



Marking 75 Years of Impact

In post-depression Corpus Christi 1936, the Junior Chamber of Commerce initiated a joint effort by 11 health and human service agencies to campaign for charitable contributions from businesses which became known as the Community Chest. The combining of as many agency fund drives as possible in those initial campaigns seemed the most effective way to address local needs.

75 years later, the work of United Way of the Coastal Bend is, in its basic form, still very similar. We are mobilizing the caring power of community to address the important issues of today. Bringing people together to give of their time, talents and treasure, we know that together we can do more than any one of us can do alone. That's what it means to LIVE UNITED.

Throughout its 75 year history, the United Way of the Coastal Bend has been seen primarily as a fundraising organization – collecting gifts from individuals, workplace campaigns and corporations. The millions of dollars collected over the years were strategically invested according to research and study which identified areas of need and urgent social service issues within our community.

Today, your United Way continues to raise funds, while placing equal emphasis on the importance of **volunteering** and **advocacy**. With the help of volunteers, the United Way directs funds toward partnerships, collaborations and initiatives that focus on long-term strategies that address the root causes of our most critical issues and to implement solutions that provide positive outcomes for the entire community. Improving lives in our community. That's our work.

SAVE THE DATE

August 8

Operation S.O.S.

Fundraiser & Supply Drive
Whataburger, 4126 S. Staples
(Details [here](#))

August 13

Operation S.O.S.

Fundraiser & Supply Drive
H-E-B Plus, 5313 Saratoga
(Details [here](#))

August 16

LIVE UNITED Day

Volunteer Opportunity
(Details [here](#))

September 10

Operation K.E.Y.S. Walk

Volunteer Opportunity
(Details [here](#))

October 28

**18th Annual UWCB
Golf Classic**

Volunteer Opportunity
(Details [here](#))



2010 Awards

All around us are people who have been touched in one way or another by the United Way in our community. Those who have served on the board, pledged financial support, or were helped by a United Way funded program – collectively have experienced positive change, hope and a better understanding of the incredible impact of working together.

Just as in 1936, the Coastal Bend today has many citizens in need. And like the tough economic depression of those early years, individuals and corporations are being asked to do more with less. We know, however, of the great generosity that has been a tradition in South Texas. We believe that the generous support United Way of the Coastal Bend has seen over these seven and a half decades will continue and grow during this anniversary campaign. We invite you to join us in our work and **LIVE UNITED.**

Sincerely,



Catrina Wilson, President & CEO



We have been visiting some very special companies throughout the Coastal Bend to present our annual Campaign Awards. These awards are given at the end of each fiscal year to companies and employee groups that show exceptional leadership and commitment in their annual United Way campaigns. This includes creativity in planning and implementation, total dollars pledged, peer-to-peer rankings, and more.

See an up-to-date list and photos of this year's recipients [here](#) and follow along on [Facebook](#) as we continue presenting these awards through September.



New Vice President of Resource Development

Please join us in welcoming Heath Niemeyer to your United Way of the Coastal Bend team. Heath steps into the newly created position of Vice President of Resource Development where he will be responsible for leading the development and execution of all aspects of fundraising including corporate campaigns, events and major giving.

He can be reached at heath.niemeyer@uwcb.org or by phone 361-882-2529 x 117.

OPERATION



A collaboration of:



KRIS COMMUNICATIONS

Campaign Runs Through August 15

In its 19th year, Operation S.O.S. relies on the support of its sponsors, local businesses and individuals who provide monetary and in-kind donations to supply students in the

Coastal Bend with the necessary tools to be successful in school.

Education is more than just a classroom or a teacher. In order for youth to receive a quality education, it takes the focus and resources of the entire community to create learning-rich environments where dreams are fueled and opportunities are delivered to those who need them.

Won't you join us to help students in need?

Drop off locations for school supplies:

- H-E-B
- Goodwill Industries
- CC Hooks (Wednesday home games)
- United Way of the Coastal Bend

Monetary Donations:

- www.uwcb.org
- www.kristv.com

Thank you!

2011 Campaign Video



Julie Carbajal, Flour Bluff ISD superintendent, pictured above, appears in our 2011 Campaign Video along with over 50 other donors, volunteers and advocates. They tell the story of how every piece of the puzzle is important and how you're an important part of what we do.

Link [HERE](#) to our credits and outtakes video.

Read more about Heath [HERE](#).

**Link to our
Annual Report
[HERE](#)**





Clicking on the above image will link you to more details about this annual who's who tournament.

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