5,997,006
With donor restrictions	<u>\$ 326,814</u>
Total Net Assets	\$6,962,322

Total Liabilities and Net Assets \$7,424,803

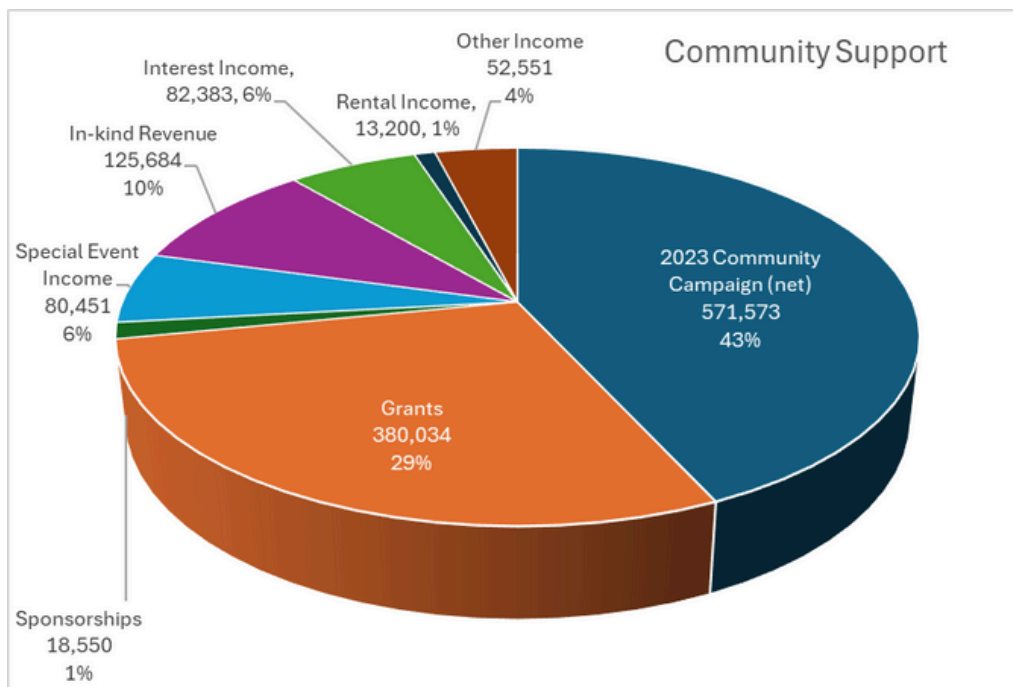
FINANCIAL OVERVIEW FOR 2023-2024



Sources of Financial Support

2023 Community Campaign (net)	\$571,573
Grants	\$380,034
Sponsorships	\$ 18,550
Special Event	\$ 80,451
In Kind Revenue	\$125,684
Interest Income	\$ 82,383
Rental Income	\$13,200
Other Income	<u>\$ 52,551</u>

Total Community Support **\$1,324,426**





THANK YOU!

Workplace Campaign
Your gift helped 35,000 people!



ABC Pediatrics
AD Welding
AEP Texas
AIM Media Texas
Altria
AT&T
BISD
Blue Cross Blue Shield
Boys & Girls Club of Los Fresnos
Brisky & Perez Insurance Agency
Brownsville Community Health Center
Brownsville Housing Authority
Brownsville Navigation District
Brownsville Public Utilities Board
Burton Auto Supply
Burton McCumber & Longoria
Cameron County
Cardenas Motors
Centene Corporation
City of Brownsville
City of Port Isabel
City of South Padre Island
Colorado Natural Gas, Inc.
Communities in Schools
Community Development Corp. Brownsville
Coursera
Dillard's

Edwards Abstract and Title Co.
Enterprise Rent-A-Car Company of Texas
Falcon International Bank
First Community Bank
Friendship of Women
Frost Bank
Frui Motors
Gladys Porter Zoo
Good Neighbor Settlement House
Guadalupe Regional Middle School
HEB
IBC Bank
IBM
JC Penney
Laguna Madre Water District
LFCISD
Linear Park Wealth Management
LittleFuse Inc.
Lone Star National Bank
Magic Valley Electric Coop.
Methodist Healthcare Ministries
Microsoft
Moody Clinic
Motus Energy
NelNet
Oncor Electric Delivery
Ozanam Center

Panda Express
PIISD
Plains Capital Bank
PNC Bank
Proyecto Juan Diego
Rally Credit Union
Raymond James
Rich Products
Security Service Federal Credit Union
South Texas ISD
Target
Texas Gas Service Company
Texas Regional Bank
Texas Southmost College
Tip of Texas Family Outreach
Tipton Motors
Turner Industries
United Way of Southern Cameron County
USAA
Valley Initiative for Development and Advancement
Valley Regional Medical Center
Vantage Bank
Walmart
Wells Fargo
Workforce Solutions Cameron
Zachry Group

United Way of Southern
Cameron County

