

UNITED WAY OF METROPOLITAN DALLAS

PRESS RELEASE



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UNITED WAY OF METROPOLITAN DALLAS KICKS OFF CENTENNIAL CAMPAIGN WITH YEARLONG CELEBRATION OF IMPACT ACROSS NORTH TEXAS

*CEO of PepsiCo Foods North America Steven Williams steps up as 100th
United Way of Metropolitan Dallas Annual Campaign Chair*

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DALLAS (OCTOBER 24, 2024) – Today, [United Way of Metropolitan Dallas](#) kicks off its centennial year with a celebration of 100 years of meaningful impact on millions of people across North Texas. The inaugural event will be held at the AT&T Discovery District in downtown Dallas, where PepsiCo Foods North America CEO Steven Williams will serve as the chair of this landmark centennial campaign. As part of the effort, United Way launched its Century Project, which will harness data to revolutionize how community organizations work together to make measurable change.

"For the past 100 years, United Way of Metropolitan Dallas has led the charge to provide the access and opportunity for all North Texans to thrive," said Jennifer Sampson, McDermott-Templeton President and CEO of United Way of Metropolitan Dallas. "The Centennial Celebration casts a vision that calls us all to 'Live United' that will propel lasting change for the next 100 years while celebrating the historic impact made right here in our community."

The Centennial Celebration presented by PepsiCo will culminate the 100th United Way Annual Campaign year, and will feature a series of volunteer service projects presented by Texas Instruments. The Celebration will be held at the historic Cotton Bowl in Fair Park on November 15, 2025, and will be staged for a VIP Dinner, a Food and Wine Festival and concert headlined by A-list entertainment. An all-star roster from North Texas' favorite teams is championing the yearlong celebration, including the Dallas Cowboys, Dallas Mavericks, Dallas Stars, Texas Rangers, FC Dallas, Dallas Wings and Dallas Trinity FC.

The Volunteer Series will serve as a drumbeat in the march to the Centennial Celebration. Community volunteer events will include a Food and Health Fair at Fair Park, Community Resource Fair at the Dallas Zoo, region-wide Reading Day, school restoration projects, Summer Meals Programs, Stock the School initiative, and STEM Fest in partnership with the Perot Museum of Nature and Science.

In 2024, United Way's combined community efforts improved access to education, income, and health for more than 1.7 million North Texans, which is more than 20% of our city's population, with expectations to increase support throughout the next decade and beyond. United Way's Aspire United 2030 initiative will increase third-grade reading proficiency by 50%, increase the number of young adults who earn a living wage by 20% — adding more than \$800 million per year to the local economy — and increase the number of North Texans with access to affordable healthcare insurance to 96%. And that is just the beginning.

Curt Farmer, Chairman, President and CEO of Comerica Bank and Chair of the 99th United Way Annual Campaign, emphasized the significance of the centennial year. "As we celebrate 100 years of impact, this centennial year is a reminder of the incredible legacy that United Way has built in North Texas. Our record-setting Annual Campaign is a testament to the continued generosity of our community, and the resources we've raised will help fuel even more transformative work in the years ahead. We're not just honoring the past—we're investing in a brighter future for everyone in North Texas."

Steven Williams, CEO of PepsiCo Foods North America and 100th United Way of Metropolitan Dallas Annual Campaign Chair, shared his enthusiasm on the coming celebrations. "PepsiCo is proud of our longstanding partnership with United Way of Metropolitan Dallas and to be the presenting sponsor of the upcoming Centennial Celebration. Our collaboration on Southern Dallas Thrives and our annual PepsiCo Day of Caring have been integral to our company culture, driving transformative change for both the community and our people. We look forward to making an even greater impact together in the future."

United Way's Southern Dallas Thrives initiative has focused on building economic stability, educational success, and family well-being in one of the region's most underserved areas. This effort includes improving workforce readiness, expanding access to quality childcare, and promoting job opportunities for Southern Dallas residents. United Way remains deeply committed to fostering growth and equity in this vital part of the community.

Farmer passes the torch to Williams, who will be followed in the organization's 101st year by Jim Burke, President and Chief Executive Officer of Vistra Corp. United Way Board Vice Chair Antonio Carrillo, President and CEO, Arcosa Inc., will be participating in the Centennial Celebration.

Pascal Desroches, Senior Executive Vice President and CFO of AT&T, host of the kickoff event, emphasized AT&T's continued partnership. "AT&T and United Way have a shared commitment to community service. It's a privilege to collaborate with United Way of Metropolitan Dallas as they enter their centennial year. The work they've done over the past century has been transformative, and we're excited to be a part of the journey as they look to the future."

Current sponsors of the Centennial year celebration and events include:

- Centennial Celebration presented by **PepsiCo**
- Centennial Kickoff Event presented by **AT&T**
- Centennial Aspire United Volunteer Series presented by **Texas Instruments**
- Century Circle Sponsors: **Comerica Bank, Trinity Industries, Vistra**
- Centennial Premiere Sponsors: **Atmos, EY, HEB**
- Centennial Supporting Sponsors: **Arcosa, Bank of America, Ryan**

United Way is inviting the entire North Texas community to participate in this historic year of service and celebration. Individuals can sign up to receive updates, join in Centennial events, or volunteer to support ongoing initiatives that help create lasting change. For more information on how to get involved, visit UnitedWayDallas.org/Centennial or sign up to volunteer and stay connected with upcoming events.

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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 access and opportunity for all North Texans to thrive. We bring together passionate change-makers alongside corporate, civic and nonprofit partners to drive lasting change and equity in education, income and health – the building blocks of opportunity. United Way is committed to leading a fully inclusive, multicultural movement right here at home. We invite all North Texans to Live United and be part of this change. To give, advocate or volunteer, visit UnitedWayDallas.org.

In 2025, United Way of Metropolitan Dallas will proudly celebrate 100 years as the leading force for social change in North Texas. The centennial anniversary represents a milestone

year that will include a dynamic line-up of volunteer and community events – including our Centennial Celebration, presented by PepsiCo – that will not only honor our rich legacy but also shine a spotlight on the bold, innovative ways we’re shaping the future of our region. With our committed partners, we’re setting the stage for the next century of positive, long-lasting change, ensuring that we create the access and opportunity for North Texans to thrive for generations to come.

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