

2024-2025 SUMMARY ANNUAL REPORT



UNITED WAY
Greater Houston



FRIENDS,

From raising over \$9 million through the Greater Houston Disaster Alliance to help 4,000 households recover from disaster, to welcoming our millionth guest in our Community Resource Center, each achievement reflects the collaborative spirit that has defined our work for more than a century.

As we embark upon a new campaign year with a refreshed look and feel in pursuit of new milestones yet to come, our focus on helping our neighbors achieve long-term financial stability remains. That's why our Integrated Client Journey, expanding Navigator network, and strategic partnerships with over 100 organizations remain vital to our mission.

None of these accomplishments would be possible without you—our staff, donors, volunteers, and partners. Whether you participated in our record-breaking Rappel for a Reason, volunteered with us at a Day of Caring, or contributed your time, talent, or treasure in any way, your commitment fuels our ability to help our neighbors land on their feet—and stay there.

Now, as much as ever, United is the Way.

Thank you for being part of our journey.

Amanda M. McMillian
President & CEO



Steve Stephens
Chair, Board of Trustees



UNITED IS THE WAY



United Way of Greater Houston is starting the new campaign year with a new look and feel, but our focus on financial stability and serving our neighbors who are Asset-Limited, Income-Constrained, but Employed (ALICE) remains the same.

13% of households across Greater Houston are living on incomes below the federal poverty threshold, and another 31% of households are working hard but can't afford the basic necessities of life.

That's why together, we do what no one organization can do alone by uniting donors, volunteers, corporate partners, the public sector, and community partners to help our neighbors land on their feet—and stay there.

PROMOTING FINANCIAL STABILITY THROUGH THE INTEGRATED CLIENT JOURNEY

The Integrated Client Journey (ICJ), a personalized approach that empowers individuals to create customized pathways to long-term financial stability, continues to expand its reach and impact. Since launching in 2022, 1.4 million people have sought support through the ICJ.



By the Numbers

20

navigation teams across 13 priority regions in our four-county service area

100+

partner organizations providing targeted services and programs in line with individual goals and needs

100%

recommendation rate from surveyed participants

Client Accomplishments

17%

average increase in household income after one year of Navigation

7.1%

average increase in self-sufficiency and well-being after one year

4,618

client goals set, including increasing savings, completing job training, entering counseling, and more

211 AND THE COMMUNITY RESOURCE CENTER: POSSIBILITY STARTS HERE

The United Way Center is home to two of our community's most valued resources: The 211 Texas/United Way HELPLINE and our Community Resource Center, both of which achieved significant milestones in 2024-2025.

20 Years and One Million Visitors at the Community Resource Center

In February 2025, the United Way Center for Philanthropy, Leadership and Volunteerism at 50 Waugh Drive celebrated its 20th anniversary. The Community Resource Center, a free conference space for non-profit organizations to come together and tackle community challenges, also welcomed its millionth guest this past October. We are grateful to everyone who helped us achieve this incredible milestone.

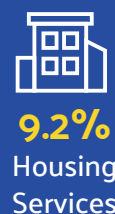
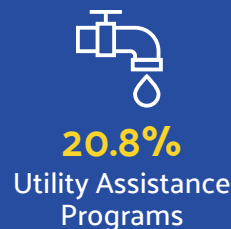


Connecting People to Help and Hope

Last year was also a busy year for 211, which made 1.3 million connections to help and hope, a 5.9% increase from the year before, including a 250% increase in calls related to disaster services.

In 2024, with generous funding from The Robert and Janice McNair Foundation, the newly established 211 Strike Team began providing immediate crisis support during natural disasters, emergencies, medical crises, and sudden job losses. Additionally, the 211 Texas/United Way HELPLINE earned a prestigious five-year re-accreditation from Inform USA after a comprehensive evaluation, further validating its position as a trusted community lifeline.

Top Caller Needs in 2024



Explore
211 Data



CELEBRATING 10 YEARS OF UNITED WAY M.A.T.H.

We recently celebrated a decade of impact through United Way M.A.T.H. (Mastering Algebra Together Houston), a partnership with ConocoPhillips aimed at increasing the number of Houston-area students who pass Algebra, graduate from high school, and are ready to succeed in college.

M.A.T.H. stands for Mastering Algebra Together Houston, but the program stands for something even bigger—confidence. By making learning fun and helping students tap into their own potential, United Way M.A.T.H. inspires the confidence young people need to succeed in life.

Go Beyond
the Numbers

Watch our video



ACCELERATING RECOVERY AND BUILDING RESILIENCE

The Greater Houston Disaster Alliance (GHDA) is a pioneering partnership between Greater Houston Community Foundation and United Way of Greater Houston, with support from the City of Houston and Harris County, as well as lead gifts from Enbridge and Phillips 66. The Disaster Alliance was created to lead our community's philanthropic disaster response, strengthen year-round preparedness, and ensure our region has the networks and systems in place to respond swiftly and effectively in times of disaster.

