

2024-25

IMPACT

CONNECTING OUR COMMUNITY

REPORT

United Way of
El Paso County





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OUR MESSAGE, OUR MISSION

Dear Friends, Partners, and Supporters,

As we reflect on the past year, we are filled with deep gratitude and pride for the incredible strength, resilience, and compassion of our El Paso community. At United Way of El Paso County, we have always believed in the power of coming together—neighbors helping neighbors, leaders lifting voices, and partners building bridges toward opportunity.

This year reminded us once again that when we #LiveUnited with purpose, there is no challenge too great. Together, we've not only expanded access to essential resources but also helped create lasting, systemic change across education, health, financial stability, and basic needs.

As we look ahead, we are more energized than ever to keep building a stronger, more equitable El Paso—one where every person, in every neighborhood, has the opportunity to thrive. Thank you for being a vital part of this journey.

With gratitude and determination,



Elizabeth O'Hara
Board Chair



Georgina Hernández
President & CEO

LEADERSHIP



Kimberly Cedillo
Director of Strategic Partnerships



Julianne Yuhás
Senior Director of Finance & Administration



Lauren Falco
Director of Marketing & Engagement



Violeta Lopez-Unzueta
Director of Early Childhood Initiatives



Aracely Lazcano
Director of Philanthropy



Alberto Ruiz
Senior Director of Community Resiliency

WHO WE ARE SUSTAINABLE PROSPERITY



MISSION

Connect the El Paso community through successful programs and engagement opportunities to positively impact the lives of families and individuals.

VISION

Intentionally unite and mobilize to develop El Paso County as a thriving community.

VALUES

*Integrity
Accountability
Diversity
Leadership*



2024-25 OVERVIEW

THE UNITED WAY OF EL PASO'S FISCAL YEAR RUNS APRIL 1 - MARCH 31

In 2024-25, the United Way dedicated itself to fostering meaningful and lasting change in the community by implementing essential programs and intentionally investing in our core mission. Alongside these efforts, we developed workshops centered on skill enhancement, workforce management, and non-profit education. By collaborating with local organizations and establishing a series of free, consistent programs, we effectively directed resources to areas of greatest need, ensuring that all nonprofits had the chance to flourish. Together, we created a stronger and more resilient El Paso for future generations.

OUR INVESTORS

United Way would like to extend the deepest gratitude to our Arcos - without them, none of our work would be possible.

ARCO DE DIAMANTE \$250,000



ARCO DE PLATINO \$150-250,000



ARCO DE ORO \$100-150,000



CHAMPION EDUCATION

IMPROVE HEALTH

PROVIDE BASIC NEEDS

**INCREASE
FINANCIAL STABILITY**

PILLARS OF HOPE

When families need support, we know it may be more than one issue affecting their well-being. That's why United Way is focused on strengthening the building blocks of a good life. By improving the education, health, basic needs, and financial stability of every person, we help everyone reimagine their life.

2024-25 IMPACT REPORT: EDUCATION

WE CREATE PATHWAYS FOR YOUNG PEOPLE TO REACH THEIR GOALS, FROM EARLY CHILDHOOD EDUCATION TO COLLEGE AND CAREER SUCCESS.



The Parents as Teachers (PAT) program is an evidence-based, award-winning, free home visitation program that supports early childhood development.

258

CHILDREN SERVED

1546

HOME VISITS

20,000

CHILDREN REACHED THROUGH
MEMBERSHIP PROGRAMS

235

FAMILIES SERVED

boost
network

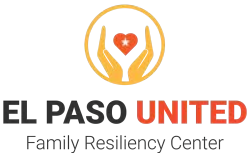
BOOST focuses on enhancing the impact of the out-of-school providers through comprehensive leadership, capacity building, technical support, and programmatic evaluation.

97

MEMBERS

2024-25 IMPACT REPORT: HEALTH

WE FIGHT FOR INDIVIDUALS TO HAVE ACCESS TO HEALTHCARE AND IMPROVE THEIR HEALTH.



The Family Resiliency Center (FRC) partners with local agencies and supports El Pasoans on their healing journeys. The FRC team is composed of dedicated Resiliency Navigators who connect individuals and families to vital resources throughout the community.

1786
REFERRALS

116
CHILDREN SERVED

621
ADULTS SERVED



2024-25 IMPACT REPORT: BASIC NEEDS

WE EMPOWER INDIVIDUALS AND FAMILIES TO BREAK BARRIERS AND BUILD STRONGER SOCIO-ECONOMIC FUTURES.



