



United Way
of Southwest Oklahoma

2023-2024 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



**BRITTANY
PERDIEU**

ADMINISTRATIVE ASSISTANT



**TANNA
VU**

DIRECTOR OF COMMUNITY
ENGAGEMENT



**ROXANNE
WISEMAN**

SUCCESS BY 6 DIRECTOR

Thank you **TO OUR 2023-2024 CAMPAIGN CHAIR PERSON!**



2023 CAMPAIGN CHAIR
Melody Barber

Fort Sill Federal Credit Union

BOARD OF DIRECTORS

Chairman

Natalie Fitch

Vice Chairman Elect

Aaron Russell

Treasurer

Jason Hensley

Campaign Chairman

Melody Barber

Immediate Past Chairman

Jennifer Ellis

Community Investment Chairman

Aaron Russell

Community Investment Co-Chairman

Cynthia Johnson

Board Members

Melody Barber

Dr. Sylvia Burgess

Christy Clark

Cody Dupler

Kelly Edwards

Taylor Farmer

Michelle Flanagan

Lorie Garrison

Caitlin Gatlin

Casey Honeycutt

Laci Karanaugh

Gloria Martinez

Chase Massie

John Noel

Robert Rayburn

Cynthia Sosa

David Stringer

Keith Thomas

Jonna Turner

David Vinal

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 \$1,167,430.80 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, 2023-2024 was a productive year, even as we continued to respond to the increased demands and needs affecting our community.

Our 2023 fundraising campaign, led by Melody Barber, was a great success! We worked with 116 workplace campaigns, held our most successful Blue Tie Gala to date, celebrated two years 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



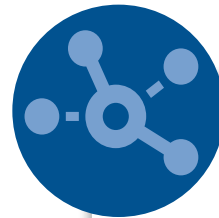
91,113

People Served



\$764,093.39

Invested in the
Community in the
Past Year



19

Partner
Agencies

25

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

This report reflects our 2023-2024 campaign. These fund allocations are total amounts that will be taken from those campaign dollars and distributed during the 2024-2025 fiscal year.

Education

Girl Scouts of Western Oklahoma	Girl Scouting Program	\$8,000
Last Frontier Council, Boy Scouts of Oklahoma	Comprehensive Youth Development	\$14,000
Salvation Army	Boys and Girls Club After School Program	\$50,000
Teen Court	Delinquency Prevention	\$55,000
Success by Six	Youth Readiness	\$30,131.39
MIGHT CRDC	Teen Achievers	\$26,375

Financial Stability

Catholic Charities	Lawton Family Support Services	\$18,000
Salvation Army	Bridges Out of Poverty Program	\$16,000
Legal Aid Services of Oklahoma	Donor Designated Funds	\$163.40

Health

CASA of Southwest Oklahoma	Child Advocacy Program	\$40,000
Christian Family Counseling Center	Professional Outpatient Mental Health Counseling	\$38,800
Hearts That Care Volunteer Health Clinic	Patient Care Program	\$52,000
Oklahoma Parkinson's Alliance	Support Network	\$1,925
Oklahoma Parkinson's Alliance	Voice Therapy Program	\$1,078
Lawton Family YMCA	Donor Designated Funds	\$1,149.73

Basic Needs

Center for Creative Living	Senior Health, Wellness and Nutrition Program	\$81,020
Family Promise of Lawton	Interfaith Hospitality Shelter	\$10,000
Family Promise of Lawton	Case Management	\$22,000
C. Carter Crane Center for Empowerment & Advancement	Donor Designated Funds	\$4,818.87
Armed Services YMCA	Donor Designated Funds	\$1,632
Lawton Food Bank	Emergency Food Assistance Program	\$78,000
Marie Detty Youth & Family Services	New Directions Domestic Violence Shelter	\$60,000
Marie Detty Youth & Family Services	Children's Emergency Resource Center	\$75,000
Salvation Army	Shelter & Soup Kitchen	\$39,000
Salvation Army	Higher Heights Adult Program	\$40,000

TOTAL ALLOCATION

\$764,093.39

OUR FUNDED PARTNERS & PROGRAMS



CORPORATE GIVING



WORKPLACE CAMPAIGNS

116

AMOUNT RAISED

\$1,167,430.80



TOP 5 WORKPLACE CAMPAIGNS



1

GOODYEAR

**GOODYEAR
TIRE & RUBBER
COMPANY**

2

City
NATIONAL BANK

**CITY
NATIONAL
BANK**

3

**LAWTON
PUBLIC
SCHOOLS**

**LAWTON PUBLIC
SCHOOLS**

4

ARVEST
BANK

**ARVEST
BANK**

5

Silver-Line Plastics

**SILVER-LINE
PLASTICS**

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

Melody Barber
Jonna Turner
John Noel
Natalie Fitch
David Vinall
Lindsey Billen

Committee Members

Jayne Mattice
Christina Woodson
Robert Munoz
Cody Dupler
Elizabeth Bentley
Dave McDermott
Kirsten Sellens
Sonia England
Jason Hensley
Christy Clark
Vincent Saylor
Taylor Farmer
Juanita Jackson

