



**UNITED in  
PURPOSE**

# 2024 ANNUAL REPORT





# 2024 BOARD OF DIRECTORS



**Gerardo Paz**  
South Texas FCU  
Board Chairman

“

United Way of South Texas remains committed to strengthening our community by addressing critical needs and creating opportunities for lasting change. Through the dedication of our supporters, community leaders, and volunteers, we continue to provide essential resources that empower individuals and families to achieve stability and success. The leadership of our Board of Directors, combined with the strategic vision of our management team, ensures that we are making a meaningful impact today, while building a brighter future for generations to come.

”



**Blanca I. Villalobos**  
IBC Bank  
Past Board Chair



**Tyler Stone**  
Rioco Partners  
Strategic Planning Co-Chair



**Larry C. Gonzalez**  
PlainsCapital Bank  
Finance Co-Chair



**Robert McGurk**  
Greater State Bank  
Finance Co-Chair



**Cris Bernal Moncayo**  
Vantage Bank Texas  
Campaign Co-Chair



**Michelle Quiroz**  
Reserva Coffee Roasters  
Campaign Co-Chair



**Annette S. Garcia**  
Region One Retiree  
PR Co-Chair



**Dr. D'uAndre Drain**  
GE Aerospace  
Fund Dist. Co-Chair



**Benita Mendell**  
AIM Media TX  
Fund Dist. Co-Chair



**Cyndy Ramos**  
Rally Credit Union



**Kimberly Davis**  
South Texas Health  
System



**Raul E. Sesin**  
Hidalgo County  
Drainage District No.1



**Lee Jones**  
AEP Texas Retiree



**J.J. Serrano**  
H-E-B



**Cesar N. Rodriguez**  
City of McAllen

## A MESSAGE FROM THE PRESIDENT

With deepest gratitude, I would like to acknowledge the inspiring United Way (UW) Board of Directors, staff, volunteers and partners, for their commitment to building resilient communities. I am proud every ambassador who helped us educate local residents about United Way's results-driven programs, that touched the lives 182,000 individuals. We built momentum that will drive long-term success in the areas of: Youth Opportunities, Healthy Communities, Financial Security and Community Resiliency. The Business United initiative led volunteers to inform, engage and build lasting partnerships with new supporters. The Latina Hope program into Starr County delivered an invaluable guide to small business planning for female entrepreneurs. A collaboration with AmeriCorps NCCC allowed us to secure thirteen young adults to assist with the Volunteer Income Tax Assistance program. This resulted in a 10% increase in clients served. Youth opportunities are of paramount importance. UW invests in Boys & Girls Clubs, Scouting, the Education Council and the Youth Leadership Mentorship Program, all of which provide pathways to student success and leadership development. To wrap-up 2024, we celebrated the 20th year anniversary of the Spirit of Christmas, a program that provides hope to extraordinarily vulnerable families during the holidays. I am humbled by the thousands of supporters who understand our mission and purpose, and who choose to invest in United Way every year. Our work isn't just about creating change, it's about creating opportunities and access for every resident in South Texas.

Best regards,



**Lilly Lopez-Killelea**  
President/C.E.O.



# PILLAR CLUB MEMBER COMPANIES

The Pillar Club represents donors who contribute a minimum of \$500 annually. Their gifts represent their trust in United Way to help create better paths and opportunities for families in our community. There were approximately 778 Pillar Club Members in 2024. Thanks to you and to all who invest in United Way.

AEP Texas

Boys and Girls Clubs of Edinburg

Boys and Girls Club of McAllen

Boys and Girls Club of

Pharr/San Juan

Burton Companies, LLC

Burton, McCumber & Longoria, LLP

City of Edinburg

City of Hidalgo

City of McAllen

City of Mission

City of Palmview

City of San Juan

Combined Federal Campaign

DHS-CBP-OBP (Border Patrol)

DHS-CBP-Hidalgo & Roma POE  
(Port of Entries)

USPS

Comfort House

Costco Wholesale

Dillard's

Edinburg C.I.S.D.

