

TARRANT FOOD BANK  
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## 2024 Honoree



### **Kelsey Patterson**

**Philanthropist and Community Advocate**

Kelsey Patterson, commonly known as "Mrs. P.", is a Fort Worth native who has dedicated her life to helping the community that has given her so much.

Kelsey has volunteered a significant amount of time to help strengthen public education in Fort Worth. Through the Gary Patterson Foundation and now THE BIG GOOD, she has been instrumental in raising substantial funds and awareness for issues facing families

throughout our community, including food and housing insecurity and career readiness.

Kelsey is a founding board member of Saving Hope, a local organization that advocates for animal welfare and encourages safe and kind interactions with animals, including spay and neuter education.

Her most recent philanthropic project, THE BIG GOOD, launched in Fall 2020 and has granted over \$2 million to our community. Bringing together two dynamic leaders in Grammy award-winning recording artist Leon Bridges and legendary football coach Gary Patterson, THE BIG GOOD aims to make the community stronger through unique charitable collaborations. Kelsey managed the concept and formation of THE BIG GOOD and is considered the glue behind the scenes.

Attending elementary school and high school in Fort Worth ISD, she later went on to attend the University of Texas at Austin where she received her bachelor's degree in communications and was recently recognized as an influential alumna in the creative fields.

Kelsey has served various positions since starting her professional career as the Assistant Director of Marketing for the Southwest Athletic Conference (SWC). She worked in Development for Longhorn Athletics at UT Austin before returning to Fort Worth to serve as the Director of Marketing at the Fort Worth Zoo. Kelsey also served as the National Director of Marketing at the Lincoln Property Group, Commercial Division.

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### **Pamela Wills-Ward**

**Chief People & Strategy Officer,  
MW Logistics  
President, MW Cares Foundation**

As Chief People & Strategy Officer of MW Logistics, LLC., Pamela brings over 20 years of experience as a global HR executive. Her focus is the strategic growth of the organization, implementation of talent centered strategies, optimization of technology solutions and building a scalable and sustainable infrastructure.

In addition to her CPSO role, she serves as President of the MW Cares Foundation, the philanthropic arm of MW Logistics. Over the course of her career, Pam has demonstrated success in building programs that drive growth, develop and maximize profitability, and build or restore market share in highly complex and competitive business environments. Her broad base of experience includes the development and deployment of talent focused strategies, merger and acquisition integration, leading system implementations and corporate travel program administration.

A graduate of Texas State University, Pamela holds both a bachelor's degree in business management and a master's degree in business administration. In addition, she is a graduate of the Stanford Executive Program offered by the Stanford University Graduate School of Business.

While heading the MW Cares Foundation, she is also active in the community. Her affiliations include membership in The Dallas Assembly, Board Trustee for the Texas State University Development Foundation, Board Trustee for The Lamplighter School and membership with The Links Incorporated, Jack and Jill of America, Inc., and Alpha Kappa Alpha Sorority, Inc.