

UNITED WAY NEWS

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United Way of Greater Houston

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As Community Needs Grow, Nancy and Rich Kinder Make Third Consecutive \$1 Million Gift to United Way of Greater Houston Annual Campaign

HOUSTON (December 2, 2021) – United Way of Greater Houston today announces a \$1 million gift from Rich and Nancy Kinder to support United Way’s work at a time of continued need in the Greater Houston community. The ongoing impact of the pandemic on the local economy has raised unemployment, drained household finances and strained nonprofit basic needs resources.

The Kinders’ generous gift comes as United Way prepares to mark 100 years of service to the Greater Houston community in 2022, and will support the organization’s Second Century Vision, which is responding to the 47% of families in the four-county Greater Houston area who, even before the pandemic, were struggling to afford basic necessities, as reported in the most recent United Way ALICE Report. ALICE (Asset Limited, Income Constrained, Employed) data reports the numbers of households in our community whose incomes are not sufficient to cover monthly basic needs such as food, housing, childcare, transportation and health care. United Way’s Second Century Vision is building upon more than a decade of United Way THRIVE experience, a collaborative model which involves more than 20 nonprofits, plus employers, community colleges, government agencies and others in helping families clear away the barriers to their success.

“We are grateful to the Kinders for their continued commitment to United Way and our work in helping neighbors who are struggling to achieve financial stability,” said Amanda McMillian, president and CEO, United Way of Greater Houston. “The Kinders prioritize investing in our local community to create a better quality of life for all and we have the highest admiration for the way they lead by example. We sincerely hope others who are able will join them in making a gift to the United Way campaign.”

The Kinders are longtime donors to United Way of Greater Houston and this is the third consecutive year for the generous couple to make a \$1 million campaign gift, the Luminary Leadership Giving level. The \$1 million Luminary Giving level was established to offer our city’s leaders the opportunity to amplify funds available to serve ongoing and growing needs.

“Lifting up the many hard-working families and individuals in our community and supporting their pathway to self-sufficiency is an effective and critically important approach,” said Nancy Kinder, president and CEO of the Kinder Foundation. “We support United Way of Greater Houston’s new strategic vision because we recognize the impact it can have on those seeking a sustainable quality of life.”

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

The \$1 million Luminary Leadership Giving level is the highest within United Way of Greater Houston’s Alexis de Tocqueville Society, a group of generous individuals currently numbering more than 700, who make gifts of \$10,000 or more annually to United Way of Greater Houston. The group 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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