

UNITED WAY NEWS

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United Way of Greater Houston

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United Way of Greater Houston Establishes New Luminary Leadership Giving Level with \$1 Million Lead Gift from Rich and Nancy Kinder

HOUSTON (Jan. 13, 2020) – United Way of Greater Houston today announces a \$1 million gift from Rich and Nancy Kinder, marking the establishment of a new “Luminary” leadership giving level for individuals making gifts to the non-profit’s annual community campaign. The Kinders’ contribution will support the United Way’s ongoing work in the Greater Houston community to create long-lasting, systemic change to help our most vulnerable neighbors achieve financial stability and a sustainable quality of life. Encompassed in this work are services such as basic needs assistance, job training and financial coaching, early childhood education, youth development services, and affordable health care.

“We know that 40 percent of our neighbors in this community – over 800,000 households -- are struggling every day just to make ends meet. It is an issue we must all address and generous donors like Rich and Nancy Kinder are leading the way by investing in this community so that more families can thrive,” said Anna M. Babin, president and CEO of United Way of Greater Houston. “We created the name “luminary” because it describes how the Kinders are lighting the path to a better future for others through their support of United Way.”

Babin added that, given the size of the need, it takes everyone working together to transform lives and create lasting change for the better in this community. That’s why the United Way annual campaign reaches out to workplaces and individuals across the four-county area and every gift, at every level, helps to lift up the community by providing services to those in need.

Both Babin and the Kinders expressed their hope that this gift will inspire others to join them and give generously during this 2019-20 campaign.

“The United Way anticipates that the role of the individual donor will be increasingly important in the decades ahead, and Rich and I agree,” states Nancy Kinder, CEO of the Kinder Foundation. “We support the strategic plan of the organization.”

United Way recently announced Second Century Vision, a strategic direction that strengthens its focus on helping the working poor, and those living below the poverty level, to attain a more sustainable quality of life. This direction builds upon United Way’s 11-year track record of success in helping hard-working, low-income families improve their financial standing through an initiative called United Way THRIVE. A collaborative made up of more than 20 nonprofit partners, plus employers, community colleges, government agencies and others, United Way THRIVE has helped more than 211,000 families on their path to financial stability by increasing wages, savings, assets and reducing debt.

The \$1 million Luminary level is part of the United Way of Greater Houston’s Alexis de Tocqueville Society, a group comprised of hundreds of generous individuals who together contributed more than \$17 million to United Way last year. For more information on leadership giving at United Way of Greater Houston, visit www.unitedwayhouston.org/donors.

About United Way of Greater Houston

For nearly 100 years, United Way of Greater Houston has brought together diverse partners and approaches to address the complex challenges holding people back. We are a driving force for good that connects our neighbors with opportunities to thrive. We help our neighbors achieve financial stability. We provide services that support the physical and behavioral health of families and youth along with educational services that expand their skills and horizons. We provide a safety net that catches the most vulnerable. We manage every donation with care to make the greatest impact across the four-county region of Fort Bend, Harris, Montgomery and Waller counties. We connect neighbors with help 24/7 through our 211 Texas / United Way HELPLINE. For more information, please visit, www.unitedwayhouston.org.

About the Kinder Foundation

The Kinder Foundation, a family foundation established in 1997 by Rich and Nancy Kinder of Houston, Texas, provides transformational grants that impact urban green space, education, and quality of life. More at www.kinderfoundation.org.

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