



United Way
of Southwest Oklahoma

2020 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 address 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 focuses 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



**FRANK
MYERS**

COMMUNITY ENGAGEMENT MANAGER



**BRITTANY
PERDIEU**

ADMINISTRATIVE ASSISTANT

BOARD OF DIRECTORS

Chairman

John Noel

Vice Chairman

George Porter

Vice Chairman Elect

David Vinall

Treasurer

Robert Hinman

Campaign Chairman

Natalie Fitch

Immediate Past Chairman

Bart Hadley

Assistant Treasurer

Lisa Restivo

Community Investment Chairman

Aaron Russell

Board Members

Cynthia Johnson

Taylor Farmer

Sharicka Brackens-Lockhart

Dr. Sylvia Burgess

Cheryl Foster

Casey Honeycutt

Rhonda Mahaffey

Chief James Smith

Danica Young

Jennifer Ellis

Gloria Martinez

Dennis Wade

Dolina Tayloe

Chase Massie

Robert Rayburn

At the end of the day, it's not about what you have or even what you've accomplished... It's about who you've lifted up, who you've made better. It's about what you've given back.

-Denzel Washington

MESSAGE FROM THE CEO



United Way of Southwest Oklahoma works to make a meaningful, measurable difference in the lives of everyone in our community. This report highlights accomplishments of the past year and honors the people who made them possible. 2019-20 was a productive year. We worked with over 100 workplace campaigns and countless individuals to raise funds to support our 17 funded partners. Because of donors like you, we were able to invest \$821,580.16 in health and human service programs to support our community's most vital needs.

United Way of Southwest Oklahoma is best able to address the most pressing problems by capitalizing on our unique role as a convener between the public, private and non-profit sectors. Our organization brings together a variety of partners – people and organizations who bring the passion, expertise and resources needed to make a difference. We are committed to addressing the underlying root causes of our community conditions, while simultaneously making sure people get the short-term help they need.

Thanks to the exceptional generosity of our donors and the outstanding commitment of our partners, over 86,000 individuals received the help they needed in 2019. We continue our work in the community by focusing our efforts on education, financial stability, basic needs and improving health and safety for ALL. We believe that by impacting these four areas we will see a lasting and sustainable change in our community.

On behalf of all of us at United Way of Southwest Oklahoma, thank you for your continued commitment and support!

Live United,
Lauren Elliot
President & CEO
United Way of Southwest Oklahoma

YOUR INVESTMENTS



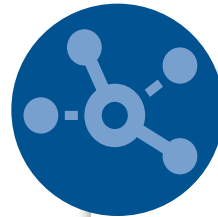
85,000

People Served



\$821,580

Invested in the
Community in the
Past Year



17

Partner
Agencies

26

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

TOTAL ALLOCATION

\$821,580.16

Education

Childcare	Armed Services YMCA	\$8,791.00
Operation Hero	Armed Services YMCA	\$8,541.00
Operation Little Learners	Armed Services YMCA	\$8,791.00
Comprehensive Youth Prevention	Boy Scouts of America	\$41,000.00
Girl Scout Programing in Southwest Oklahoma	Girl Scouts of Western Oklahoma	\$10,000.00
Boys & Girls After School Program	Salvation Army Corps Community Center	\$45,000.00
Success By Six	United Way of Southwest Oklahoma	\$3,223.16
Delinquency Prevention	Teen Court, Inc.	\$51,000.00

Financial Stability

Family Support Services	Catholic Charities	\$20,500.00
Guest Assistance Program	Family Promise of Lawton	\$12,359.00
Lawton Law Office	Legal Aid Services of Oklahoma, Inc.	\$10,104.00
Bridges Out of Poverty	Salvation Army Corps Community Center	\$30,000.00

Health

Advocate Training Program	CASA Of Southwest Oklahoma	\$23,560.00
Senior Health And Wellness	Center for Creative Living	\$89,000.00
Professional Outpatient Mental Health Counseling	Christian Families Counseling	\$34,400.00
Medical Clinic	Hearts That Care	\$11,240.00
Pharmacy	Hearts That Care	\$16,975.00
Blood Pressure Monitoring System	Lawton Family YMCA	\$6,500.00
Rehabilitation Recovery Program	Roadback, Inc.	\$38,500.00
Transitional Living Program	Roadback, Inc.	\$5,500.00
Shelter & Soup Kitchen	Salvation Army	\$35,000.00

