



UNITED WAY
Southern
Cameron County

ANNUAL REPORT 2024-2025

ADDRESS:

634 E. LEVEE ST.
BROWNSVILLE, TX 78520

PHONE :

(956) 548-6880

WEBSITE:

WWW.UNITEDWAYRGV.ORG

CHAIRMAN'S STATEMENT

As Board Chairman of United Way of Southern Cameron County, I am privileged to share our 2024-2025 Annual Report, which showcases not only our deepening community impact but also our unwavering dedication to creating lasting positive change.



Frank Acevedo
Board Chairman

This year has been one of remarkable growth and meaningful innovation, particularly in addressing food insecurity in our community. Our board takes great pride in providing over 600 snack packs to children at risk of going hungry over the holiday break. Ensuring families the peace of mind of knowing they won't have to choose between food and other necessities. When government commodities fell into short supply, threatening the vital safety net that food pantries, shelters, and feeding programs depend upon, we mobilized, providing supplemental funding to ensure no one in our community went without a meal.

We also celebrated community spirit through a series of memorable events. We hosted numerous gatherings throughout the year, including our very first United Way Cookoff, which brought our community together while raising vital funds and awareness for our mission. The passion and professionalism of our team continues to inspire. Their skill in cultivating and strengthening vital partnerships – from our leadership role in regional coalitions to our growing network of corporate and community collaborators – amplifies our reach and effectiveness across every corner of southern Cameron County.

Looking ahead, your United Way remains steadfast in our commitment to accountability, innovation, and ensuring every contribution creates maximum positive change in the lives of our neighbors. On behalf of the Board of Directors, we extend our deepest gratitude for your continued partnership in building a thriving community where everyone has the opportunity to succeed.



BOARD DIRECTORS

FRANK ACEVEDO

FACE Business Solutions LLC

ROBIN COWEN, JD, LCB

Cowen Group

CARLOS GARZA

Texas Regional Bank

MICHAEL LIMAS

Michael J. Limas & Associates

ALEJANDRA ALDRETE

Brownsville Independent
School District

CHRISTINE CAVAZOS

Community Volunteer

AMERICA DE LA ROSA

University of Texas Rio Grande
Valley

DALBERTO LOUIE DE LEON

Brownsville Police Department

MICHAEL CRAIG GROVE

Grove Realty

JUAN LOYA

PNC Bank

ELIZABETH RAMIREZ

Valley Regional Medical Center

MONICA TELLAM

Bechtel Corporation



Wendy De Leon
President & CEO

A WORD FROM OUR PRESIDENT & CEO

Dear Friends,

At United Way of Southern Cameron County, we believe that transformative change happens when communities unite with purpose, and this year has been a testament to the extraordinary power of collaboration. Together, we've touched countless lives across our community – from our VITA program bringing over \$7.8 million in refunds back to hardworking individuals and families, to our heartwarming new Heroes and Helpers partnership with Target, Brownsville PD, and US Customs,

where 40 children shopped with local heroes during the holidays, creating memories that will last a lifetime.

The generosity of our workplace campaign partners raised an incredible \$635,210, while our signature Dancing for United Way event brought our community together to raise \$68,325, proving that when we combine purpose with celebration, magic happens. Through strategic investments, we funded 16 programs positively impacting youth opportunities, financial security, and promoting healthy communities. These aren't just numbers on a page – they represent hope restored, dreams fulfilled, and a community that refuses to leave anyone behind.

Thank you for being the heart of these success stories and for helping us weave a stronger safety net throughout southern Cameron County. Will you continue this journey with us as we reach for even greater impact in the year ahead? Together, we can build a community where every person has not just the chance to survive, but the opportunity to truly flourish.

With gratitude and hope,
Wendy

OUR TEAM



Wendy De Leon President & CEO

Wendy Hanson Vice President for Community Impact

Irene Hinojosa Vice President of Finance & Administration

Heidi Kong- Garcia Fundraising Coordinator

Miriam Saldaña Marketing Coordinator

Leslie Nuñez VITA Program Coordinator

Perla R. Medina Admin. Asst. & Campaign Support Specialist

Alfonso Ramirez Custodian

COMMUNITY IMPACT



YOUR SUPPORT MADE A DIFFERENCE TO 67,339 OF OUR NEIGHBORS, FRIENDS, AND FAMILY.

Your support has provided assistance to improve youth opportunity, financial security, and promote a healthy community, impacting lives in immeasurable ways.

You made a difference:

- **495 community members** who experienced domestic violence received support and counseling services to better their lives.
- **106 youth** worked towards earning high school credits, obtained valuable credentials for the workforce, with **19 securing employment**.
- **253 children** are now reading at grade level.
- **130 individuals** with chronic disease gained access to essential healthcare.
- **103 children** received access to therapy services.
- **666 snack packs** were distributed to elementary children during winter break.
- **213 books** were distributed to our youngest community members encouraging a life of reading.



