



FOR IMMEDIATE RELEASE
OCTOBER 21, 2020

Contact: Amanda McAfee
Office: 806.747.2711
Direct: 806.905.5994

United Way More than Halfway to Campaign Goal

LUBBOCK, TX – At its Mid-Campaign Report Live Stream today, Lubbock Area United Way announced that the community has contributed \$3,502,996. Campaign Chair AJ Martinez with Robinson Burdette Martin & Seright stated that this puts United Way at 61.3% to the 2020 goal of \$5,712,385.

“It’s important that we meet our goal because it matters to thousands of people on the South Plains, many who have never needed assistance before now. It is important to keep United Way and our Community Partners sustainable and to ensure that we can continue helping thousands of citizens,” Martinez said.

The live stream featured a presentation on ALICE households in Lubbock County. ALICE stands for Asset-Limited, Income-Constrained, Employed. These households include residents who live above the Federal Poverty Line and are employed but struggle to cover the cost of essentials like housing and childcare. As of 2018, 30% of Lubbock County households were in the ALICE threshold. Due to the COVID-19 pandemic, it is predicted that more households have fallen into this threshold.

United Supermarkets CEO Robert Taylor and President Sidney Hopper presented a check for \$116,700 from the Jacky Pierce Charity “Golfless” Classic. Despite not being able to hold an in-person tournament, the company raised \$500,000 for United Ways in their Texas and New Mexico trade areas. Matt Stephens with Prosperity Bank also announced that the United Way LIVE UNITED Golf Tournament raised \$108,610. Vice Chairs for the various campaign divisions made reports on the totals contributed to date.

52 local business were recognized as Campaign Event Sponsors for underwriting the costs for the Annual Campaign Kickoff, the Mid-Campaign Report, the Final Report Meeting, and numerous other campaign events.

Local and state guidelines allowing, United Way plans to hold the Final Campaign Report Luncheon on December 1st. For more information, visit www.liveunitedlubbock.org.

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 can be learned at www.lubbockareaunitedway.org.

###