Basic Needs

C. Carter Crane Center For Empowerment and Advancement	Great Plains Improvement Foundation	\$76,596.00
Interfaith Hospitality Program	Family Promise of Lawton	\$25,000.00
Emergency Food Assistance	Lawton Food Bank	\$90,000.00
New Directions Domestic Violence, Sexual Assault, Stalking Shelter	Marie Detty Youth and Family Services Center, Inc.	\$60,000.00
Emergency Shelter	Marie Detty Youth and Family Services Center, Inc.	\$60,000.00

OUR FUNDED PARTNERS & PROGRAMS



CORPORATE GIVING



WORKPLACE CAMPAIGNS

178

AMOUNT RAISED

\$1,182,285.00



TOP 5 WORKPLACE CAMPAIGNS



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

- Steve Maraboli

The Goodyear logo, featuring the word "GOODYEAR" in a stylized, italicized font with a yellow lightning bolt symbol.

**GOODYEAR
TIRE & RUBBER
COMPANY**

The Lawton Public Schools logo, featuring the words "LAWTON PUBLIC SCHOOLS" in a bold, sans-serif font next to a stylized tree graphic.

**LAWTON PUBLIC
SCHOOLS**

The City National Bank logo, featuring the word "City" in a red script font above the words "NATIONAL BANK" in a blue, sans-serif font.

**CITY
NATIONAL
BANK**

The Comanche County Memorial Hospital logo, featuring the words "Comanche County Memorial Hospital" in a blue, serif font.

**COMANCHE COUNTY
MEMORIAL
HOSPITAL**

The Arvest Bank logo, featuring the word "ARVEST" in a large, blue, serif font above the word "BANK" in a smaller, blue, serif font.

**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



THE COMMUNITY INVESTMENT COMMITTEE

Committee Chairs

Cynthia Johnson
Aaron Russell

Panel Chairs

Gloria Martinez
Sandra Noel
Robert Rayburn
Jennifer Cable
Rhonda Mahaffey
Nicole Bucher
Natalie Fitch

Committee Members

Dolina Tayloe
Tabitha Cochran
Jayne Mattice
Christina Woodson
Jean Schucker
Lisa Guertin
Ryan Smith
Cody Dupler
Zachary Ellis

Adriene Davis
Woogie Burgess
Christi Chambers
Brian Roberts
Marlene Howard
Waheed Gbadamosi
Christy Clark
Harold Carpenter
Danica Young
Dave McDermott
Jesse Belvin
Benne Brewer
Tom Aplin
Aubre Champ
Patrick O'Shea
Vicky Sablan
Barbara Curry
Hannah Simmons
Fred Fitch
Melissa Griego-Kastner
Jonna Turner



#46

Oklahoma is ranked number 46 in the nation for the quality of our health.

#1

Oklahoma has the highest rate of documented mental disorders in the nation.

TOP 5

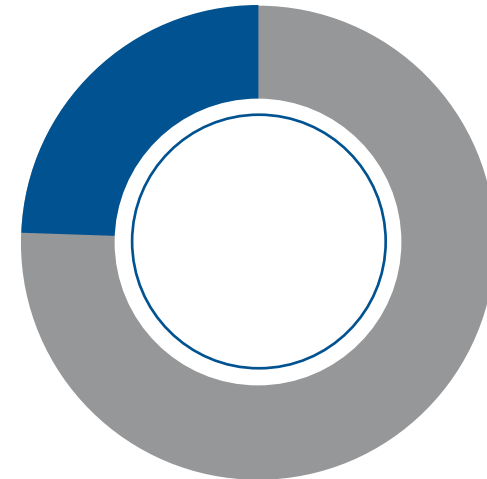
Oklahoma ranks among the 5 worst states for heart disease, diabetes and deaths from drugs and cancer, leading to thousands of premature deaths.

BOTTOM 2

Oklahoma ranks 49th in the nation for percentage of primary care providers and 50th for physician-to-patient ratio.

HEALTH

21,019 People Served in Our Community



32% of Funding Goes Toward Health Programs and Services



HEALTH

Mental illness is the number one cause of disability and the second leading cause of premature death in America.

3,400 people received counseling from the *Christian Family Counseling Center* and 340 people at significant risk for suicide ***chose life***.

