



United Way of the Coastal Bend

United Way of the Coastal Bend
711 N. Carancahua Street, Suite 302
Corpus Christi, TX
78475
www.uwcb.org

For Immediate Release

UNITED WAY OF THE COASTAL BEND TO FOCUS IMPACT AREAS

Education, Income and Health Provide Focus to Improving Lives of Coastal Bend Citizens

At the April 2009 United Way of the Coastal Bend Board of Directors meeting, the Board, led by Chair Patrick J. Birmingham, President and Publisher, Corpus Christi Caller Times and Catrina Wilson, President and CEO of United Way of the Coastal Bend, voted to adopt the impact areas of Education, Income and Health. The focus on these specific areas will allow United Way to support the core components needed for a fulfilling, quality life: an education leading to a stable job, income to provide for a family, along with health education and services.

Mirroring the focus of United Way of America, the Board concluded that by focusing on these targeted impact areas our community's local United Way can greater meet the needs of the Coastal Bend. The Education component is geared towards helping children and youth achieve their potential. The Income portion concentrates on promoting financial stability and independence and, fittingly, the goal of Health is improving the overall health of the community. "Ultimately, we went through a process to ensure that each of our partner agencies align with our core mission. That enables United Way of the Coastal Bend and our funded partners to work in collaboration to achieve our goals - namely improving the lives of those who live in our community," said Wilson.

Wilson continues, "I truly believe that these three Impact Areas are the foundation to creating better communities. As the saying goes, 'A community is only as strong as the least of our persons.' By focusing United Way of the Coastal Bend's efforts on Education, Income and Health, we are creating a better life for ALL of our citizens. These focal points are the building blocks for a better life and I'm proud to be involved in an organization that is committed to providing this foundation."

For more information on how you can join United Way and its partners to build a stronger community, please visit us online at www.uwcb.org or call (361)882-2529.

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