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## FOR IMMEDIATE RELEASE

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### ***Interagency Support Council Relaunches as My Community Catalyst (MC2)***

#### **New name, new website, and new initiatives power a growing mission to equip rural nonprofits with the tools to be seen, heard, and funded**

TAYLOR, Texas [July 18, 2025] — My Community Catalyst (MC2), formerly known as the Interagency Support Council of Eastern Williamson County, has relaunched with a fresh name, an updated mission focus, and a dynamic new website: [www.mcctx.org](http://www.mcctx.org). This renewed effort includes a growing lineup of free tools, events, and resources designed to make it easier for residents, nonprofits, and community partners to access support, share stories, and spark solutions together.

At its core, MC2 exists to empower rural nonprofits to become more visible, more strategic, and more successful. In communities where every voice matters, the ability to tell your story can make all the difference. As a central convener, MC2 brings together nonprofits, government agencies, businesses, and volunteers under a shared mission to ensure every individual and family can find and fully benefit from the resources they need.

“We’re building more than a brand, we’re building momentum,” said Liz Wiggins, Board President of MC2. “This new identity reflects the role we play as a connector, a capacity-builder, and a champion for community-led solutions in Williamson County.”

#### **A Stronger Identity for a Stronger Impact**

MC2’s work is guided by three core principles:

- **Mission:** Improve the accessibility and effectiveness of social services
- **Vision:** Create a thriving and inclusive Williamson County
- **Purpose:** Drive sustainable improvements through collaboration, education, and innovation

MC2 provides monthly webinars and workshops aimed at bringing together nonprofit leaders, partners, and advocates from across the region. These virtual events will serve as a cornerstone for connection, offering insights, resources, and real-time opportunities to strengthen advocacy, collaboration, and amplify the community’s voice.

Through these gatherings and year-round programming, MC2 is helping organizations build the storytelling, leadership, and outreach skills they need to better advocate for the communities they serve.

“We believe no nonprofit should go unseen, and no resident should go unsupported,” added Wiggins. “Together, we’re building the connective tissue that makes a real impact possible.”

### **Website Relaunch Offers One-Stop Access to Tools, Training, and Storytelling Support**

The updated [mcctx.org](https://mcctx.org) serves as a central hub for nonprofit and social-service organizations, offering:

- **The Resource Exchange Hub:** grant templates, outreach toolkits, and training guides
- **The Let’s Talk WilCo podcast:** real stories from local changemakers
- **An expanded Events Calendar** with networking, advocacy, and storytelling workshops
- **A growing archive** of community-submitted success stories

But it’s not just about new features. It’s about equipping rural organizations with the right tools to amplify their impact.

“In rural communities, it’s not always about having the loudest voice, it’s about telling the right story to the right people at the right time,” said Gabriella Westbrook, Board Vice President. “That’s what this relaunch is all about.”

### **Rooted in Legacy, Growing Through Partnership**

The work of MC2 builds on more than three decades of deep community commitment. What began in 1989 as the Interagency Support Council of Eastern Williamson County, led by Precinct 4 Judge Judy Hobbs, has grown from a monthly meeting focused on at-risk students into a recognized force for coordinated, cross-sector solutions.

By 2006, the organization became a 501(c)(3) nonprofit, guided by community input. Mental health quickly rose to the top of identified needs, leading to the launch of school-based mental health services in 2007, well ahead of national trends. With funding from the St. David’s Foundation, various grants, and support from the community, MC2 was able to partner with Impact Counseling to ensure long-term sustainability.

Over the next 15 years, the program expanded from one district to seven, providing:

- Individual therapy for over 7,000 students
- More than 100,000 behavioral health consultations
- Family therapy for over 360 families
- Psychiatric care for more than 300 students

Since 2021 alone, it is estimated that more than 2,500 students and families in Eastern Williamson County have been directly supported.

The program continues this vital work with the same commitment to care, access, and community impact as intended by our founders.

“Our history informs our future,” said Wiggins. “Programs like this prove what’s possible when communities invest in real solutions. It’s why MC2 remains focused on closing gaps, sparking innovation, and helping partners share their stories with purpose.”

To learn more or access services, visit [www.impactcounselingservices.org](http://www.impactcounselingservices.org).

### **Fall Webinar Series: Free Strategic Storytelling Support for Rural Nonprofits**

To mark the relaunch, MC2 is hosting a free Fall Webinar Series designed to build storytelling capacity for nonprofits across the region:

#### **MC2 Presents: Fall 2025 Speakers Series**

**Thursdays | 11:30 AM – 1:00 PM | Free via Zoom**

Visit [www.mcctx.org](http://www.mcctx.org) to register

- **August 7** — *Amy Griego, LMFT, RYT-200*, Owner and Founder of [Trauma Free Tree](#)  
*Topic:* Simple, quick, and easy tools to manage the worry and overwhelm
- **September 4** — *Ray Langlois, M.Ed.*, Principal of [Langlois Consultant Services, LLC](#)  
*Topic:* How to become a data-driven nonprofit
- **October 2** — *Melissa Taylor*, Owner and Founder of [EKMedia](#)  
*Topic:* Nonprofit website strategies that move people to act
- **November 6** — *Rose McBride*, Communications Manager at the [Texas Judicial Commission on Mental Health](#)  
*Topic:* Using multimedia tools to promote your agency’s mission

“These are the types of skills that turn good intentions into grant wins, media coverage, and stronger community partnerships,” said Brian Hernandez, Board Secretary/Treasurer of MC2. “In rural communities, storytelling isn’t just a communication tool; it’s how you build trust, secure funding, and inspire action. Especially in underserved areas, visibility equals viability.”

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### **About My Community Catalyst (MC2)**

My Community Catalyst (MC2) is a 501(c)(3) nonprofit organization dedicated to strengthening the social-service ecosystem in Williamson County. As a centralized convener, MC2 unites social service agencies, businesses, and volunteers to ensure that individuals and families can access the support they need, when and where they need it. Learn more at [www.mcctx.org](http://www.mcctx.org).

 **LIVE** FREE WEBINAR

# FALL SPEAKERS

*Save the Date*



**Amy Griego,  
LMFT, RYT-200**

Owner and Founder  
Trauma Free Tree



**Ray Langois, M. Ed.**

Principal  
Langlois Consultant  
Services, LLC.



**Melissa Taylor**

Owner and  
Founder of  
EKMedia



**Rose McBride**

Communications  
Manager at Texas  
Judicial Commission  
on Mental Health

Simple,  
quick and  
easy tools to  
manage the  
worry and  
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How to  
become a  
data-driven  
nonprofit

Nonprofit  
website  
strategies  
that move  
people to  
act

Using  
multimedia  
tools to  
promote  
your  
agency's  
mission

**AUGUST 7** **SEPTEMBER 4** **OCTOBER 2** **NOVEMBER 6**

**THURSDAYS  
11:30AM – 1:00PM**

For More Information  
[www.mcctx.org](http://www.mcctx.org)