Hearts That Care serves individuals who are at **200% of the Federal Poverty Level**. Truly-free health clinics such as *Hearts That Care* provide much-needed health care to those who would otherwise go without. Patients without insurance and no clinics to choose from appear in emergency rooms for care of general illnesses and chronic diseases. This usage of an emergency room not only bottlenecks services, it also drains resources as bills go unpaid. This misuse of an important resource causes true emergencies to be unseen.

With *Hearts That Care* being a part of our community, our two hospitals and multiple urgent care offices are not utilized as primary care providers, and much-needed prescriptions can be filled at the *HTC* onsite pharmacy.

Untreated chronic diseases and even general illnesses not only impair the patient, preventing them from working, they also create a drain on community resources and increase community debt. *Hearts That Care* provided medical services and ***life-saving medications*** to 653 individuals.

68.1%

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

#43

Oklahoma is ranked 43rd in the nation for the quality of education for grades K-12.

#47

Oklahoma ranks #47 in the nation on ACT performance.

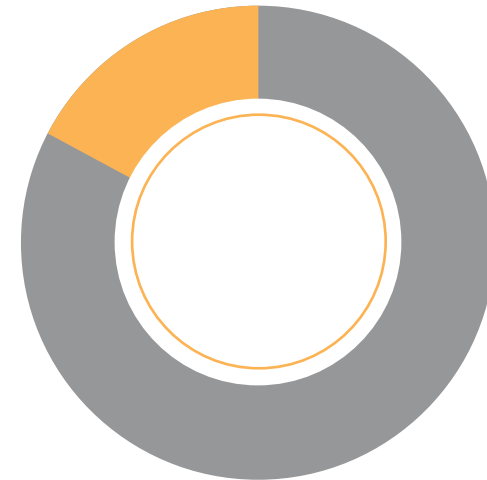
#48

Oklahoma ranks #48 in the nation in per-pupil spending.

EDUCATION

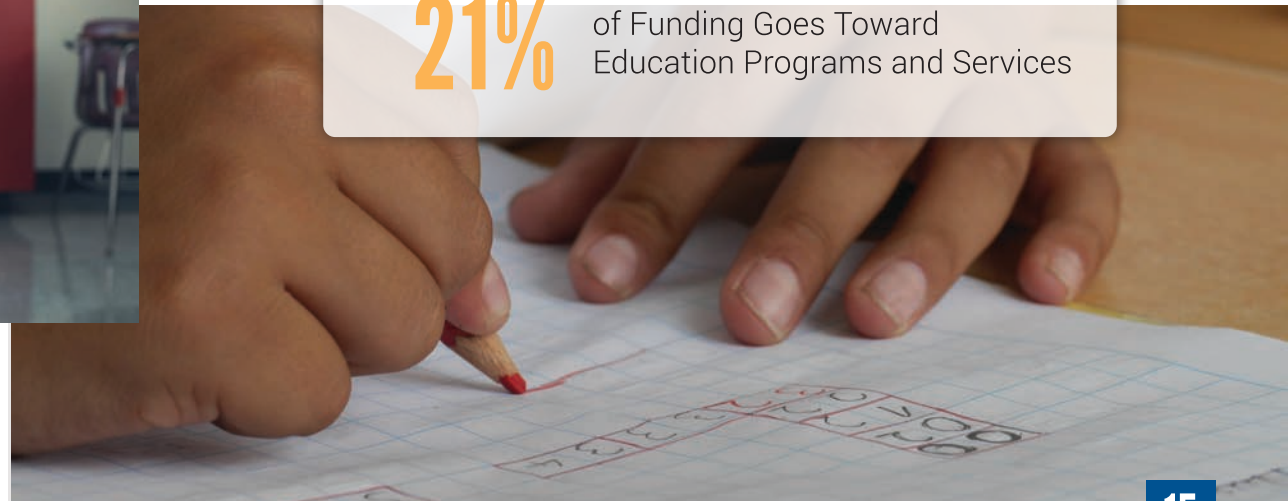
2,760

People Served in Our Community



21%

of Funding Goes Toward Education Programs and Services



EDUCATION



The *Boys and Girls Club* is a safe, positive environment where kids can have fun and gain a **sense of belonging**. They build supportive relationships through new opportunities and an appreciation for expectations.

Scouting with the *Boy and Girl Scouts* not only teaches kids unique **life skills** including camping, hiking, survival, and a variety of other outdoor education, it also teaches them how to be resourceful and maintain a healthy lifestyle.