EL PASO UNITED

Community Resiliency Center

The Community Resiliency Center (CRC) successfully connects El Pasoans to housing stability resources, such as rent, mortgage, and utility assistance. Once connected to the CRC, individuals are referred to Resiliency Navigators who work closely to learn their individual needs, develop a personalized plan, and make gains towards recovery and resiliency.

\$204,218

**RENTAL & UTILITY
ASSISTANCE PROVIDED**

755

REFERRALS

347

HOUSEHOLDS ASSISTED

EMERGENCY FOOD & SHELTER PROGRAM

The Emergency Food & Shelter Program (EFSP) supports those experiencing hunger and homelessness throughout the El Paso community.

United Way of El Paso County administers and facilitates EFSP with a local jurisdiction board to assist organizations and essential programs offering provisions and housing to those most in need.

*In the 2024-25 fiscal year, EFSP distributed
\$442,988 to 10 local agencies.*

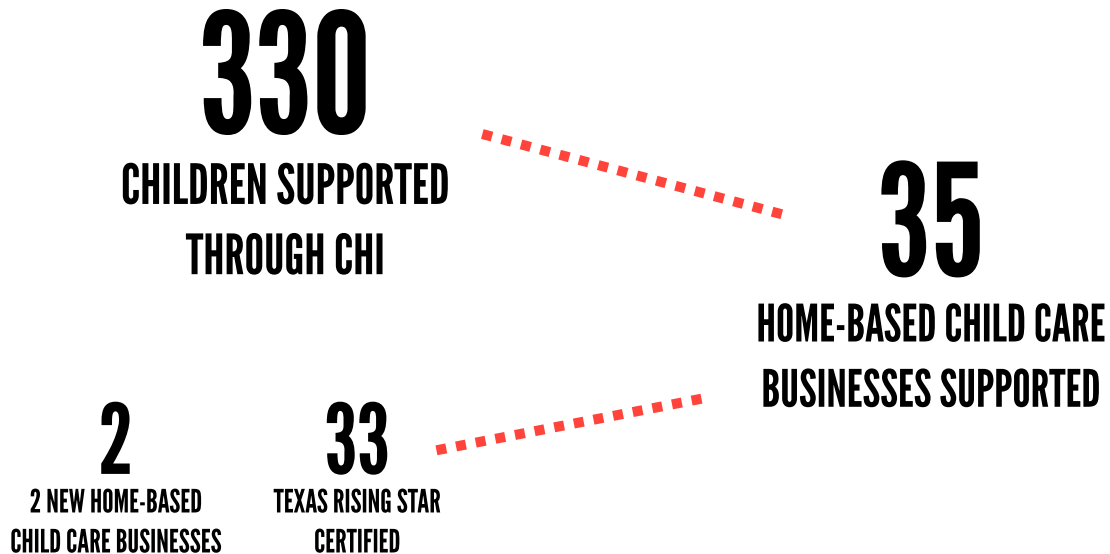


2024-25 IMPACT REPORT: FINANCIAL STABILITY

WE CONNECT PEOPLE TO EDUCATION, TOOLS, AND JOB TRAINING TO HELP THEM ACHIEVE FINANCIAL STABILITY AND BUILD A BETTER FUTURE.



The Caring Homes Initiative (CHI) program aims to build the capacity of small, minority-owned businesses by connecting them with resource navigation and financial assistance to stabilize or grow their businesses.



"Thanks to the dedicated support from CHI, my vision is coming to life. My center, Shining Bright Learning Center, is set to open in May 2025 and will serve as a valuable resource for the community, offering a nurturing environment for even more children."