Bryan Cauthon
Savannah Coltrain
Cindy Watkins
Victoria Palmer
Kelly Edwards
Toni Ledford
Brandi Thomas
Frank Myers
Lance Alston
Sean Adams
Jayson Sims
Connie McKesson-Shanklin
Woogie Burgess
Alyssa Rhoads
Rhiannon Biggs
Gabby Row
Gloria Martinez
Lindsey Blazek
Michelle Pilon
Sabra Billingsley-Reynolds

LIVE UNITED



1 OF THE HIGHEST

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

HEALTH QUALITY

Oklahoma ranks 46th in the nation for the quality of our health.

Source: AmericaHealthRanking.org

PRIMARY CARE

Oklahoma ranks 47th in the nation for access to primary care providers, with only 210 physicians per 100,000 people.

Source: OKpolicy.org

MENTAL HEALTH

Oklahoma ranks 33rd in the nation for residents with mental disorders.

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

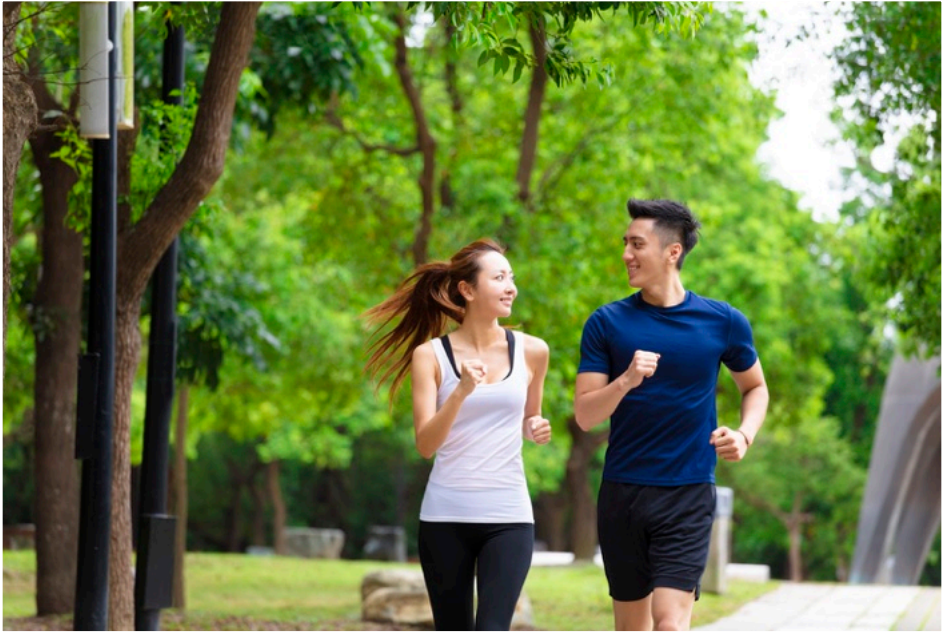


HEALTH

3,033 People Served in Our Community



Scan this code to read success stories on our website!

