



United Way
of Southwest Oklahoma

2022-2023 IMPACT REPORT



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*No one has ever
become poor by
giving.*

- Anne Frank



OUR MISSION & VALUES

OUR MISSION

Leading the fight to improve lives by mobilizing the caring power within our community to the education, income stability, health, and basic needs of every person in Southwest Oklahoma.

OUR VALUES

Collective Impact - We are better together; United Way encourages people to join the movement to share goals and focus on achieving results - better-quality community lives.

Volunteering - We recognize volunteering as a way to transform our communities

Community Connection - We develop relationships to strengthen our ability to collaborate, organize, influence and achieve community change.

Passion and Commitment - We are continually devoted to creating a better community and building a United Way model to drive positive social change.

OUR TEAM



**LAUREN
ELLIS**

PRESIDENT & CEO



**JUDY
DIAL**

DONOR MANAGEMENT DIRECTOR



**TANNA
VU**

DIRECTOR OF COMMUNITY
ENGAGEMENT



**ROXANNE
WISEMAN**

ADMINISTRATIVE ASSISTANT

Thank you **TO OUR 2022-2023 CAMPAIGN CHAIR PERSON!**



2022 CAMPAIGN CHAIR

Mark Scott

Arvest Bank

BOARD OF DIRECTORS

Chairman

Jennifer Ellis

Vice Chairman Elect

Natalie Fitch

Treasurer

Jason Hensley

Campaign Chairman

Mark Scott

Immediate Past Chairman

David Vinall

Community Investment Chairman

Aaron Russell

Community Investment Co-Chairman

Cynthia Johnson

Board Members

Dr. Sylvia Burgess

Jay Burk

Christy Clark

Cody Dupler

Kelly Edwards

Taylor Farmer

Lorie Garrison

Melody Barber

Casey Honeycutt

Rhonda Mahaffey

Gloria Martinez

Chase Massie

John Noel

Robert Rayburn

Cynthia Sosa

David Stringer

Keith Thomas

Mark Woomavovah

Philanthropy is commendable, but it must not cause the philanthropist to overlook the circumstances of economic injustice which make philanthropy necessary.

-Martin Luther King, Jr.

MESSAGE FROM THE CEO



In the time of our community's greatest need, you not only stayed with us, you increased your support of our annual fundraising campaign! Through your generosity, United Way of Southwest Oklahoma raised \$1,149,356.36 to invest in local solutions to improve the lives of our neighbors and friends who need it the most.

This report highlights the accomplishments of the past year and honors our community, who helped make them possible. Thanks to YOU, 2022-2023 was a productive year, even as we continued to respond to the increased demands and needs affecting our community.

Our 2022 fundraising campaign, led by Mark Scott, was a great success! We worked with 149 workplace campaigns, held our most successful Blue Tie Gala to date, celebrated one year of our internal Family Empowerment Program with Success by Six, and experienced an increase in new donors. All incredible wins for us, our community, and those we support.

While we know that the challenges and staggering effects of the pandemic are far from over, we are rooted in hope and purpose to ensure our community is strengthened, and that those in need continue to receive the assistance necessary to live their best lives. We appreciate YOU for standing with us as we continue to fight for the education, financial stability, health, and basic needs of every person in our community. Thank you for LIVING UNITED.



Live United,
Lauren Ellis

President & CEO
United Way of Southwest Oklahoma

YOUR INVESTMENTS



76,959

People Served



\$771,629.44

Invested in the
Community in the
Past Year



19

Partner
Agencies

20

Programs Supported
in the Community

*I have found that
among its other
benefits, giving
liberates the soul of
the giver.*

-Maya Angelou

HOW FUNDS ARE ALLOCATED

Education

Girl Scouts of Western Oklahoma		\$7,500
Last Frontier Council, Boy Scouts of Oklahoma	Comprehensive Youth Development	\$20,000
Salvation Army	Boys and Girls Club After School Program	\$40,000
Teen Court	Delinquency Prevention	\$52,000
Success by Six	Youth Readiness	\$30,628.12

