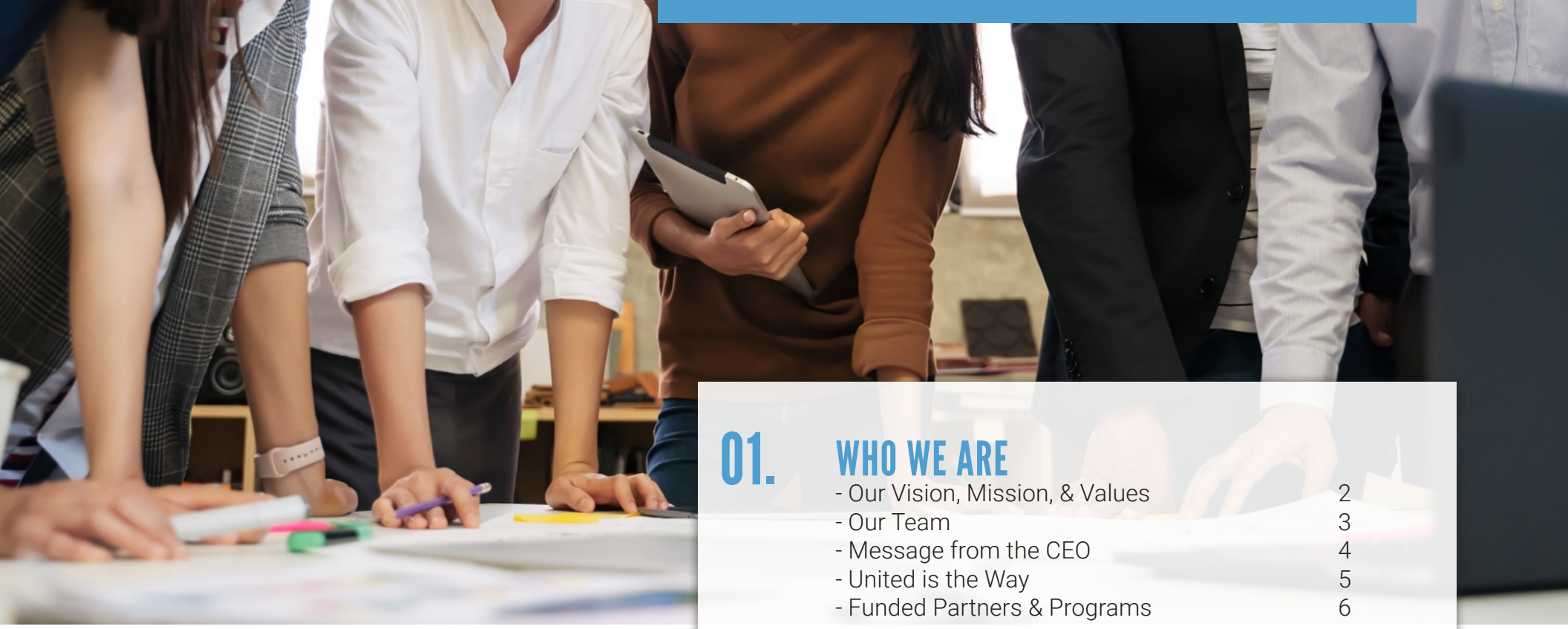


UNITED WAY
Southwest Oklahoma

2025-2026 IMPACT REPORT



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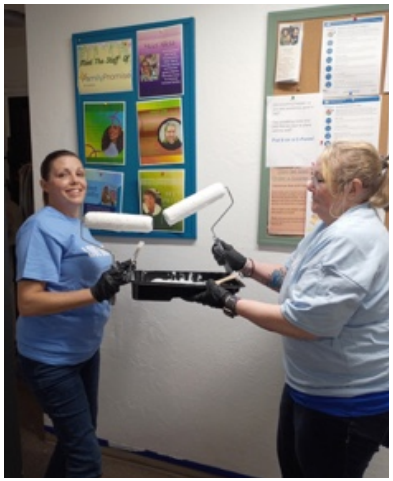
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"Compassion is not a virtue – it is a commitment. It's not something we have or don't have – it's something we choose to practice."

– Brené Brown



OUR VISION, MISSION & VALUES



OUR VISION

To inspire the caring power of our community.