Daisy, Cohort 3, Caring Homes Initiative

2024-25 COMMUNITY IMPACT FUNDED AGENCIES

EDUCATION

Big Brothers Big Sisters: Mentoring At-Risk Youth | Boys & Girls Club of El Paso: Project Learn | Paso Del Norte Children's Development Center: Inclusive Early Learning Center | Project Vida: Early Childhood Development | Project Vida: After School Enrichment & Youth Development | Boy Scouts: Unidos Prosperamos

HEALTH

Children's Grief Center: Grieve Well: Increasing Mental Wellbeing of Bereaved Youth | Creative Kids: Project AIM | El Paso Child Guidance Center: Mental Health Intervention Services for Abused Children | Family Service of El Paso: Healthy Living Counseling Program

BASIC NEEDS

CASA of El Paso, Inc.: CASA of El Paso | Center Against Sexual and Family Violence: Emergency Shelter for Survivors of Domestic Violence & Sexual Assault | Child Crisis Center of El Paso: Crisis Nursery and Children's Emergency Shelter | El Paso Center for Children, Inc.: Runaway Shelter | El Pasoans Fighting Hunger Food Bank: Food Distribution | Opportunity Center for the Homeless: La Casa de los Abuelitos | Project Vida: Homelessness Prevention and Recovery | The Salvation Army: Red Shield Family Center | YWCA El Paso del Norte Region: Transitional Living Center | YWCA El Paso del Norte Region: Rapid Rehousing

FINANCIAL STABILITY

Project ARRIBA | Project Vida: Microenterprise Technical Assistance Program

COMMUNITY ENGAGEMENT

REALIZE BOARD TRAINING PROGRAM

In partnership with the Paso del Norte Health Foundation, our United Way helps to facilitate the REALIZE Board Training Program. This program prepares board members - or those interested - to successfully lead and serve on a non-profit board.

300

LUNCH & LEARN
ATTENDEES

16

TOTAL LUNCH & LEARN
SESSIONS

10

INDIVIDUAL
ORGANIZATION
TRAININGS

VOLUNTEERISM

VolunteerElPaso.org is an online database managed by United Way that connects El Pasoans to volunteer opportunities throughout the city. Together, we support local agencies with much needed volunteers.

1086

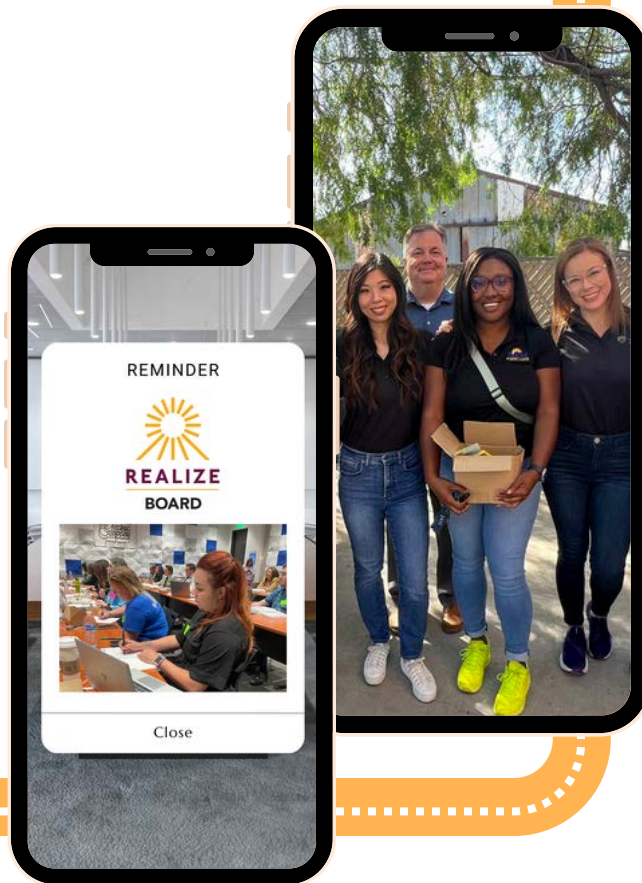
ACTIVE VOLUNTEER
PROFILES

24

NEW AGENCIES
REGISTERED

2,188

Volunteer Hours





YOUNG LEADERS & OUR DONOR NETWORKS

Our United Way donor networks consist of dedicated professionals in El Paso who are making a difference with their time, talent, and money.

The United Way Young Leaders Society inspires and engages the next generation of philanthropic and civic-minded leaders in the community they call home. In return, they receive opportunities to network, engage with United Way's volunteerism efforts, invites to social events, and leadership & development mentorship. Within our donor network tiers, we have RISE with YLS, Young Leaders Society, Emergent Leaders, and Tocqueville categories.