Enterprise Rent-A-Car

Fox Packaging

Frost Bank

GE Aerospace

Greater State Bank

H-E-B Stores and Distribution Facilities

Hidalgo County

Holt CAT

IBC Bank

International Paper Company

KRGV TV 5

La Joya I.S.D.

Lone Star National Bank

Magic Valley Electric Cooperative

Melden & Hunt, Inc.

Mayfair Properties, LLC

McAllen Chamber of Commerce

McAllen I.S.D.

Mercedes I.S.D.

Mission C.I.S.D.

Monte Alto I.S.D.

PlainsCapital Bank

PNC Bank

PSJA I.S.D.

Rally Credit Union

Region One ESC

Roma I.S.D.

RRP Consulting Engineers

Sames Auto Group

Security Service Federal Credit Union

Serving Children and Adults In Need

Sharyland I.S.D.

South Texas Federal Credit Union

South Texas Health System

Starr County

Starr County Memorial Hospital

State Employee Charitable Campaign

Su Casa de Esperanza

Target Stores

Texas Gas Service

Texas Regional Bank

The Monitor

United Way of South Texas

Valley Land Title

Vantage Bank Texas

Weslaco I.S.D.

Women Together

**Private Donors**

Roy Cisneros

James & Kathleen Collins

Thelma & Manolo Garibay

Santos Ramirez

Judith A. Solis

## TOP PILLAR CLUB MEMBERSHIP



VANTAGE BANK



CITY OF  
McALLEN



McALLEN ISD



Magic Valley  
MVEC  
Electric Cooperative



# IMPACT IN 2024

United Way of South Texas funds over 100 programs that impact the Health, Education, Financial Stability and Safety Net of Hidalgo and Starr County families. We are the only local organization with the capacity to impact individuals from birth to end of life, resulting in the most impactful non-profit footprint in our two-county service area. Thanks to supporters, over 182,000 residents in Hidalgo and Starr Counties benefited from a United Way funded program in 2024.



## EDUCATION

*Improving Academic Success for Children & Youth*

### Education Council

The Education Council is represented by ten school districts (Edcouch-Elsa I.S.D., La Joya I.S.D., McAllen I.S.D., Mercedes I.S.D., Mission C.I.S.D., Monte Alto I.S.D., Rio Grande City Grulla I.S.D., Roma I.S.D., Sharyland I.S.D. and Weslaco I.S.D.). Social workers identify crucial needs of students in drop-out recovery programs, administer UW funded emergency grants and food pantries.

### Back to School "In Style" Shopping Spree

One hundred and fifty middle school students from 16 school districts return to school "In Style" every year. United Way awards the same opportunity to participating districts in Hidalgo and Starr Counties on a rotating basis. Students receive \$150 to purchase school clothing and personal hygiene items. Target stores donate backpacks with school supplies. Over 200 UW supporters from companies that run United Way Employee Campaigns volunteer as "Shopping Buddies" and help students select school attire that will allow them to return to school with confidence and to focus on critical school work.

### Youth Leadership Mentorship Program

United Way's Youth Leadership Mentorship Program empowers Juniors and Freshmen with leadership skills, soft skills, volunteer opportunities, mental wellness tools and digital and financial literacy training. Counselors identify Freshmen to participate as mentees and Juniors volunteer as mentors. In the past seven years, 630 students have participated from the following school districts: Weslaco I.S.D., Mercedes I.S.D., McAllen I.S.D., Sharyland I.S.D., Roma I.S.D., Edcouch Elsa I.S.D. and La Villa I.S.D.

### Day of Caring - Project "FreshStart"

United Way launched Project "FreshStart" in 2011 to provide school supplies for high school Freshmen, in an effort to reduce the drop-out rate. Since the start of United Way's Project "FreshStart" program, UW has invested \$345,600 in students and has helped 3,400 families in Hidalgo and Starr Counties. An estimated 35,534 units of school supplies are distributed every year.