OUR MISSION

Improve lives by mobilizing the caring power to help our community by leading the fght f stability, health, and basic needs of every person in Southwest Oklahoma.

OUR VALUES

Collective Impact - We are stronger together; United Way encourages people to join the movement to share goals and focuses on achieving results.

Volunteering - We recognize volunteering as a way to transform and connect with our communities.

Community Connection - We develop relationships to strengthen our ability to collaborate, org community change.

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

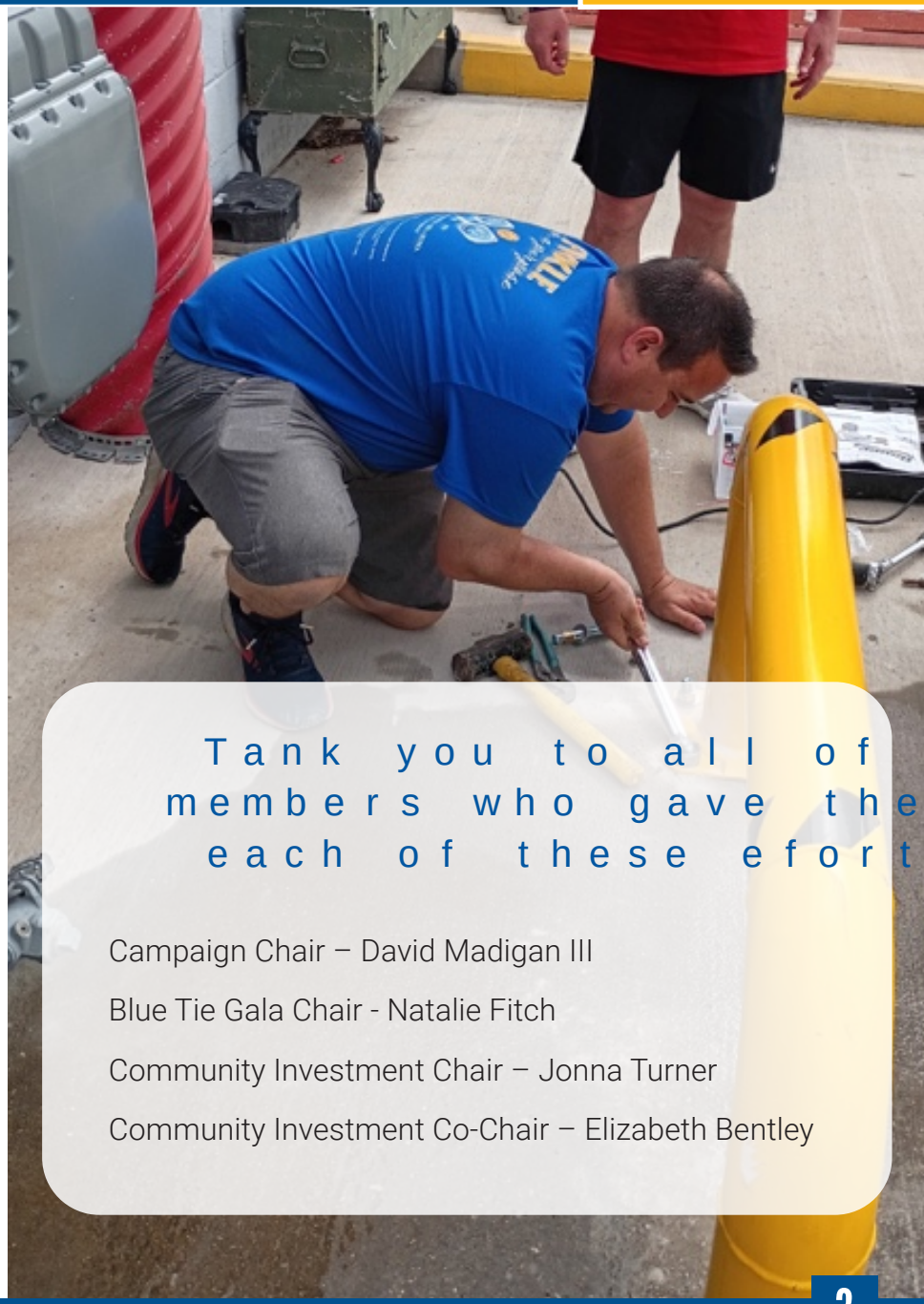
OUR TEAM

Board of Directors

Melody Barber
Sabra Billingsley-Reynolds
Sylvia Burgess
Christy Clark
Kelly Edwards
Zach Ellis
Taylor Farmer
Natalie Fitch
Caitlin Gatlin
Krystal Harris
Jason Hensley
Casey Honeycutt
Laci Kavanagh
David Madigan III
George Porter
Makenzie Ridenhour
Chris Riley
Aaron Russell
David Stringer
Keith Thomas
Jonna Turner
Evan Watson
Jace Zacharias