Financial Stability

Catholic Charities	Lawton Family Support Services	\$17,000
Salvation Army	Bridges Out of Poverty Program	\$16,000
Legal Aid Services of Oklahoma	Lawton Support Services	\$10,000

Health

CASA of Southwest Oklahoma		\$40,000
Christian Family Counseling Center	Professional Outpatient Mental Health Counseling	\$35,000
Hearts That Care Volunteer Health Clinic	Patient Care Program	\$49,500
Oklahoma Parkinson's Alliance	Support Network	\$2,429
Oklahoma Parkinson's Alliance	Voice Therapy Program	\$1,228
Lawton Family YMCA		\$1,687.22

Basic Needs

Center for Creative Living	Senior Health, Wellness and Nutrition Program	\$100,000
Family Promise of Lawton	Interfaith Hospitality Shelter	\$12,000
C. Carter Crane Center for Empowerment & Advancement		\$80,000
Armed Services YMCA		\$656.60
Lawton Food Bank	Emergency Food Assistance Program	\$75,000
Marie Detty Youth & Family Services	New Directions Domestic Violence Shelter	\$65,000
Marie Detty Youth & Family Services	Children's Emergency Resource Center	\$80,000
Salvation Army	Shelter & Soup Kitchen	\$36,000

TOTAL ALLOCATION

\$771,629.44

OUR FUNDED PARTNERS & PROGRAMS



Oklahoma
Parkinson's
Alliance



CORPORATE GIVING



Haley Hegwood, Kerrie Mathews (Marie Detty), & Hunter Hegwood

WORKPLACE CAMPAIGNS

149

AMOUNT RAISED

\$1,146,644.60



TOP 5 WORKPLACE CAMPAIGNS



*A kind gesture
can reach a
wound that
only compassion
can heal.*

- Steve Maraboli

GOODYEAR

**GOODYEAR
TIRE & RUBBER
COMPANY**

City
NATIONAL BANK

**CITY
NATIONAL
BANK**

**LAWTON
PUBLIC
SCHOOLS**

**LAWTON PUBLIC
SCHOOLS**

Silver-Line Plastics

**SILVER-LINE
PLASTICS**

**ARVEST[®]
BANK**

**ARVEST
BANK**

THE FUND DISTRIBUTION PROCESS



How an Agency
Receives Funding
from UWSWOK

START



United Way Campaign
to Gather Community
Support & Funding

Committee Reviews
Applications &
Recommends Funding



Agencies Apply for
Funding from UWSWOK



The Board Reviews
Recommendations &
Approves Funding

Funding is Distributed
to Our UWSWOK
Partner Agencies



Check out our video detailing this process!

Use your smartphone's camera to scan the code to
the left to watch on YouTube.

THE COMMUNITY INVESTMENT COMMITTEE

Committee Chairs

Cynthia Johnson
Aaron Russell

Panel Chairs

Gloria Martinez
Jonna Turner
John Noel
Natalie Fitch
David Vinall
Lindsey Billen

Committee Members

Jayne Mattice
Christina Woodson
Robert Munoz
Cody Dupler
Elizabeth Bentley
Dave McDermott
Soly Rodriguez
Kirsten Sellens
Carey Monroe
Shelby Brittain
Sonia England
Jason Hensley
Christy Clark

Alexsys Kellaway
Vincent Saylor
Taylor Farmer
Juanita Jackson
Bryan Cauthon
Savannah Coltrain
Cindy Watkins
Benne Brewer
Kelly Edwards
Natasha Fillmore-Paradise
Brandi Thomas
Fred Fitch
Kelly Harbert
Ryan Smith
Lance Alston
Steve Myers
Melody Barber
Jayson Sims
Connie McKesson-Shanklin
Woogie Burgess
Alyssa Rhoads
Rhiannon Biggs
Mitzi Duncan

LIVE UNITED



1 OF THE HIGHEST

Oklahoma has one of the highest death rates linked to heart disease in the country.