142

RISE WITH YLS MEMBERS

35

EMERGENT LEADERS

107

YOUNG LEADERS SOCIETY MEMBERS

4

TOCQUEVILLE MEMBERS

\$798, 878

TOTAL DONOR NETWORK DONATIONS



Small Business
Big Impact

Bank of Texas, New York Life, Mata Drywall, LLC, Novamex

Thank you to our Small Business, Big Impact participants who, through this network, have the opportunity to give back, develop and execute your corporate social responsibility goals, and receive acknowledgement for the positive change you're enacting in the community.



ANNUAL EVENTS

ENGAGE SUMMIT

United Way's signature event, ENGAGE Summit, is a vibrant gathering of change-makers, leaders, and community advocates united by a shared mission: fostering meaningful connections and driving lasting impact.



240

ENGAGE 2025
ATTENDEES

\$54,886

FUNDS RAISED AT
ENGAGE



MARATHON GOLF TOURNAMENT

United Way's corporate partner, Marathon Petroleum, holds an annual fundraising golf tournament. All proceeds raised from the tournament benefit the United Way and its programs.

37

SPONSORS

\$160,310

DONATIONS RAISED

FLYING HORSE HALF MARATHON, 10K, AND 5K

First introduced in 2011 and then acquired by the United Way of El Paso County in 2024, the Flying Horse Half Marathon, 10k, and 5k takes runners around the racetrack, through Sunland Park, and into El Paso's Upper Valley. Proceeds benefit the United Way's Community Impact Fund. The race also features the Workplace Race, a team challenge for employee groups, and Race for a Cause, a peer-to-peer fundraiser supporting local nonprofits.

38.6%

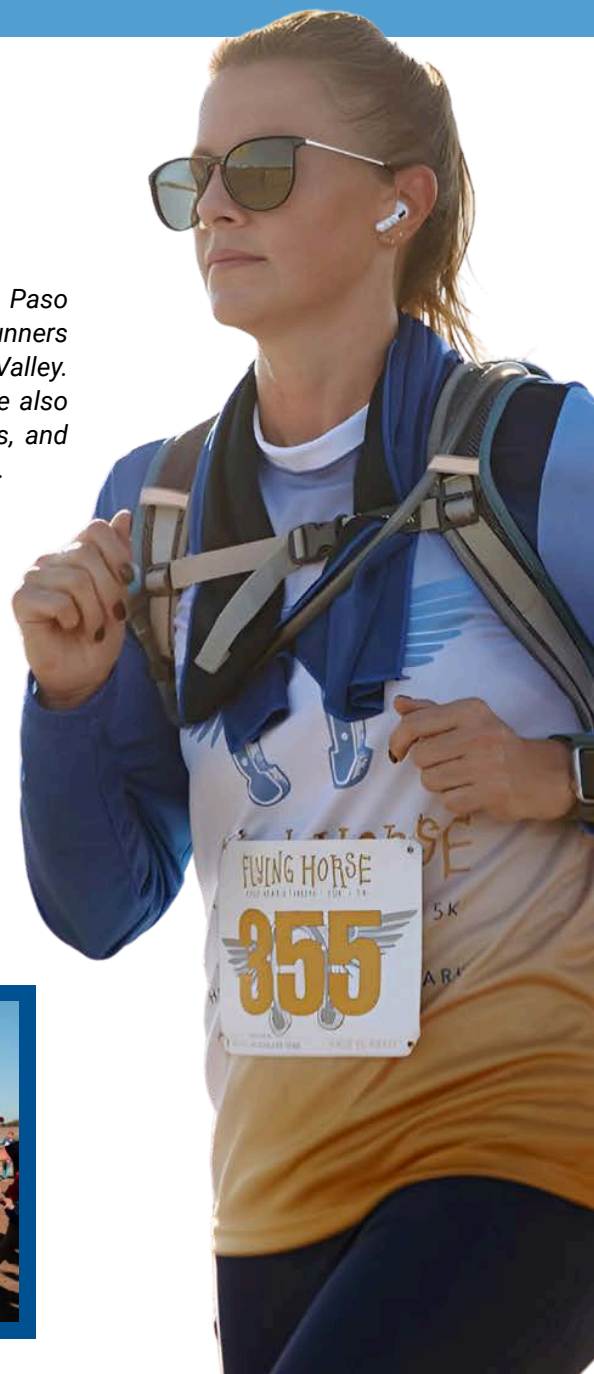
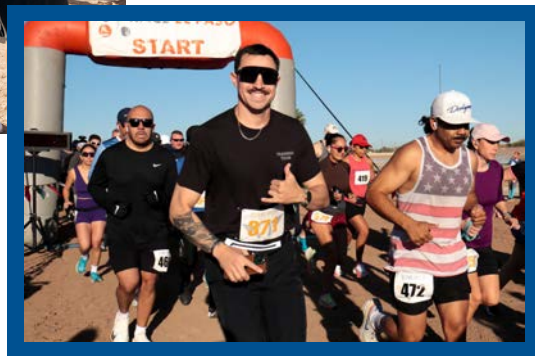
INCREASE IN RUNNERS
OVER PREVIOUS YEAR