The *Armed Services YMCA's* Operation Hero creates a **support system** for military children, instills character, and assists with educational learning gaps due to frequent moves. In addition, our Lawton branch focuses on incorporating the local community to create roots and a sense of belonging.

Teen Court put 1,086 students through court sentencing this year. They not only try minors who are first offenders through peer sentencing, they provide educational curriculum for students to take home, volunteer opportunities, and behavioral coaching.

8TH HIGHEST

Oklahoma has the 8th highest rate of poverty in the nation.

1.6% MORE

Lawton has 1.6% more individuals below the poverty line than the state average.

CATHOLIC CHARITIES

Catholic Charities provided 960 individuals and 302 families services in 2019.

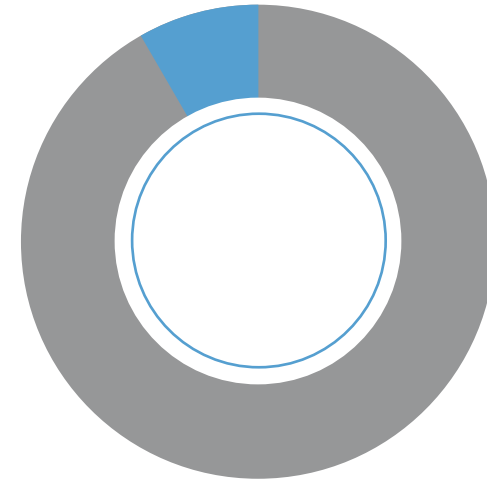
SALVATION ARMY

The Salvation Army served 18,569 individuals in 2019.

FINANCIAL STABILITY

1,614

People Served in Our Community



9%

of Funding Goes Toward Financial Stability Programs and Services





FINANCIAL STABILITY

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

Last year, *Legal Aid of Southwest Oklahoma* closed 653 civil cases and provided legal services to financially disadvantaged or vulnerable Oklahomans.

Catholic Charities provides financial education through a budgeting class based on Dave Ramsay's curriculum to clients who receive help through their Emergency Rent and Utility Assistance Program. These classes aid in preventing further crisis, especially homelessness.

C. Carter Crane case management includes in-house services, such as bringing employment services to clients and helping them to gather the proper documents to secure employment. In addition, they work to secure transitional housing for clients - **helping them get on their feet**, and on the path to financial stability.

#36

Oklahoma ranks 36th in the percent of the population facing food insecurity.

SHELTER

C. Carter Crane provided 409 individuals, and 236 families, shelter in 2019.

FOOD

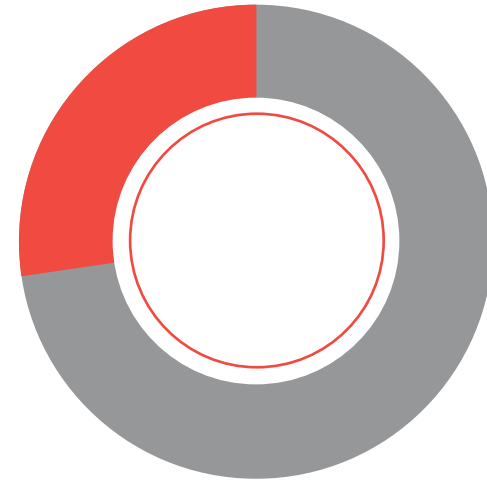
The Lawton Food Bank served 37,545 individuals and 15,711 families in 2019.

HOMELESSNESS

There were an estimated 3,944 people experiencing homelessness on any given day in Oklahoma in 2019.

BASIC NEEDS

59,556 People Served in Our Community



38% of Funding Goes Toward Basic Needs Programs and Services





BASIC NEEDS

C. Carter Crane helped to save 390 families and individuals from **homelessness**.

The *Lawton Food Bank* distributed over 875,000 pounds of food, and served meals to over 15,000 families in 2019. They saw an 18% increase from 2018 to 2019 in the number of individuals served, with **clients seeing absolutely no reduction** in the amount of food they receive.

New Directions provided shelter to over 1,700 women and children - some were served several different times. They also provided services to include case management, counseling, job placement assistance, protective order assistance and prevention services. 1 in 5 of their clients were victims of domestic violence.

85% of the *Family Promise* participants who entered the program without employment **secured and maintained** employment last year. 100% of *Family Promise* program graduates secured housing.

In 2019, *The Center for Creative Living* served 7,437 meals to senior citizens.



**United Way
of Southwest Oklahoma**

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    **@UWSWOK**