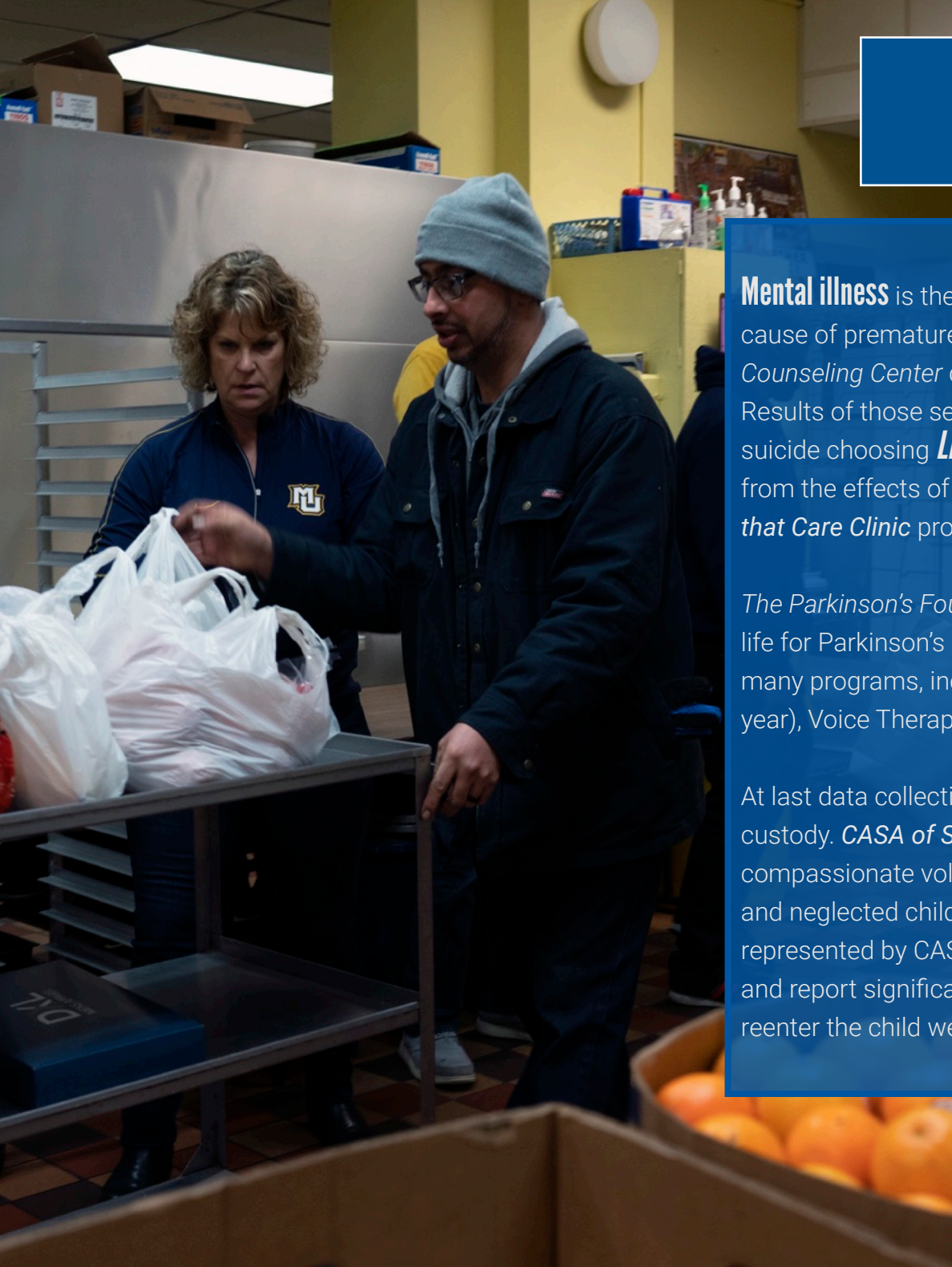


HEALTH

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 8,165 counseling sessions, helping 1,222 clients. Results of those sessions reported marriages **SAVED** people at significant risk of suicide choosing **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 over 1,233 life-saving prescriptions for 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 415 last year), Voice Therapy Program (served 612), and PWR!

At last data collection, there are more than 6,500 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.



68.7%

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

3,118


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 689 participants in 2023.

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 367 girls in southwest Oklahoma in 2023.

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 444 members in 2023.

Teen Court put 1270 students through peer court sentencing in 2023. 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**.

8TH HIGHEST

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

Source: Census.gov & USNews.com

19.3%

19.3% 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 704 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 1037 individuals and families in 2023.

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 23 families in southwest Oklahoma in 2023.

Last year, *Legal Aid Services of Oklahoma* closed 704 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

14.3% of Oklahoma households experience food insecurity, meaning they do not know where their next meal will come from.

1 IN 14

1 in 14 adult and senior citizens struggle with hunger.

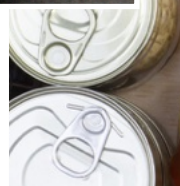
HUNGER

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

HOMELESSNESS

There were an estimated 3,871 people experiencing homelessness on any given day in Oklahoma in 2022, with 165 of those in Southwest Oklahoma.

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



BASIC NEEDS

83,255 People Served in Our Community



Scan this code to read success stories on our website!



BASIC NEEDS


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 38,713 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. 2,282 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 96% of youth **returned home or to a stable placement** after crisis in 2023, and the shelter served 140 troubled youth in 2023.

All participants who entered the program at *Family Promise's Interfaith Hospitality Shelter* leave with proper identification.

In 2023, *The Center for Creative Living* served 7,006 healthy meals to senior citizens through their Senior Health, Wellness and Nutrition Program. 100 meals are delivered to homebound seniors 3 times a week, and a total of 38,261 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.



Homeless Vet
Needs Help. God
Bless. You



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   @UWSWOK