

## **UNITED WAY OF METROPOLITAN DALLAS CELEBRATES \$5 MILLION GIFT FROM PROMINENT PHILANTHROPISTS AND LONGTIME SUPPORTERS TOM AND KAREN FALK**

*Investment Will Accelerate Measurable Impact Aligned with the Aspire  
United 2030 Strategy Across North Texas*

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**DALLAS, TEXAS (January 11, 2024)** – As [United Way of Metropolitan Dallas](#) begins the march toward its centennial anniversary in 2025, the organization already is attracting significant investments to support its programs in education, income and health - the building blocks of opportunity. Today, community supporters Tom and Karen Falk are announcing a transformational \$5 million gift to accelerate impact with non-profit community partners, which range from long-standing proven impact providers to grassroots organizations bringing bold new strategies to our community's most pervasive challenges. With carefully researched Aspire United 2030 goals for our region and strategic community impact partners who are deeply invested in achieving them, this gift will mean more students graduate high school on a path to success in college or career, more families achieve financial stability and more North Texans have the access and resources to live longer, healthier lives.

“The Falks have been longtime supporters of United Way of Metropolitan Dallas, believing in the power of working united to deliver measurable impact through targeted programs across North Texas,” said Jennifer Sampson, McDermott-Templeton President and CEO of United Way of Metropolitan Dallas. “Tom and Karen have a very mission-driven approach to their philanthropic support, and I’m confident their investment in our programs will create the opportunity for all North Texans to thrive. We are deeply honored and grateful to the Falks for this generous gift, sure to unite this community in creating secure futures for generations to come.”

Karen and Tom Falk have demonstrated a strong commitment to United Way of Metropolitan Dallas for decades. In recognition of their support and guidance, they were recognized in September with the 2023 J. Erik Jonsson Award, the highest recognition United Way bestows upon a volunteer. Tom Falk, former CEO of Kimberly-Clark and current Federal Reserve Board of Governors Chair, chaired the Annual Campaign in 2013, and provided ongoing support and leadership in subsequent years. Later, in 2020, Tom and Karen Falk played pivotal roles in supporting the United Way’s Coronavirus Response and Recovery Fund. During the height of the pandemic, the Falks jointly served as Annual Campaign chairs for the United Way of Metropolitan Dallas, bringing in substantial investments and dedicating their personal funds to ensure support for neighbors through the crisis.

“We believe it’s important to give back to the community in a very thoughtful and purposeful way,” said Tom Falk. “An investment in the community must deliver measurable impact, and over the years, we have seen first hand how United Way of Metropolitan Dallas has worked with its trusted network of community impact partners to shape programs that create meaningful impact and truly change lives for the better.”

“We’re honored to be able to make a significant investment in future generations of North

Texans,” said Karen Falk. “The importance of an investment in United Way of Metropolitan Dallas lies in the return it delivers, and we’re confident our investment will go a long way toward helping lift up our North Texas neighbors and support a positive change in their opportunity to thrive.”

As the premier social change organization serving North Texas, United Way of Metropolitan Dallas harnesses the power of unity and equity to create lasting change. All contributions to United Way of Metropolitan Dallas, including the generous gift by Tom and Karen Falk, are investments in North Texas. Meaningful initiatives include engaging Dallas area students with hands-on learning opportunities, creating career pathways for women through workforce development training and job placement, as well as providing North Texas children access to healthy meals during the summer.

United Way of Metropolitan Dallas will celebrate 100 years of impact during its centennial anniversary in 2025. A full slate of events will build on the organization’s mission to create positive lasting change in North Texas and place a spotlight on ways that United Way of Metropolitan Dallas will have an impact on the future of the region.

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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 [UnitedWayDallas.org](https://UnitedWayDallas.org).

### **CONTACT:**

Betsy Dixon | Tony Fay PR | 214.534.8909 | [betsy@tonyfaypr.com](mailto:betsy@tonyfaypr.com)  
Dandy Killeen | Tony Fay PR | 817.307.4645 | [dandy@tonyfaypr.com](mailto:dandy@tonyfaypr.com)

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Tony Fay PR | 1, Dallas, TX 75074

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