PRIMARY CARE

Oklahoma ranks 48th in the nation for access to primary care providers, with only 81.7 physicians per 100,000 people.

Source: *OKpolicy.org*

HEALTH QUALITY

Oklahoma ranks 45th in the nation for the quality of our health.

Source: *AmericaHealthRanking.org*

MENTAL HEALTH

Oklahoma ranks 38th in the nation for residents with mental disorders.

Source: *United Health Foundation "America's Health Rankings 2019 Annual Report"*

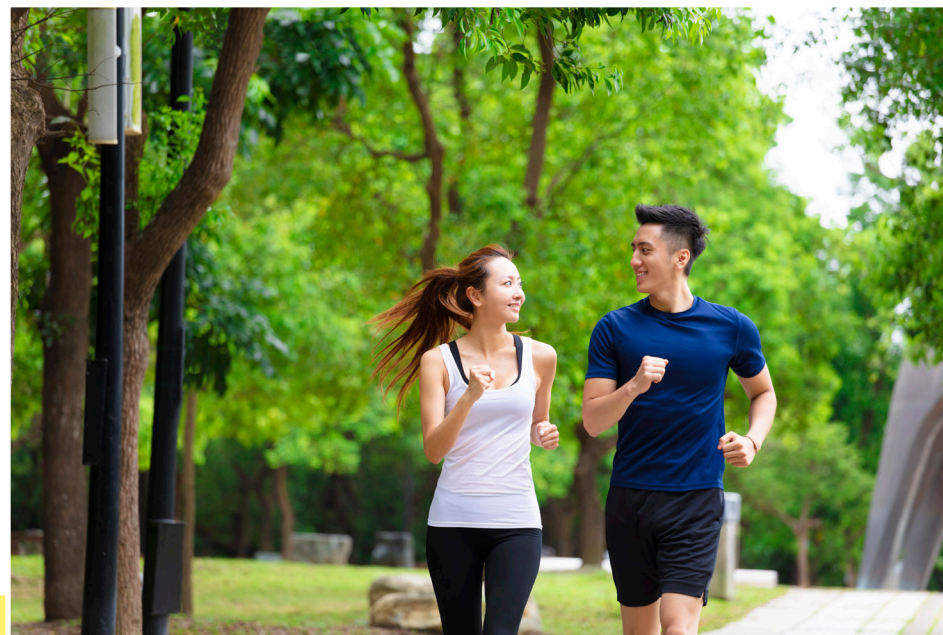
HEALTH

2,405


People Served in
Our Community



Scan this
code to read
success
stories on
our website!



HEALTH

A photograph of a woman and a man in a food bank. The woman, on the left, has curly blonde hair and is wearing a dark blue jacket with a yellow 'MU' logo. She is holding a white plastic bag. The man, on the right, is wearing a grey beanie, glasses, and a dark jacket. He is also holding a white plastic bag. They are standing in front of a metal shelving unit filled with various items, including boxes and bottles. The background is a yellow wall with a white light fixture.

Mental illness is the number one cause of disability and the second leading cause of premature death in America. This past year, the *Christian Family Counseling Center* conducted 8,096 counseling sessions, helping 1,266 clients. Results of those sessions reported 375 marriages **SAVED**, over 200 people at significant risk of suicide chose **LIFE**, and many others received the help they needed to recover from the effects of divorce, the global pandemic, and other situations. *Hearts that Care Clinic* provided life-saving medication to 346 patients

The Parkinson's Foundation of Oklahoma works to inspire hope and transform life for Parkinson's patients and families in Oklahoma. They do this through many programs, including the Parkinson's Support Network (served 420 last year), Voice Therapy Program (served 621), and PWR!

At last data collection, there are 8,499 Oklahoma children in state custody. *CASA of Southwest Oklahoma* works to specially select and train compassionate volunteer advocates to represent the best interests of abused and neglected children who are wards of the juvenile court. Children who are represented by CASA are more likely to achieve permanency, become adopted, and report significantly higher levels of **HOPE**, while also being less likely to reenter the child welfare system.