Staff

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Melissa Beck | Melissa@UWSWOK.org
Mary Fountain | Mary.Fountain@UWSWOK.org
Melind Kukurich-Grady | Melinda@UWSWOK.org
Sharon Richardson | Sharon@UWSOK.org
Roxanne Wiseman | Roxanne.Wiseman@UWSWOK.org



Tank you to all of
members who gave the
each of these efort

Campaign Chair – David Madigan III

Blue Tie Gala Chair - Natalie Fitch

Community Investment Chair – Jonna Turner

Community Investment Co-Chair – Elizabeth Bentley

MESSAGE FROM THE CEO



UNITED WAY
Southwest Oklahoma

Dear friends,

As I refect on this past year, I am fl and embracing me as part of this incredible community. It has been an honor to serve as President & CEO of United Way of Southwest Oklahoma and to witness frsthand the compassion, generosity, a

Every day, I have the privilege of seeing the caring power of our community. Whether through fnancial contributions partnerships, your support continues to make a difference in the lives of individuals and families. Thank you.

This year, an ambitious campaign goal of raising **$1.2 million** to strengthen local programs. Thanks to your generosity, we raised **$1,021,300**. While we did not reach our goal, this remarkable investment represents hope for over 100,000 people served through our partner agencies and demonstrates your unwavering commitment to our community.

Every gift, every volunteer hour, and every act of kindness strengthens our community. Together, we can build on the progress we've made and continue creating opportunities for every person to live a healthier, more stable, and more hopeful life.

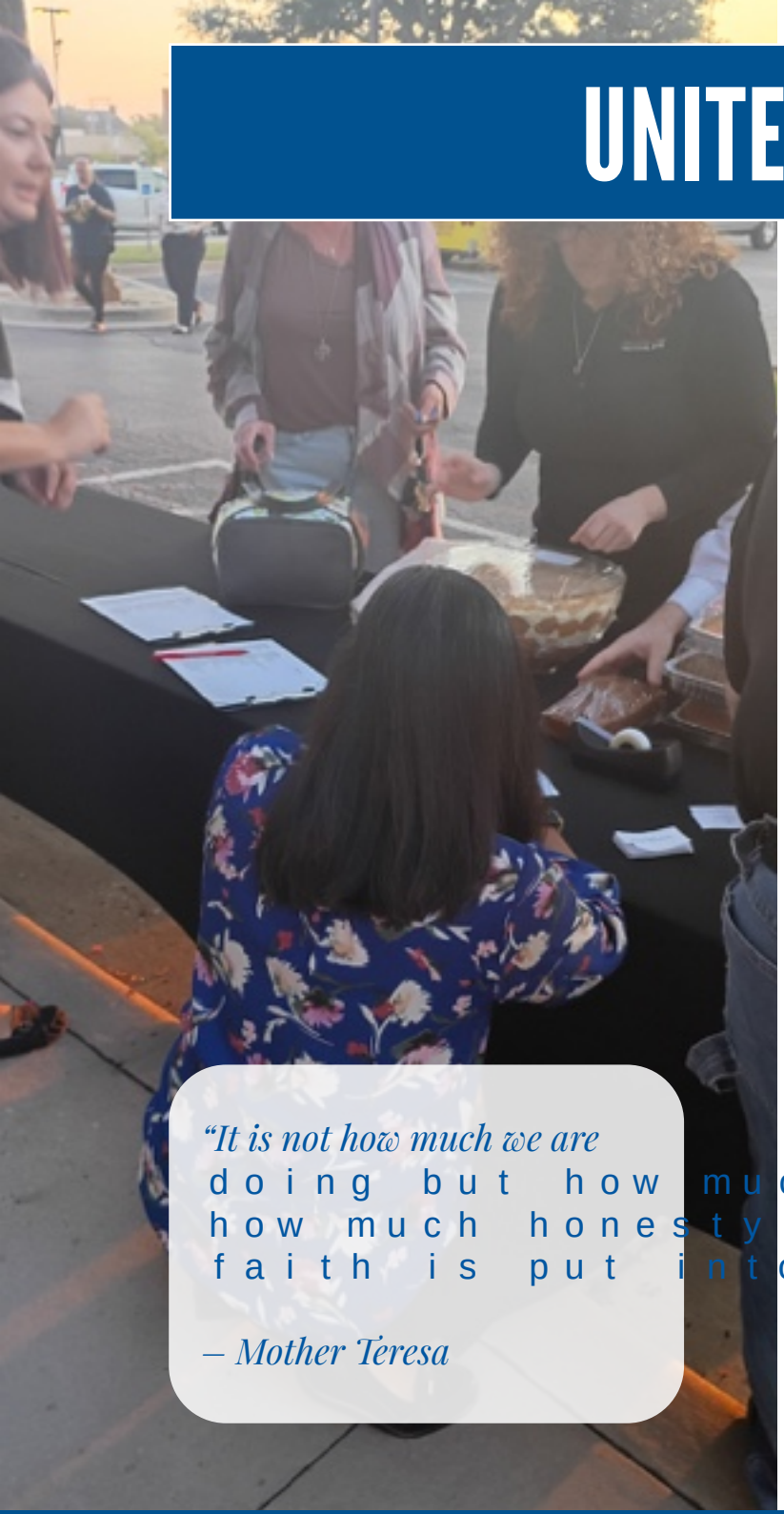
We see the mission of the United Way of Southwest Oklahoma, ***to improve lives by mobilizing the caring power of our community***, lived out in your actions. Thank you for investing in your neighbors. Most importantly, thank you for proving that when our community is UNITED, we truly make a difference.

