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## **PlainsCapital Bank Supports North Texas Giving Day 2017**

DALLAS, TX (Sept. 14, 2017) – As one of the largest online giving events in the country, North Texas Giving Day offers charities the chance to ramp up their fundraising efforts each year. Participating in today’s event are 2,900 non-profit organizations. Among them is the Community Lifeline Center (CLC) located in McKinney, TX. The CLC serves as the leading provider of crisis assistance for residents in North Collin County, helping to address the growing hidden homeless situation in North Texas.

For the past two years, PlainsCapital Bank Senior Vice President and Commercial Lending Officer Brett Butler has served as a volunteer board member and treasurer for the CLC.

“Seventy-five percent of our annual operating budget comes from general fundraising efforts, so an event like this can go a long way toward helping the CLC meet its financial goals and continue to provide the level of assistance that is currently needed in the community,” said Butler.

CLC Executive Director Melanie Perkins underscores the important role that the organization plays in preventing people on the verge of homelessness from becoming another statistic.

“Unexpected crises are a very real social issue in North Texas and throughout the country,” said Perkins. “CLC helps local residents manage crises and navigate their way back to self-sufficiency. We aim to help our neighbors weather the storm and get back on their feet stronger than ever.”

Founded in 1989, the CLC provides assistance to North Collin County residents ranging from financial help—rent, utilities, medical, dental; information and referral; advocacy; and a food pantry which helped provide meals to more than 400 unduplicated households in 2016. Additionally, last year the CLC was able to help 226 families in North Collin County to stay in their homes.

According to Perkins, Collin County is the sixth most populous county in Texas and nearly 8% of its residents live below the poverty line. She added that within the McKinney ISD—the largest school district in North Collin County—more than a third of the students are food insecure.

“For the last several years, North Texas Giving Day has been a tremendous fundraising event for the CLC,” said Butler. “We’re looking forward to a great show of support this year in the form of donations so that the CLC can continue to provide critic crisis assistance services to the community.”

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### Ways to Help

- As part of North Texas Giving Day, anyone may go online today from 6 a.m. to 12 midnight and make a donation to the North Texas charity of their choice, including the CLC at <https://northtexasgivingday.org>.
- Additionally, the CLC will have a booth at the [Collin County Giving Day “Party in the Park”](#) taking place this evening from 5 p.m. to 8 p.m. and hosted by Volunteer McKinney and the Communities Foundations of Texas in conjunction with North Texas Giving Day. Located at Finch Park near Downtown McKinney at 301 W. Standifer, the Collin County Giving Day “Party in the Park” will feature more than 60 Collin County nonprofits, along with food trucks, live music and entertainment, and children’s activities. The event is designed to showcase Collin County’s charitable organizations, providing a venue that affords each group a chance to leverage the online donations they receive today. Collin County Giving Day is a free event open to the community.

### **About Community Lifeline Center**

Community Lifeline Center is a 501(c)(3) non-profit organization that provides financial assistance, food, free education programs, and information and referral services for residents of McKinney and north Collin County. For more information about Community Lifeline Center, please visit [www.communitylifeline.org](http://www.communitylifeline.org).

### **About PlainsCapital Bank**

As of June 30, 2017, Dallas-based PlainsCapital Bank, the sixth-largest Texas headquartered bank by deposit market share, operated 62 Texas branches with more than 1,200 employees providing highly personalized relationship banking through a single point of contact. Offering commercial lending, treasury management, small business banking, private banking, and trust and wealth management services, PlainsCapital Bank empowers responsive, local decision-making in each of its major markets: Austin, Corpus Christi, Dallas, Fort Worth, Houston, Lubbock, the Rio Grande Valley and San Antonio. PlainsCapital Bank is a wholly owned subsidiary of Hilltop Holdings (NYSE: HTH). Find more information at [PlainsCapital.com](http://PlainsCapital.com).

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