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United to Change Lives in North Texas

Motivated by decades of successful social investments, United Way of Metropolitan Dallas invites corporate partners to join its Aspire United 2030 movement.



United Way of Metropolitan Dallas president and CEO Jennifer Sampson with PepsiCo Foods North America CEO Steven Williams.

When discussing corporate partnerships, Jennifer Sampson avoids the word “donation.”

“Our partners see their contributions as investments,” says Sampson, president and CEO of United Way of Metropolitan Dallas. “At United Way, we know that measuring the social return on philanthropic investments is critical to achieving lasting impact and advancing success for business and community.”

Proven, metric-driven programs are the backbone of new 10-year community goals launched by United Way and informed by feedback from regional stakeholders. Called Aspire United 2030, the plan aims to increase the number of local high school graduates, financially stable families, and residents living longer, healthier lives.

Future and existing partners are invited to join United Way’s transformative community impact efforts in North Texas—a region abuzz with economic activity yet afflicted by socioeconomic and racial inequities.

“We aspire to put every individual on a path where they can reach their full potential, and we invite everyone who shares that vision to join us,” Sampson says. “Aspire United 2030 is a collaborative and measurable initiative that will harness the power of corporate, civic, and community partners.”

Chief among United Way’s goals is serving communities where racial disparities are highest. “Our metrics pinpoint these disparities,” Sampson says. “We will apply an intentional racial equity lens to each area of programming.”

THE BUSINESS OF DOING GOOD

United Way has been a household name in North Texas for nearly 100 years. While it remains steadfast in its mission to strengthen the social building blocks of education, income, and health, its methods have vastly changed. “We’ve evolved to meet the needs of our community, corporate, and individual

partners,” Sampson says, “and we welcome new ideas to solve existing challenges in our community.”

Today, a diverse portfolio of social investments speaks to that evolution. Some are comprehensive—like Southern Dallas Thrives, an initiative developed in collaboration with Frito-Lay North America and PepsiCo Foundation to foster workforce development, nutrition, and high-quality early childhood education in an underserved community. Others invest in entrepreneurialism, such as the Social Innovation Accelerator in collaboration with Accenture, which provides capital and financial advice to startups that prioritize social impact. Still others create opportunities for employee volunteerism through events like Days of Impact and Future Focus Camp, where professionals mentor students and provide career advice.

United Way’s deep relationships with regional institutions—its “superpower,” as Sampson calls it—make the organization a trusted corporate social responsibility extension of many small and mid-size businesses as well as leading global corporations. During the early days of the COVID-19 pandemic, dozens of corporations, including Texas Instruments and private foundations, leaned on United Way’s guidance for how to best put their dollars to work in the region. Within two months, United Way raised \$12 million for immediate response and rebuilding for vital community-based programs.

“United Way is a powerhouse frontline leader in using its network, know-how, and resources to address the most critical needs of North Texas,” says Andy Smith, executive director of the Texas Instruments Foundation.

Through its Aspire United 2030 goals, United Way hopes to build on decades of measurable success with the help of existing and new partners. Sampson is confident in that approach. “Only with the power of unity can we create lasting change,” she says. “When we LIVE UNITED, we can accomplish the seemingly impossible.”



Metropolitan Dallas