59%

The percentage of students in our service area that are eligible for the free and reduced lunch program.

EDUCATION QUALITY

Oklahoma is ranked 49th in the nation for the quality of education for grades PreK-12.

Source: *OKPolicy.org*

SUCCESS BY 6

Success By 6's mission is to ensure all Oklahoma children will enter school healthy and ready to succeed in school and in life. Our Family Empowerment Program brings parents, children, community leaders, educators, and health and human services professionals together to provide educational sessions at no cost to underserved families in our community. In addition, we are able to provide gift cards and meals to 40 families a month for basic household and life necessities.

SCOUTING LIFE SKILLS

Scouting teaches kids camping, hiking, survival skills, and a variety of outdoor education programs, teaching them how to be resourceful and maintain a healthy lifestyle.

EDUCATION

3,259

People Served in Our Community



Scan this code to read success stories on our website!





EDUCATION

The Boy Scouts Last Frontier Council prepares youth with the ability to make **ethical life choices** over their lifetime. Scouts engage in a variety of activities designed to address their physical, mental, and spiritual needs. *The Boy Scouts Last Frontier Council* served 489 participants in 2022.

The Girl Scout Program of Western Oklahoma provides girls with the tools to build confidence, life skills, leadership traits, and self-esteem. Girl Scouts practice **collaborative learning** to promote sharing of knowledge, skills, and learning in an atmosphere of respect and cooperation as girls work together on goals that can be accomplished with the help of others. *The Girls Scout Program of Western Oklahoma* served 576 girls in southwest Oklahoma in 2022.

The Boys and Girls Club is a safe and positive environment where kids can have fun and learn how to become a **productive citizen** in their communities. They build supportive relationships with children through current learning opportunities and an appreciation for expectations. *The Boys and Girls Club* in Lawton, OK served 240 members in 2022.

Teen Court put 1270 students through peer court sentencing in 2022. Their delinquency prevention program serves as an alternative to formal charges being filed against a first-time offender, as well as **educating youth** on faulty thinking, substance abuse, and conflict resolution and anger management. Teen Court helps build self-esteem through public speaking, education on our judicial system, and giving back to the community through **volunteerism**.

9TH HIGHEST

Oklahoma has the 9th highest rate of poverty in the nation.

Source: Census.gov & USNews.com

18.4%

18.4% of individuals in Lawton are living below the federal poverty rate.

100%

Bridges Out of Poverty works to address generational poverty and leads the Comanche County Community Health Improvement Plans Poverty Work Group. They have efforts at all levels of city and county government to increase poverty alleviation. 100% of their program participants have decreased debt load and many have decreased in receiving assistance.

LEGAL SERVICES

Last year, Legal Aid of Southwest Oklahoma closed 714 civil cases that provided legal services to financially disadvantaged or vulnerable Oklahomans.

