

NEWS RELEASE

FOR IMMEDIATE RELEASE



CONTACT: Hannah Savage
Carbonara Group
OFFICE: 713-524-8170
CELL: 713-819-1320
EMAIL: hannah@carbonaragroup.com

Donations Increase Greater Houston COVID-19 Recovery Fund to \$11.6 Million As Financial Hardships Expand for Community's Most Vulnerable

New \$1 million challenge gift from generous Houston family encourages donations

HOUSTON, TX (April 28, 2020) – Just over a month after the COVID-19 pandemic created an economic crisis for those already struggling to get by, the Greater Houston COVID-19 Recovery Fund continues to attract strong support from corporations, foundations, families, and individuals who have collectively contributed \$11.6 million to the fund. The generous response comes as the community's most vulnerable families and individuals continue to struggle with the sudden loss of a job or wages needed to afford urgent basic necessities.

The fund received an additional boost from an anonymous Houston family, which recently pledged a \$1 million dollar-for-dollar matching grant to the Greater Houston COVID-19 Recovery Fund. In conjunction with last week's NFL Draft-A-Thon fundraiser, Houston Texans co-owner and senior chair Janice McNair contributed \$100,000 to the fund on behalf of Houston Texans employees. An additional \$100,000 contribution was made jointly by the Houston Texans, Reliant, the Coca-Cola Company, Amegy Bank of Texas and BHP; Crown Castle also made a contribution of \$100,000. The fund continues to receive gifts of varying sizes from Houstonians concerned about the plight of their fellow citizens.

"It is heartbreaking to see the real impact of this health and economic devastation," said Stephen Maislin, president and CEO of Greater Houston Community Foundation. "These are real people in our community whose lives have been forever changed. Their need is so significant and the response from those in a position to give has been reaffirming. I am encouraged by the passionate, committed generosity of corporations, foundations, families and individuals who are searching for ways be part of the solution."

The [Greater Houston COVID-19 Recovery Fund](#) is a joint effort by United Way of Greater Houston and the Greater Houston Community Foundation to help those facing the most severe hardships. As the pandemic continues to limit access to work and wages, the lack of resources to obtain basic needs, including food, shelter, and other human necessities, continues to stress the most vulnerable in our community. More information on how to make a gift and how funds are used in the local community is available at [GreaterHoustonRecovery.org](#).

The fund serves the four-county Greater Houston area of Harris, Fort Bend, Montgomery and Waller counties. Earlier this month, \$1.5 million from the fund was invested in 30 trusted nonprofit partners and grassroots organizations that serve communities where residents need urgent access to food and emergency financial assistance. The Greater Houston COVID-19 Recovery Fund Task Force continues to assess the data on emerging needs and will release the next round of grant funding in May.

"The COVID-19 pandemic has had a far-reaching effect on many families in the Greater Houston area, but the greatest impact has been and will be on families and individuals who were already living paycheck to paycheck," said Anna M. Babin, president and CEO of United Way of Greater Houston. "Even as cities reopen and business returns to normal, the most vulnerable in our community will continue to struggle, and we must be there to support them through this crisis."

Those who need assistance are encouraged to call the 211 Texas/United Way HELPLINE, the community's key 24/7 information source during times of disaster. United Way's 211 provides callers with the most updated information on assistance with utilities, housing or rental assistance, crisis counseling, access to senior services, information on food pantries in the community and more. Assistance through 211 can also be accessed through the following methods in the event of long wait times due to periods of heavy call volume:

- Visit 211texas.org to search resources online or chat online with a specialist
- Email help@unitedwayhouston.org for assistance

To give to the Greater Houston COVID-19 Recovery Fund visit www.GreaterHoustonRecovery.org or Text "WEHELP" to 41444.

###

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 Greater Houston Community Foundation

Greater Houston Community Foundation, one of Houston's largest grant makers and leaders in philanthropic impact, has served the greater Houston community for 25 years. The organization supports high profile community and donor initiatives with the most comprehensive philanthropic resources, expertise, and innovative platforms. Greater Houston Community Foundation is widely considered the go-to partner for high-profile philanthropic partnerships in the Greater Houston area, including major disaster relief initiatives, such as the Hurricane Harvey Relief Fund as well as Bush-Clinton Katrina Fund. Greater Houston Community Foundation leads collaborations that support the wellbeing and vitality of Houston, including Understanding Houston, in partnership with Rice Kinder Institute. The Foundation provides individuals, families, corporations, foundations, and advisors with the ability to expand their philanthropic impact. For more information, please visit, www.ghcf.org.