2024 saw multiple disasters impact our region, including the May Derecho and Hurricane Beryl in July. Between two funds launched in the wake of these disasters, GHDA raised over \$9 million to support more than 4,000 affected households.



STRENGTHENING OUR NONPROFIT COMMUNITY

Last year, United Way Nonprofit Connection continued to strengthen the nonprofit community with a portfolio of services that help organizations and professionals expand knowledge, develop strong leadership, access new sources of funding, and increase resilience.

In addition to mainstay programs like CenterPoint Energy Emerging Leaders Institute and Project Blueprint, Nonprofit Connection's beloved Power Tools for Nonprofit conference also achieved an exciting milestone.

A Sold-Out Power Tools for Nonprofits Conference

The 2024 Power Tools for Nonprofits conference, generously sponsored by CenterPoint Energy, attracted a sold-out crowd of 850—the largest crowd in Power

Tools history! The attendees enjoyed engaging presentations from experts in various fields, including fundraising, volunteer engagement, management strategies, marketing, leadership development, and more.



ROBERT W. KNEEBONE VOLUNTEER OF THE YEAR, CHAIRMAN'S AWARD, AND YOUNG LEADER OF THE YEAR WINNERS



Robert W. Kneebone Volunteer of the Year

Donna Sims Wilson
Chief Operating Officer
Kah Capital

As a dedicated two-term board member, Donna has worn multiple leadership hats with distinction—serving as Finance Committee Chair, co-chairing our Disaster Recovery Council alongside Bob Harvey, and leading our Disaster Preparedness Committee since 2021.



Chairman's Award

Liam Mallon
Retired
ExxonMobil

Liam Mallon, recently retired President of ExxonMobil Upstream Company, spearheaded ExxonMobil's \$13M+ campaign in 2024-25, actively serves on the CEO Calls Task Force, and leverages his extensive network to secure new corporate partnerships that help us connect people to possibility.



Young Leader of the Year

James Crandall
Commercial Optimization Lead
Williams

A Young Leaders co-chair, three-time rappeller, and staple of our volunteer events, James' commitment to advancing the mission of United Way demonstrates the power of collective action and service.

COMMUNITY EVENTS

From our third year of Rappel for a Reason to brand new events and gatherings, the 2024-2025 campaign year was filled with exciting events and community activations.

Record-Breaking Rappel for a Reason

Our third annual Rappel for a Reason was a record-breaking success!

\$210,000

raised

84

rappelers

197

guests

1.45 M

media impressions

201,841

social media impressions



Special thanks to our sponsors, Service Corporation International, the Hackett Family Foundation, Burns McDonnell, Houston Chronicle, Zachry, JVIC, AAI & Spectros, Frost Bank, Truluck's, and the DoubleTree Galleria for making this remarkable event possible.

Leaders Unscripted

United Way of Greater Houston and CenterPoint Energy launched Leaders Unscripted, a new executive conversation series, with a sold-out debut event. United Way of Greater Houston President & CEO Amanda McMillian and CenterPoint Energy CEO Jason Wells shared insights on nonprofit and corporate leadership, service, and community with more than 100 guests.



Women Who Rock

More than 900 dedicated community members came together to "rock out" and celebrate extraordinary parents in our community, helping them continue their education through the Women Who Rock Child Care Scholarship. In between inspiring testimonials, Roshanda Pratt helped us raise the energy with an electrifying keynote on amplifying our unique voices.



THANK YOU TO OUR MILLION DOLLAR CIRCLE COMPANIES

ExxonMobil



ConocoPhillips



**MEMORIAL
HERMANN**



Williams

ENBRIDGE

**CenterPoint
Energy**

THANK YOU, CARING CHAMPIONS

In addition to championing their own company campaigns, Caring Champions generously sponsor campaign activities and visibility efforts throughout the year.

Enbridge • ExxonMobil • NOV

Bank of America • CenterPoint Energy • Comcast • Memorial Hermann

Asia Chemical • Entergy • EY • Houston Chronicle • Zachry Group

Bay Area Center

1300 Bay Area Blvd., Building A
Houston, TX 77058
281-282-6000

Fort Bend County Center

12300 Parc Crest Drive
Stafford, TX 77477
281-207-2300

Montgomery County Center

1600 Lake Front Circle, Suite 248
The Woodlands, TX 77380
281-292-4155

Waller County Center

531 FM 359 S
Brookshire, TX 77423
281-822-4200

United Way of Greater Houston
50 Waugh Drive, Houston, TX 77007
713-685-2300
unitedwayhouston.org



UNITED WAY
Greater Houston