COMMUNITY PARTNERSHIPS UNITE 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.

CELEBRATING 15 YEARS CAMERON COUNTY VETERAN COALITION

Meeting monthly, service providers work 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 providers and learn together about opportunities to improve the lives of those who have served. The group consists of a wide variety of 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, Heroes 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.



CHILDREN AT RISK ANNUAL COMMUNITY ROUNDTABLE



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

- (956) 233-1102
- www.facebook.com/bgclosfresnos
- 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 and student support programs to promote school success and on-time graduation for students in Los Fresnos.

Derry Elementary School

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

Garriga Elementary School

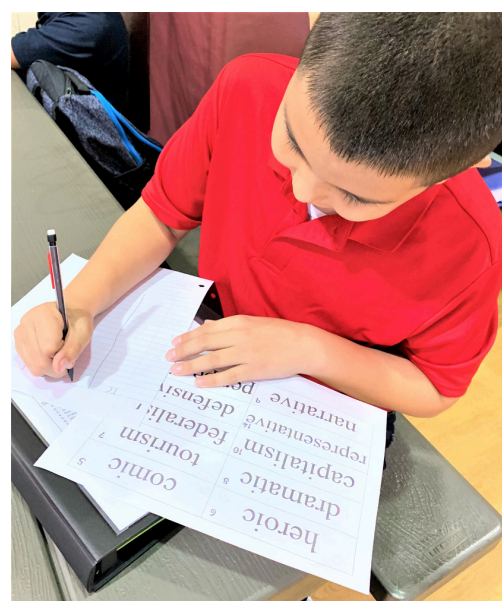
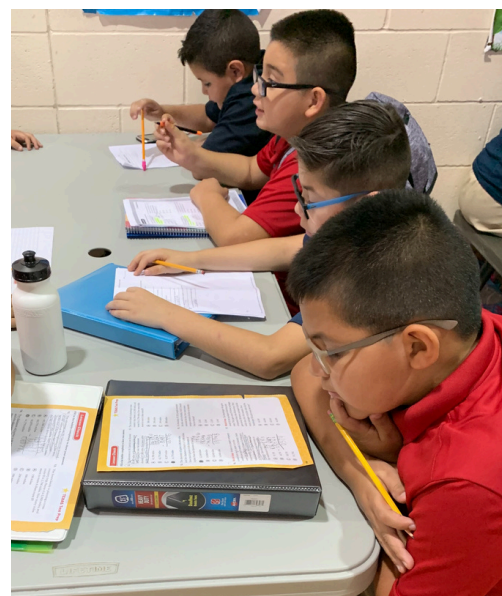
- (956) 943-0640
- <https://www.pi-isd.net/Domain/9>
- Reading interventions for struggling students.

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/>
- Physical fitness programs to improve health for children.

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

- (956) 986-2770
- <http://www.cameroncountycac.com/>
- Multi-disciplinary team collaboration to address child abuse cases for children and families.

Friendship of Women

- (956) 544-7412
- www.fowinc.org
- Community education programs to reduce family violence and sexual assault risk for individuals and families.

Proyecto Juan Diego

- (956) 542-2488
- www.proyectojuandiego.org
- Community education and advocacy programs to provide access to resources and healthcare for Cameron Park families.

Moody Clinic

- (956) 542-8504
- www.moodyclinic.org
- Therapy programs to enhance abilities and promote independence for children with diagnosed disabilities.

Tip of Texas Family Outreach

- (956) 541-5566
- www.totfo.com
- Home visits and case management programs to strengthen families through positive parenting skills and community resources for parents and caregivers.



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** individuals. 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) 542-2368
- www.ozanambrownsvillecenter.org
- Crisis assistance programs to provide food and shelter for individuals and families in crisis.

Good Neighbor Settlement House

- (956) 831-6331
- www.goodneighborsettlement.org
- Crisis assistance programs to provide food and shelter for individuals and families in crisis.

YouthBuild Brownsville - come dream. come build

- (956) 541-4955
- www.cdcbrownsville.org/youthbuild.html
- Education and job training programs to provide high school equivalency, technical credentials, and job placement for youth ages 17-24.



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 hundreds of volunteers across the county to provide working families with free tax preparation and e-filing. **151 individuals** were trained and certified as tax preparers, high school students earned this valuable credential as well as hands on work experience.

United Way became a certified acceptance agent for the IRS last year and to date we helped more than **38 individuals file for ITINs**.