744

REGISTRATIONS

\$82,618

FUNDS RAISED AT
FLYING HORSE



FORWARD, WE GO

As United Way enters the 2025–26 fiscal year, we do so with a renewed strategic vision—identifying innovative opportunities to deepen our community engagement and enhance the ways we connect, serve, and give back.

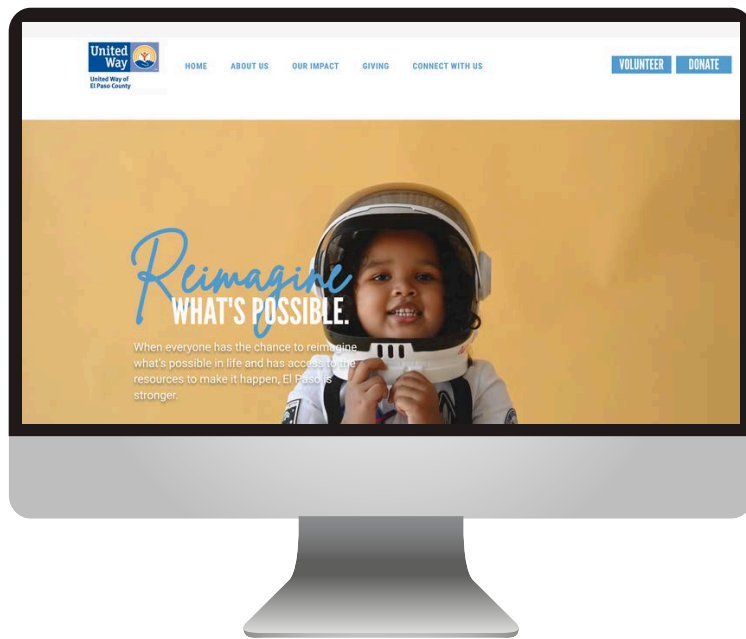
BRAND REFRESH



In 2025, United Way is embracing a bold brand refresh designed to reflect its evolving mission and deepen its connection with communities worldwide. With a modernized visual look, refreshed messaging, and a renewed focus on community empowerment, the brand refresh aims to engage a broader audience and inspire new generations to join the movement for equity and opportunity for all.

COMMUNICATIONS

United Way of El Paso County will elevate its communications and press efforts by embracing a more strategic, data-driven approach. We plan to strengthen our digital presence through consistent storytelling across social media, email, and web platforms, highlighting community impact and donor engagement.



COMMUNITY IMPACT

United Way of El Paso County will continue to bring high-quality services, workshops, and resources to the community and provide impactful support for our non-profit partners. These programs make a difference in the lives of individuals by providing support in strategic areas.



EVENT GROWTH

United Way of El Paso County will focus on expanding the reach and impact of our signature events by enhancing community partnerships, refining event experiences, and leveraging cross-channel promotion. We aim to grow attendance and engagement by introducing fresh programming elements, increasing accessibility, and aligning each event more closely with our mission and fundraising goals.



BOARD OF DIRECTORS

Elizabeth O'Hara
Board Chair - Texas Gas Service

Omar Villa
Board Chair Elect - University Medical Center of El Paso

Tello Cabrera
Treasurer - SBNG Certified Public Accountants

Cheryl Mele
Vice Co-Chair, Resource Development - El Paso Electric

Alejandro Yu
Vice Co-Chair, Resource Development - Raiz Federal Credit Union

Elizabeth Dipp-Metzger
Secretary - Crown Wealth Strategies

VJ Smith
Immediate Past Board Chair - Marathon Petroleum

BOARD MEMBERS

Alma Aranda | Travis Beltz | Frantz Berthaud | James Brewer
Cynthia Conroy | Roseanne de la Fuente Rueda | Blake Downey
Thomas Gabriel | Monica Galindo | Ruben Hernandez | Michael Hidalgo
Hazel Kennedy | Dr. Debra Kerney | Sandra Mendez | Ray Owen
John Quinn | Alejandro Romero | Carmen Sanchez | Nick Seckerson
Ian Sparkman | Julie Summerford-Pearson | Brad Taylor
Joshua Villalobos | Dr. Stephanie Woods