With sincere appreciation,

Iola Noble

President & CEO
United Way of Southwest Oklahoma

UNITED IS THE WAY



"It is not how much we are doing but how much love, how much honesty, how much faith is put into doing it."

– Mother Teresa

106,366
People Served

$772,715.95
Invested in the Community in the Past Year

15
Partner Agencies

21
Community Programs Supported

371
Volunteers

3,142
Hours of Service

OUR FUNDED PARTNERS & PROGRAMS

































COMMUNITY INVESTMENT COMMITTEE

Committee Chairs

Elizabeth Bentley
Jonna Turner

Panel Chairs

Sabra Reynolds
Jim Horinek
Natalie Fitch
Albert Johnson Jr.
Lesley Woodruff
Nicole Bucher

Committee Members

Rebecca Allen
Taylor Bartlett
Audrey Beaird
Christy Clark
Sam Demir
Micah Garza
Regina DeLoach
Felicia Hanson
Krystal Harris
Juanita Jackson
David Madigan III
Christopher Riley
Karin Bailey
Michael Gonzalez
Makenzie Love
Taryn Newman
Vincent Saylor
Amanda Trimble
Savannah Coltrain
Deena Harper
Laci Kavanagh
Blake Rhodes
Makenzie Ridenhour
Cassandra Tice
Zachary Ellis
Emily Esquer
JJ Francais
Patsy Hackworth
Gloria Martinez
Joshua Morris
Bob Hanefeild
Samuel Marin
Francesca Morris
Tresa Priest
Gabrielle Row
Sara Wyatt



HOW FUNDS ARE ALLOCATED

Education	
Girl Scouts of Western Oklahoma	$5,232.82
Last Frontier Council, Boy Scouts of Oklahoma	$17,232.82
Teen Court	$60,232.82
The Salvation Army Red Shield Youth Center After-School Program	$39,972.60
The Salvation Army Red Shield Youth Center Summer Program	$14,475.61
Success by Six	$1,555.11
Income Stability	
Catholic Charities	$20,232.82
Family Promise Stabilization and Guest Assistance Program Support	$13,883.61
Legal Aid Services of Oklahoma	$10,232.85
Health	
CASA of Southwest Oklahoma	$42,232.82
Christian Family Counseling Center	$40,232.82
Hearts That Care Clinic	$70,232.82
Oklahoma Parkinson's Alliance	$7,232.82
Basic Needs	
Center for Creative Living Corporation	$87,645.82
Family Promise Shelter Program Support	$13,883.60
Family Promise Diversion Program Support	$10,077.61
Lawton Food Bank	$85,232.82
Marie Detty Youth & Family Services Center New Directions Program	$57,416.41
Marie Detty Youth & Family Services Center Children's Emergency Resource Center (CERC)	$76,516.41
Might Community Development and Resource Center Higher Heights Adults	$33,415.00
The Salvation Army The Engagement Center/Social Services	$40,077.61