## FINANCIAL STABILITY

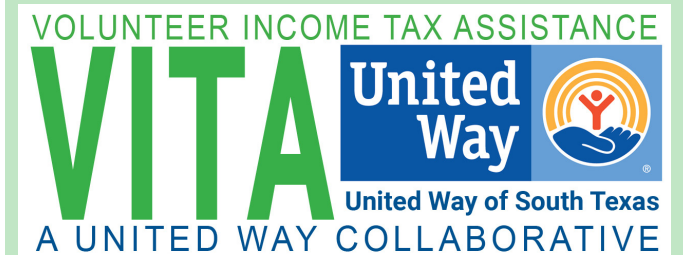
*Improving Economic Mobility*

### Volunteer Income Tax Assistance

United Way has administered the largest VITA program in Hidalgo and Starr Counties for 14 years. The program is an IRS initiative that is designed to provide free income tax preparation services to families with household incomes of less than \$65,000. Over 130 IRS-trained and advanced certified volunteers, including high school students, college students and retired professionals, participate in the VITA program. United Way tax preparation services are available to eligible clients year-round. In 2024, families saved approximately one million dollars in preparation fees.

### Latina Hope

The Latina Hope program, with the support of Wells Fargo, and in partnership with the McAllen Chamber of Commerce, was developed to support small home-based business entrepreneurs. In 2023 the program was expanded into Starr County and today approximately 80 women participate annually. All participants have an interest in establishing or expanding their microbusiness. Along with attending educational sessions that focus on creating business plans, financial literacy, and mental wellness, participants benefit from the emotional support and relationships that they cultivate throughout the program.



#### MONEY RETURNED

**\$4.9 Million** returned to local families, ranging from professionals to retirees.

#### COMMUNITY POPULATION SERVED

**3,257** families received FREE tax prep services  
**76%** families earned \$65,000 or less in Hidalgo County

#### COMMUNITY SAVINGS

**\$977,100** saved in tax preparation fees  
Savings and refunds are reinvested into our local economy and help families fund major expenses.

#### COMMUNITY VOLUNTEERS

**7,271** volunteer hours completed with 146 Advanced IRS trained volunteers in the 2024 VITA program



## HEALTH & SAFETY NET

*Creating a Healthier & Happier Community*

### Starr County Support Programs

United Way funds eleven programs in Starr County that provide basic necessities for the elderly and disabled; medical assistance to impoverished families; food pantries; access to recreational services; and much more. Parents also receive books for their newborns, to introduce them to and encourage reading in the home. Direct services are provided by these partners: City of Rio Grande City; City of Roma; Starr County Memorial Hospital; Starr County; and Roma I.S.D.

### Transportation Voucher Program

United Way of South Texas distributes transportation vouchers at no cost to eligible clients through local non-profits. \$50,000 was committed between 2022-2024. United Way partners with the City of McAllen - Metro McAllen, to provide transportation to clients who are eligible for the vouchers. Some of the program partners included: Endeavors (Veterans); McAllen I.S.D.; Texas Workforce Commission; Tropical TX Behavioral Health; and Valley Association for Independent Living (VAIL).



### Spirit of Christmas

A collaboration between United Way and The Monitor to help families during the holidays. School representatives identify students and families with the most need. Reporters from The Monitor then visit with the families and prepare stories that focus on needs related to illness, loss of a home or family members and other extenuating circumstances. The program has been administered by UW staff and volunteers for twenty years, and has impacted approximately 1,782 individuals.



## UW Administers Programs that Leverage Support for Many Local Non-Profits

**Volunteer South Texas** A United Way online volunteer platform. Over 280 agencies have registered on the free portal: [volunteersotx.org](https://volunteersotx.org). Register to volunteer or register your company team on [volunteersotx.org](https://volunteersotx.org).

**State Employee Charitable Campaign (SECC)** United Way has managed the employee giving campaign for Rio Grande Valley state employees since 1996. State employees contributed \$113,000 during the 2024 Campaign to support basic needs, ranging from shelter and access to addiction counseling to quality end of life care services.

**Emergency Food & Shelter Program (EFSP)** United Way of South Texas administered the distribution of over \$600,000 in federal funds for food and shelter programs in Hidalgo, Starr and Zapata Counties. EFSP designations vary annually depending on federal funding availability. Recipients included: Catholic Social Services; Comfort House; Food Bank of the RGV; South TX Food Bank; The Salvation Army and Women Together.



