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Breakfast raises funds for neighbors in crisis
14th Annual Keyholder Breakfast gives hope to local families in need and continues Metrocrest Services’ mission of building a stronger community together

Farmers Branch, Texas (April 9, 2019) – On Thursday, March 28, 2019 the Metrocrest Services community gathered to give hope and support to local families in need at the 14th Annual Keyholder Breakfast. This is the agency’s largest fundraiser of the year and, thanks to sponsors and the nearly 500 attendees, Metrocrest Services raised over $150,000 to fund their programs that assist local neighbors in crisis. In 2018, these programs helped over 14,000 North Texans lead self-sufficient and independent lives.

As inspiration guests were encouraged to engage in the personal stories of individuals who had struggled financially and how Metrocrest Services’ support was able to make a positive impact. Metrocrest Services CEO Tracy Eubanks explains “in our community, 4 out of 10 families are struggling to cover their most basic needs such as paying rent or putting food on the table.”

“The risk of losing one’s home may be due to a car repair, loss of a job, being sick with no healthcare or paid time off, death in the family, or just not having any savings as a safety net,” Eubanks said. “Events like the Keyholder Breakfast make it possible for us to continue our mission of helping individuals in the midst of life’s challenging moments.”

In addition, honored guest Thomson Reuters was presented with the Lou Sartor Heart for the Community Award in recognition of their outstanding commitment to the community. “While
Thomson Reuters has a global outlook on social issues, there is no better way to make a meaningful impact than to support local organizations that address the needs of the communities in which our teams work and live," says Gabrielle Madison, Director of Community Relations.

Metrocrest Services would like to thank all major sponsors and guests for making this incredibly special event possible; they include Halliburton, Grant Thornton, Thomson Reuters, Southwest Airlines, Verity Instruments and Citibank.

To learn more about this organization, please visit www.metrocrestservices.org.

**About Metrocrest Services**

Metrocrest Services is a 501(c)(3) nonprofit providing programs for individuals, families, and seniors that lead to self-sufficiency and foster independence. In 2018, Metrocrest Services provided assistance to 14,153 adults, children, and seniors. From rent and utility bill aid, to financial and budgeting assistance, employment counseling, a food pantry and home-delivered meals, Metrocrest Services provides for those who need a helping hand. The non-profit assists individuals living in Carrollton, Addison, Farmers Branch, Coppell and Dallas in Denton County.

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Keyholder Breakfast guest holding a client card of the shortened version of The Game of Life used to describe an individual’s journey.
Thomson Reuters receiving the Heart for the Community Award.
Pictured: (left) Gabrielle Madison, Thomson Reuters' Director of Community Relations and (right) Jamie Robertson, Metrocrest Services Board Chair, PlainsCapital Bank
Metrocrest Services CEO, Tracy Eubanks, educating Keyholder Breakfast guests about the challenges of maintaining and accessing affordable, safe, and stable housing.