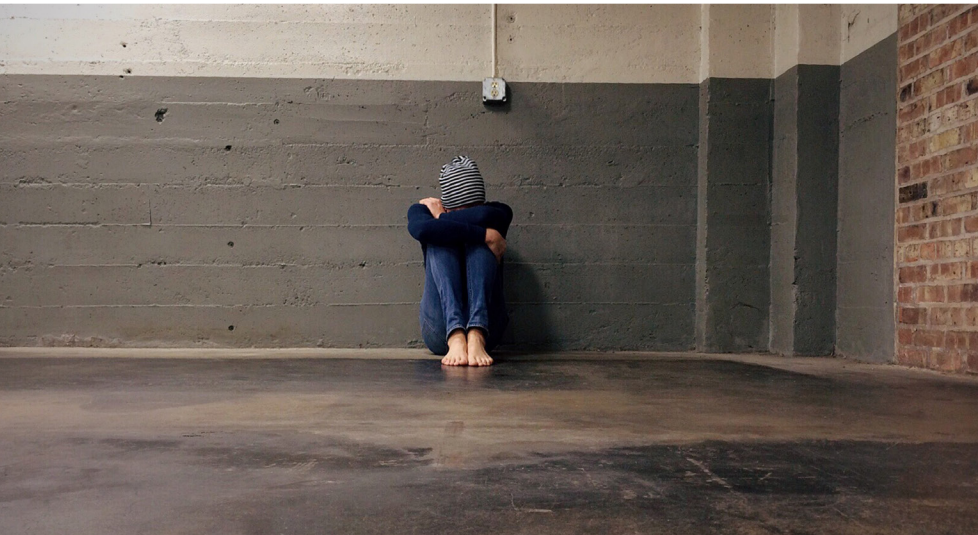
FINANCIAL STABILITY

1,416

People Served in Our Community



Scan this code to read success stories on our website!





FINANCIAL STABILITY

Catholic Charities provides long term case-management to individuals and families to address needs including **financial management**, education, wellness, employment, affordable housing, and mental health needs. Through their Emergency Rent and Utility Assistance Program, *Catholic Charities* assists clients by paying a portion of their housing or utility payment to prevent eviction and utility disconnection, resulting in future **homelessness prevention** in the community. *Catholic Charities* was able to serve 764 individuals and families in 2022.

Family Promise is a full-time shelter that provides homeless families with children a safe and stable environment in which to learn and achieve **sustainable independence**. They equip families with the knowledge necessary to manage their money, sustain employment, set long-term goals for their families, and how to achieve their goals. *Family Promise* was able to serve 40 families in southwest Oklahoma in 2022.

Last year, *Legal Aid Services of Oklahoma* closed 600 civil cases and provided legal services to financially disadvantaged and vulnerable adults. They ensure fairness and secure justice for low-income Oklahomans by removing barriers to equal justice and disrupting the poverty cycle by removing barriers to **stable and productive lives**.

FOOD INSECURITY

17% of Oklahoma households experience food insecurity, meaning they do not know where their next meal will come from.

1 IN 6

1 in 6 adult and senior citizens struggle with hunger.

HUNGER

1 in 4 children struggle with hunger. Oklahoma is the 5th hungriest state in the nation.

HOMELESSNESS

There were an estimated 3,932 people experiencing homelessness on any given day in Oklahoma in 2020, with 165 of those in Southwest Oklahoma.

Source: [EndHomelessness.org](https://endhomelessness.org)



BASIC NEEDS

68,879 People Served in Our Community



Scan this code to read success stories on our website!



BASIC NEEDS

Last year, 375 individuals experiencing homelessness received support and case management through the services of *C. Carter Crane Center for Empowerment and Advancement*. Clients reported increased **self-worth, self-confidence, and stability** during their time there.

At least 10% of Senior Citizens in Comanche County live in poverty, often **forcing them to choose** between purchasing food or medications. The *Lawton Food Bank's Emergency Food Assistance Program* provides food delivery for many of these homebound and disabled seniors who otherwise would go without food. They provided food to over 25,223 families through the Emergency Food Assistance Program.

Marie Detty Youth & Family Services; New Directions provides a safe haven for women, men, and children who are escaping the trauma of domestic violence, sexual assault and/or stalking. 1,892 survivors received shelter, case management, counseling, job placement assistance, protective order assistance and prevention services. Nearly 1 in 4 were victims of domestic violence. Domestic violence reports to police from 2006 until now have increased by 220.9% in Comanche County alone. Their Emergency Youth Shelter is the only adolescent shelter in Southwest Oklahoma and 86% of youth **returned home or to a stable placement** after crisis in 2022, and the shelter served 149 troubled youth in 2022.

85% of participants who entered the program at *Family Promise's Interfaith Hospitality Shelter* without employment **secured and maintained employment** last year. 100% of Family Promise program graduates secured housing.

In 2022, *The Center for Creative Living* served 6,163 healthy meals to senior citizens through their Senior Health, Wellness and Nutrition Program. 95-105 meals are delivered to homebound seniors 3 times a week, and a total of 22,452 meals were served this past year.

At the *Salvation Army Shelter & Soup Kitchen*, 34,537 shelter nights, meals and case management were provided to homeless individuals through the Shelter.





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