# SOUTH TEXAS HERO AWARD



**Gerardo Paz**  
South Texas FCU

## CAMPAIGN CO-CHAIRS

**Cris Bernal Moncayo**  
Vantage Bank



**Michelle Quiroz**  
Reserva Coffee Roasters

## LOANED EXECUTIVES

**Edna Garcia, Loaned Executive Trainer**  
Security Service FCU

**Mary Aceves**  
Magic Valley Electric Co-op

**Jessica Marin**  
South Texas FCU

**Elisa Y. Beas**  
City of Rio Grande City

**Diamonique Montoya**  
BGC of Pharr-San Juan

**Marily Becerra**  
IBC Bank

**Yadira Palacios**  
Vantage Bank

**Fidel Covarrubias**  
City of McAllen

**Diego Perez**  
Greater State Bank

**Melissa M. Del Toro**  
Rally Credit Union

**Lori Perez**  
Starr County

**Cesar Dominguez**  
IBC Bank

**Lucy Renteria**  
Starr County

**Jessica Gallardo**  
BGC of Pharr-San Juan

**Anthony Rios**  
IBC Bank

**Kristian Gardner**  
Rally Credit Union

**Mindy Rodriguez**  
AEP Texas

**Ben Garza**  
South Texas FCU

**Jaime Salazar**  
Hidalgo County  
Drainage District No. 1

**Gustavo Hinojosa**  
Vantage Bank

**Jonathan Tate**  
Vantage Bank

**Brigette Iracheta**  
IBC Bank

**Sydney Treviño**  
South Texas FCU

**Troy Klein**  
City of McAllen

**Clarissa Vallejo**  
IBC Bank

**Roshni Manwani**  
Vantage Bank

# TOP 10 COMPANIES

1. H-E-B Stores/ H-E-B RSC

2. Hidalgo County

3. City of McAllen

4. IBC Bank

5. GE Aerospace
6. Vantage Bank

7. Target

8. International Paper

9. Starr County

10. South Texas Health System

The Top 10 Supporting Companies raised over \$780,130 for United Way programs. We appreciate the generous contributions of all companies, employees and individual donors.

## TOP AWARDS OF THE YEAR

**#1 Golden Apple School District**

Edinburg C.I.S.D.

**District Coordinator of the Year**

Alonzo Barbosa  
Edinburg C.I.S.D.

**Loaned Executive of the Year**

Roshni Manwani  
Vantage Bank

**Company Coordinator of the Year**

Troy Klein & Fidel Covarrubias  
City of McAllen

## TOP SCHOOL DISTRICTS

1. Edinburg C.I.S.D.

2. McAllen I.S.D.

3. Pharr-San Juan-Alamo I.S.D.
4. Roma I.S.D.

5. Mission C.I.S.D.



## HIGHEST PER CAPITA CAMPUS & DEPARTMENT

Gonzalez Elementary – McAllen I.S.D.

Administration Office – Roma I.S.D.

United Way thanks all School Districts in Hidalgo & Starr Counties

## Statement of Cash Receipts & Disbursement For the Year Ended December 31, 2023

Receipts	\$2,199,926
Collected Campaign Pledges	\$1,577,558
Admin Fees EFSP/SECC	\$55,832
Interest Income	\$24,798
Designated Gifts & Other Contributions	\$103,937.45
Grants	\$132,820
In-Kind Donations	\$304,981
Disbursements (Direct Investments to Community)	\$1,586,949
Distribution to Partner Agencies	\$900,500
Community Impact Grants	\$46,573
EFSP/SECC Costs	\$55,832
Program/Community Projects Costs	\$274,192 <sup>1</sup>
Campaign Investments Costs	\$288,852
Emergency Grants	\$21,000

### Other Disbursements (Indirect Investment to Community)

Administrative Costs <small>(Actual Mgmt. Expenses are \$163,548; the balance includes in-kind services. See note below.)</small>	\$456,945 <sup>2</sup>
Net Contribution to Cash	\$156,032 <sup>3</sup>

