



Media Kit

For Press, Media, and Potential Partners

About REACH

REACH bridges the gap between college students and the working families who support campus life. Through relationship-centered programming, REACH equips students with real-world leadership experience and community connection, while supporting working families with tools for economic mobility, health, and stability.

Mission:

To build stronger communities through relationships that uplift and transform the lives of college students and the working families who support campus life.

Tagline:

Every Community Needs a REACH.

Media Contact

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📍 Based in College Station, TX

🌐 www.reach-america.org

Quick Facts

- Founded in: 2017
- EIN: 81-3127646
- Headquartered in College Station, TX
- 10,000+ individuals served annually
- 3,000+ students engaged annually
- 300,000+ student service hours
- \$10M+ value in mobilized student-led service
- 7,000+ families supported through education, health, and economic initiatives



3:1 ROPI (Return on Philanthropic Investment)

REACH's cost-per-touchpoint model shows that every **\$2.56** delivers a real, measurable interaction that transforms lives. These moments — whether a communication or leadership workshop, homeownership seminar, or breakroom lunch — combine to create community-wide change. Our dual-impact approach isn't just heart-driven, it's data-backed and fiscally sound.

Programs & Impact Areas

- Student Leadership & Fellowship Programs
- Financial Wellness & Homeownership Support
- Community Health Access & Education
- Youth Education and Mentorship
- Small Business & Professional Development Training
- Multigenerational Community Building Events & Services

Recent Coverage & Features

- **“Reach Project highlights Beacons of Light”** Coverage of the REACH annual celebration, spotlighting student impact and REACH's mission. [Watch here.](#)
- **“Hundreds show up to the 4th For the Culture Market” By KBTX (Feb 9, 2025).** Post-event coverage with highlights from the Feb 8, 2025 celebration — over 65 vendors, strong turnout, and community unity. [Watch here.](#)
- **Video: Around Texas with Chancellor Sharp.** REACH was created to help “invisible Aggies,” the essential workers of the Texas A&M campus who care for the students, faculty and facilities. [Watch here.](#)
- **Video: Hard to See and Easy to Overlook | Max Gerall | TEDxTAMU.** [Watch here.](#)

Boilerplate for Media Use

REACH is a national nonprofit bridging the gap between students and the working families who support campus life. By activating student leaders and investing in family stability, REACH delivers dual-impact programs that transform purpose into measurable community progress. Learn more at www.reach-america.org.