



Town of Palm Beach United Way

44 Coconut Row, M201  
Palm Beach, FL 33480  
561-655-1919

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Chief Executive Officer

## Town of Palm Beach United Way Launches Texas Flooding Fund with \$50,000 Matching Gift

The Cathleen McFarlane Foundation has offered a matching grant

For Immediate Release – July 10, 2025

Contact: Beth Walton, 561-655-1919 or [bethwalton@palmbeachunitedway.org](mailto:bethwalton@palmbeachunitedway.org)

The Town of Palm Beach United Way has launched a **Texas Flooding Fund** to support immediate relief efforts in the Hunt and Kerrville communities following devastating flash floods in Kerr County. To kick-start the fund, the **Cathleen McFarlane Foundation** has generously offered a **\$50,000 dollar-for-dollar matching gift**.

On **July 4th**, a catastrophic weather event dropped months' worth of rain in just four hours, causing the **Guadalupe River** to overflow. The resulting flash floods have led to a tragic loss of life, with **dozens confirmed dead** and hundreds displaced. Homes, businesses, and infrastructure have been severely damaged as emergency crews continue rescue and recovery efforts.

"Our hearts break as we witness the devastating impact of the flooding in Texas. Cathleen McFarlane Foundation is honored to pledge a matching grant to provide assistance to those who have experienced such a horrific loss. We hope that our gift encourages others in our community to do the same."

The Town of Palm Beach United Way is working closely with aid organizations in the affected areas to identify urgent needs. Funds raised will be distributed to agencies providing **essential, short-term assistance**, including **food, water, medical care, and emergency shelter**.

"Reports of loss of lives and images of the destruction are heartbreaking," said Richard Rothschild, Chair of the Board of Trustees for the Town of Palm Beach United Way. "Anything the Palm Beach community can do to support our neighbors in Texas is deeply appreciated. We hope our community will step up once again to provide critical aid to those affected by this devastating flooding."

The Town of Palm Beach United Way has raised money for similar natural disasters in the past, including Hurricanes Helene and Milton.

To donate to the fund, visit [www.palmbeachunitedway.org](http://www.palmbeachunitedway.org). Donors can also call 561-655-1919 or send a check to Town of Palm Beach United Way with "Texas Flooding" in the memo. Donations are tax-deductible, and 100% will go directly to relief efforts related to the flooding.

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Margaret Luntz  
Anita Michaels  
Lesly Smith



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