1. Program/Community Project Costs include: Designated Gifts, In-Style Shopping Spree, Day of Caring Project FreshStart (2), Youth Leadership Mentorship Program, Latina Hope and Volunteer Income Tax Assistance (VITA).
2. Administrative Costs include \$253,134 in In-Kind Services. United Way recruited and mobilized over 655 volunteers from local companies, who contributed valuable time (in-kind service) towards United Way program-related events and fuctions (i.e. Day of Caring, Fund Distribution). Their service hours are both non-monetary contributions to United Way and indirect investments to the community.
3. United Way mobilized 665 volunteer in 2023. Their time added value to the organization or approximately \$253,134, per the organization's audited statements. This total is included in the Net Contribution to Cash.

**NOTE: All figures based on 2023 Audit. 2024 Audit figures are pending.**

United Way of South Texas does not charge agencies any fee in return for their allocation and other services rendered.

## 2024 PARTNER AGENCIES

American Red Cross, South Texas Chapter	Hidalgo Youth Center
Boy Scouts Rio Grande Council	Mercedes Recreation Center
Boys & Girls Clubs of Edinburg	Palmer Drug Abuse Program
Boys & Girls Club of McAllen	Palmview Youth Center
Boys & Girls Club of Mission	Serving Children & Adults in Need
Boys & Girls Club of Pharr/San Juan	Silver Ribbon Community Partners
CASA of Hidalgo County	Starr County Victims of Domestic Violence Program
Comfort House, Inc.	Su Casa De Esperanza
Community Council of the RGV (2-1-1)	The Salvation Army
Girl Scouts of Greater South Texas	Women Together
GreenPath Financial Wellness	

United Way of South Texas invests in programs administered by the agencies listed above. United Way Staff helps to facilitate the fund distribution process. However, the Board of Directors and community volunteers ultimately determine the selection of the recipients.

## COMMITTEE LEADERSHIP

### FINANCE

Larry Gonzalez, PlainsCapital Bank  
Robert McGurk, Greater State Bank

The Finance Co-Chairs review and present monthly financial statements and the annual audit to ensure transparency and accountability.

### FUND DISTRIBUTION

Dr. D'uAndre Drain, GE Aerospace, Co-Chair  
Benita Mendell, AIM Media TX, Co-Chair

The FD Co-Chairs work with dozens of volunteers to ensure the accountability of United Way funded agencies and programs.

### TEAM CAPTAINS

J.J. Serrano  
H-E-B

Cesar Rodriguez  
City of McAllen

## COMMUNITY RELATIONS CO-CHAIR

Annette Garcia, Region One ESC Retiree

Leads the organization's Public Relations and Marketing strategies.

## BUSINESS UNITED

Welcome and thank you to our  
Small Business United Partners.

Alamo EDC  
Anderson Equipment Company

B2Z Engineering  
Excel Therapeutics, Inc.

Melden & Hunt, Inc.

Gonzalez Engineering & Management LLC  
RD Cuellar

Sames Auto Group

Think Fast Sales & Service

# UNITED WAY OF SOUTH TEXAS STAFF

**Lilly Lopez-Killelea**  
President/C.E.O.

**Janet Terrazas**  
Vice-President/Resource Development Director

**Velma Garcia**  
Community Investment Specialist

**Sabrina K. Lopez**  
Community Relations/Public Sector Associate

**Jessica Sustaita**  
Financial Stability Coordinator

**Marlen Jacobo**  
Data Entry Specialist

**Ericka Hernandez**  
Administrative Specialist

**Evangelina Scheffler**  
Administrative Assistant

# UNITED in PURPOSE

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[www.volunteersotx.org](http://www.volunteersotx.org)



**CHARITY NAVIGATOR**  
Your Guide To Intelligent Giving



**United Way**  
2024 Membership  
Requirements  
Completed

Platinum  
Transparency  
2024  
**Candid.**



**ACCREDITED  
CHARITY**

[bbbhouston.org](http://bbbhouston.org)