



**United Way  
of Southwest Oklahoma**

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## *Media Release*

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# United Way Announces Company Name Change

**Lawton, Okla** – United Way of Lawton-Fort Sill is proud to announce the organization's name to United Way of Southwest Oklahoma.

The change is due to the expansion of services to be offered across Southwest Oklahoma. The new identify will allow United Way to expand its programs and services, create partnership opportunities and seek resources from other communities that are supported by the United Way efforts but do not have fundraising campaigns to support the needs in their areas. The assigned area includes nine counties in southwestern Oklahoma: Comanche County, Cotton County, Greet County, Harmon County, Jackson County, Kiowa County, Tillman County as well as portions of Beckham and Caddo Counties.

United Way's name change comes at a time when the organization has made progress to create a lasting impact in the community by implementing a strong Community Impact Model. This new model takes United Way far beyond the traditional fundraising approach. Not only will it help people with their critical needs, but the Community Impact approach will also create sustainable changes by addressing the underlying issues in the community, which have been framed into the focus area of: education, income and health, ultimately the building blocks for a thriving community.

The organization's efforts concentrate on: advancing education by advocating early childhood learning and making all day child Pre-kindergartens available, in partnership with local childcare providers and Lawton Public Schools; setting up a strategy to promote vocational education among high-school graduates and adults, thus helping reduce numbers of low income families who are financially unstable; and creating affordable and accessible healthcare services for youth and adults, which are supporting and promoting healthy choices.

As the organization unveiled a new identity, the new website and social media channels have also been redesigned.

### **About the United Way of Southwest Oklahoma:**

*The United Way funds 19 local agencies and their various programs that address community issues. The United Way is a charitable organization and depends on volunteers and the generosity of the local community to fulfill its mission. For more information, please visit [www.uwswok.org](http://www.uwswok.org).*