This year the team prepared **4,758 tax returns** and brought back **\$3,572,607 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
- Brownsville Housing Authority
- Port Isabel Early College High School
- Ethel Whipple Memorial Library
- Los Fresnos High School
- Laguna Vista Public Library
- Lopez Early College High School
- Porter Early College High School
- Hanna Early College High School
- Rivera Early College High School



UNITED AGAINST HUNGER

SECURING THE FOOD SAFETY NET

Food Pantries, shelters and feeding programs rely heavily on government commodities which have been in short supply this year. Together with corporate partners and private donations we are working to ensure this valuable safety net remains in place for the most vulnerable in our community. We teamed up with Global Giving to increase opportunities to expand our reach, leverage more resources and gain support for people who need it most.



United Way and community partners packed **666 snack packs** for Brownsville ISD elementary students.

SNACK PACK





WORKPLACE CAMPAIGN

THANK YOU!



AD Welding
 AEP Texas
 AT&T
 Back to Action
 Bechtel
 BISD
 Blue Cross Blue Shield
 Boys & Girls Club of Los Fresnos
 Brownsville Chamber of Commerce
 Brownsville Community Health Center
 Brownsville Housing Authority
 Brownsville Navigation District
 Burton Auto Supply
 Burton McCumber & Longoria
 Cameron County
 Cameron County Children's Advocacy Center
 Cardenas Motors
 Centene Corporation
 City of Brownsville
 City of Port Isabel
 City of South Padre Island
 Communities in Schools
 Community Development Corp. Brownsville
 Cummins Foundation
 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
 Fruia Motors
 Gates Foundation
 Gladys Porter Zoo
 Good Neighbor Settlement House
 Guadalupe Regional Middle School
 HEB
 Higginbotham Insurance
 IBC Bank
 IBM
 JC Penney
 Laguna Madre Water District
 LFCISD
 Linear Park Wealth Management
 Methodist Healthcare Ministries
 MGL Ministries
 Microsoft
 Moody Clinic
 NelNet
 OmniTRAX
 Oncor
 Ozanam Center
 PayPal

PIISD
 PNC Bank
 Proyecto Juan Diego
 Rally Credit Union
 Raymond James
 RGLNG
 Rich Products
 Sam's Club
 Security Service Federal Credit Union
 Southwestern Bell Company
 State Employee Federal Campaign
 South Texas ISD
 Target
 Texas Gas Service Company
 Texas Regional Bank
 Texas Southmost College
 Tip of Texas Family Outreach
 Trimac Transportation
 Turner Industries
 United Way of Southern Cameron County
 USAA
 Valley Initiative for Development and Advancement
 Valley Regional Medical Center
 Vantage Bank
 Walmart
 Workforce Solutions Cameron

SPECIAL EVENTS



UNITED WAY COOKOFF

Pitmasters battled, flavors sizzled, and friends and families came together for a day of fun, fierce competition, and community support at the United Way BBQ Cookoff.

ALL YOU NEED IS LOVE

Wine, pizza, and hand-painted glasses brought our community together to support United Way at the All You Need Is Love fundraiser.



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SPECIAL EVENTS

DANCING FOR UNITED WAY

Local celebrity dancers lit up the stage at Dancing for United Way, twirling, cheering, and raising funds to support our community.



HEROES AND HELPERS

Elementary students enjoyed a festive holiday adventure, shopping side-by-side with local heroes at Heroes and Helpers.



STATEMENT OF FINANCIAL POSITION (AUDITED 2024)

ASSETS

Current Assets

Cash and Cash Equivalents	\$ 1,339,234
Investments	\$ 5,789,535
Pledges receivable (net)	\$ 144,308
Other Receivables	\$ 16,789
Prepaid	<u>\$ 931</u>
Total Current Assets	\$ 7,290,797

LAND, BUILDING AND EQUIPMENT (net) \$ 393,175

Total Assets **\$7,683,972**

LIABILITIES AND NET ASSETS

Current Liabilities

Agency Allocations Payable	\$ 442,360
Other Payables	<u>\$ 25,807</u>
Total Current Liabilities	\$ 468,167

NET ASSETS

Without donor restrictions – board designated	\$ 638,502
Without donor restrictions – undesignated	\$6,341,929
With donor restrictions	<u>\$ 235,374</u>
Total Net Assets	\$7,215,805

Total Liabilities and Net Assets **\$7,683,972**

FINANCIAL OVERVIEW

FOR 2024-2025

Sources of Financial Support

2024 Community Campaign (net)	\$588,761
Grants	\$306,571
Special Event	\$138,813
In Kind	\$124,937
Interest Income	\$ 77,172
Rental Income	\$ 13,200
Other Income	<u>\$ 46,555</u>

Total Community Support **\$1,296,009**