BOARD COMMITTEES

FINANCE
Tello Cabrera | Roseanne de la Fuente Rueda | Thomas Gabriel | Ruben Hernandez | Elizabeth O'Hara | Carmen Sanchez | VJ Smith | Omar Villa | Sandra Mendez | Ray Owen | Michael Hidalgo

COMMUNITY IMPACT
Frantz Berthaud | **Monica Galindo** | **Ruben Hernandez** | Alexandra Chavez | Roxanna Medina | Victor Aragon | Yvonne Garcia | Monica Galindo | Marina Monsisvais | Olivia Zepeda | Jessica Christianson

GOVERNANCE
Omar Villa | Elizabeth O'Hara | Travis Beltz | James Brewer | Elizabeth Dipp-Metzger | VJ Smith | Joshua Villalobos | Alma Aranda

NOMINATING
VJ Smith | Elizabeth O'Hara | Omar Villa | Tello Cabrera | Cynthia Conroy | Roseanne de la Fuente Rueda

HUMAN RESOURCES
Omar Villa | Blake Downey | Dr. Debra Kerney | Elizabeth O'Hara | VJ Smith | Brad Taylor

LEADERSHIP
Elizabeth O'Hara | VJ Smith | Cindy Conroy | Roseanne de la Fuente Rueda

RESOURCE DEVELOPMENT
Cheryl Mele | Alex Yu | John Quinn | Cindy Conroy

COMBINED CAMPAIGNS

2024 CITY CHARITY CAMPAIGN
Funds Received: \$13,733

2024 COUNTY CHARITY CAMPAIGN
Funds Received: \$12,056

2024 STATE CHARITY CAMPAIGN
Funds Received: \$115,119.14

SUPPORT STAFF

Leadership

Georgina Hernández

President & CEO

Finance & Administration

Julianne Yuhás

Senior Director of Finance & Administration

Maria Barron

Pledges Receivable & Purchasing Specialist

Priscilla Escobar

Staff Accountant

Terry Maldonado

Administration Specialist

Rita Rios

Grants Administrator

Marketing & Engagement

Lauren Falco

Director of Marketing & Engagement

Mary Aikman

Strategic Marketing Manager

Daniel Mendez

Marketing & Communications Associate

Philanthropy

Aracely Lazcano

Director of Philanthropy

Crystal Gurrola

Development Specialist

Rebecca Mendez

Philanthropy and Relations Manager

Community Resiliency

Alberto Ruiz Aguilar

Senior Director of Community Resiliency

El Paso Family Resiliency Center

Desiree Castillo

Resiliency Navigator

Telma de la Rosa

Resource Specialist

Jesus Quiñonez

Grants Administrator

El Paso Community Resiliency Center

Fabian Laveaga

Community Resiliency Center Manager

Cassius Casillas

CRC Outreach Coordinator

Maria Dolores Arreola

CRC Resource Specialist

Daniela Garcia Morales

CRC Resiliency Navigator

Diana Lopez

CRC Resource Specialist

Jackie Ontiveros

CRC Resiliency Navigator

Mary-Jo Werito

CRC Resiliency Navigator

Strategic Partnerships

Kimberly Cedillo

Director of Strategic Partnerships

Enrique Garcia

Healthy Kids Director

Ana Ramirez

Healthy Kids Marketing Coordinator

Karen Martinez

Workforce Development Manager

Early Childhood Initiatives

Violeta Lopez-Unzueta

Director of Early Childhood Initiatives

HOPES Parents as Teachers

Brenda Vasquez

HOPES Program Specialist

Leticia Campos

HOPES Parent as Teacher Parent

Avelyn Murillo

HOPES Parent as Teacher Parent

Desiree Castillo

HOPES Parent as Teacher Educator

Marilyn Werito

HOPES Parent as Teacher Educator

**SCAN FOR OUR
DIGITAL REPORT**





"Thank you for your dedication and heart. Your hard work drives our mission forward and makes a real difference in our community."

Georgina Hernández



unitedwayelpaso.org

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facebook/instagram/linkedin: @unitedwayelpaso