

UNITED WAY OF METROPOLITAN DALLAS

PRESS RELEASE



UNITED WAY OF METROPOLITAN DALLAS CELEBRATES GIVING TUESDAY WITH A \$20 MILLION SOUTHERN DALLAS THRIVES FUND TO SUPPORT ITS IMPACT WORK IN THIS SECTOR OF THE CITY

*PepsiCo Commits \$20 Million to fund
Current and retired employees have already donated \$8 Million to fund*

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Full Story

DALLAS (Nov. 28, 2023) – United Way of Metropolitan Dallas, the premier social change organization serving North Texas, today announced a new Southern Dallas Thrives Fund to support short-term and long-term needs of the Southern Dallas community. The non-profit has already secured \$8 million in commitments toward its \$20 million goal. The fund, supported in part by current and retired PepsiCo employees, is set to meet the goal by the United Way of Metropolitan Dallas’ centennial anniversary in fall 2025. United Way selected Giving Tuesday as the day to announce the fund in celebration of the generosity of its corporate, civic and philanthropic partners.

“These financial commitments are transformational for the Southern Dallas community, and for current and future programs that work to improve education, income and health – the building blocks of opportunity – for residents of this traditionally under-resourced area of our city,” said Jennifer Sampson, McDermott-Templeton President and CEO of United Way of Metropolitan Dallas. “As we build the Southern Dallas Thrives endowment fund, we hope this initial generosity serves as a catalyst to inspire others in the community to join us in providing the opportunity and access to thrive for people across North Texas.”

Created in partnership with the PepsiCo Foundation and Frito-Lay North America, Southern Dallas Thrives provides vital investment opportunities to the Southern Dallas community to create lasting change and measurable impact. The four key goals of Southern Dallas Thrives are to: improve the quality of preschool education, provide families with nutritious meals, prepare high school students for college or career, and provide supportive services and workforce development training in high-growth industries to women.

“More than a program, Southern Dallas Thrives is a model partnership and collaboration that advances economic mobility for some of Dallas’ most vulnerable and marginalized residents,” said Steven Williams, chief executive officer of PepsiCo Foods North America. “We know that in order to create a community where everyone has the opportunity to thrive, we also have to create the access to thrive, and that’s exactly why Southern Dallas Thrives is so successful and why we endorse and support it wholeheartedly.”

Other organizations making investments in Southern Dallas Thrives include Celanese, Vistra, AT&T, Comerica, Trinity Industries, Oncor, Hilti, and Bank of Texas.

Since Southern Dallas Thrives was launched in 2018, PepsiCo has partnered with United Way of Metropolitan Dallas to make direct investments of over \$7 million to support programs and initiatives in Southern Dallas.




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About United Way of Metropolitan Dallas: United Way of Metropolitan Dallas is a social change organization that unites the community to create opportunity and access for all North Texans to thrive. We are committed to being a fully inclusive, multicultural, antiracist movement so that we can drive transformative change and advance racial equity in the areas of education, income and health—the building blocks of opportunity. We encourage every North Texan to join this movement and Live United. To give, advocate or volunteer, visit www.UnitedWayDallas.org.

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