

FOR IMMEDIATE RELEASE
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United Way Announces Final Campaign Total and Recognizes Outstanding Volunteers

LUBBOCK, TX – Lubbock Area United Way held its 2020 Wrap-Up and Volunteer Recognition via live stream today on its Facebook and YouTube pages.

A.J. Martinez, 2020 Campaign Chair, announced that \$5,402,194 has been contributed to help support United Way's Community Partners. These contributions will impact more than 110,000 lives across the Lubbock Area in the coming year. Since 1946, more than \$193 million has been given with \$29 million being contributed in just the past five years.

Martinez said, "The success of the campaign can be credited to the work of our Campaign Cabinet, Loaned Executives, Speakers' Bureau, Campaign Coordinators, and countless others who connected with both individuals and businesses. In fact, 461 people volunteered to help with the annual campaign. We couldn't have accomplished what we did without every single one of you."

Kelsey Johnson with the YWCA of Lubbock was recognized as the 2020 Campaign Volunteer of the Year for his role chairing the Loaned Executive Program. Johnson started volunteering in the program in 2014. In 2002, he led his team of 46 volunteers under the mantra of "maximum flexibility", skillfully navigating the ups and downs of the campaign and the many changes the year brought.

Ann McGinty was recognized as the 2020 Community Partner Volunteer of the Year. McGinty has been a volunteer with Literacy Lubbock for nearly 15 years. In that time, she has logged more than 1,500 volunteer hours with the organization. McGinty serves as a tutor and teaches English as a Second Language courses.

United Way also recognized Community Partner staff members celebrating years of service milestones, including:

15 Years:

Eloisa Vigil, Communities in Schools of the South Plains
Michelle Barrientez, Goodwill Industries of Northwest Texas
Dela Esqueda, Guadalupe-Parkway Neighborhood Centers

--MORE--

20 Years:

Stephen Garcia, Women's Protective Services

Thomas Garcia, Women's Protective Services

Kay Crow, Women's Protective Services

25 Years:

Jackie Bradshaw, Early Learning Centers of Lubbock

Serena Hilliard, Voice of Hope

Jay Perez, Goodwill Industries of Northwest Texas

And

30 Years:

Lionel Smith, Goodwill Industries of Northwest Texas

The 2020 Wrap-Up and Volunteer Recognition may be viewed at liveunitedlubbock.org/2020wrapup or on United Way's Facebook and YouTube pages. The 2020 Annual Report was released and is available online at liveunitedlubbock.org/annualreport or at the United Way Office.

ABOUT LUBBOCK AREA UNITED WAY

Since 1946, Lubbock Area United Way has worked to address the root issues of the most significant challenges facing our South Plains communities to create lasting, positive change. The keys to United Way's success are its long-term partnerships with its Community Partner agencies and involvement with various local coalitions. More about Lubbock Area United Way can be learned at www.liveunitedlubbock.org.

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