TOTAL ALLOCATION

$747,247.62

THE FUND DISTRIBUTION PROCESS

START

How an Agency Receives Funding from UWSWOK

United Way Campaign to Gather Community Support & Funding

Agencies Apply for Funding from UWSWOK

Committee Reviews Applications & Recommends Funding

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.

DAY OF CARING 2026



15 Projects

183 Volunteers















CORPORATE GIVING

94 WORKPLACE CAMPAIGNS

3,614 EMPLOYEES GAVE

40 CORPORATE GIFTS

53 WORKPLACE SPECIAL EVENTS

$742,566 WORKPLACE CAMPAIGN GIVING

TOP 5 WORKPLACE CAMPAIGNS

GOODYEAR

Silver-Line Plastics

City NATIONAL BANK

ARVEST BANK

LAWTON PUBLIC SCHOOLS

FOUNDATION AND INDIVIDUAL GIVING



THANK YOU TO OUR TOP DONORS!

McMahon Foundation
Laura Fields Trust
Cody Anderson
Daniel Campos
Matthew Carrubba
Kayla Chavez
Katie Copass
Charles Doerler
Reginald Duval
Kelly Edwards
Jocelyn Evans
Robert Harbison
Daniel Joyce
David Madigan
Tresea Moses
Tom D. Thomas
George Porter

$136,972
Donated

53
Donors

BLUE TIE GALA

THANK YOU TO EVERYONE WHO ATTENDED AND CONTRIBUTED TO THE AUCTION!















$117,693 Donated

Thank you to our sponsors

AAA Insurance/Tipton
Arvest
BancFirst
Billingsley Auto Group
Burgess & Hightower, Inc.
Cameron University
Casey's General Store
Memorial Health System
City National Bank
Classic Chevrolet
Cohen Veteran Network
Cool-it!
Corvias
Don Armes
Fred & Natalie Fitch
Fort Sill Federal Credit Union
Georgia Pacifc
Goodyear Tire & Rubber Co.
Great Plains Technology Center
Gus & Elizabeth Fabrega
Harmony Medispa
Hearts that Care
Hilliary
Hilton Garden Inn
Kim Thomas Realty
KSWO
Lawton FIre Fighters Association Local 1882
Lawton Ft. Sill Economic Development Corporation
Lawton Marketing Group
Liberty National Bank
Native Yoga
Pregnancy Resource Center
PSO
Ramon's Flowers
RET LTC Randy Garibay & Sean Garibay
Sky Roofng
Southwestern Medical Center
Sovereign Bank
Summit Utilities
Tayco Roofng
Terry K. Bell Charitable Trust
Town Square Media
Volunteers of America

2026 PICKLE FOR PURPOSE

THANK YOU TO EVERYONE WHO PARTICIPATED!















$7,965
Donated

Thank you to our sponsors

Arvest Bank
BancFirst
Lawton Family YMCA
Memorial Health System of Southwest Oklahoma
America's Veterans Supporters
Classic Lawton Chevrolet, LLC
Fort Sill Federal Credit Union
Southwest Abstract
Sovereign Title
Billingsley Auto Group
City National Bank
Hilliary
Insurica
KSWO
Lawon Marketing Group
Liberty National Bank
Sovereign Bank

HEALTH

HEARTS THAT CARE HELPED

95 Adults

- Received eye care and glasses at Hearts that Care Volunteer Clinic

Life-Saving Medications

- Provided 2,601 prescriptions to those not able to afford their life-saving medications.

PARKINSON'S IN SOUTHWEST OKLAHOMA

- Estimated 905 individuals are impacted by Parkinson's in our region.

COUNSELING

- 465 households received fnancial assistance for counseling at Christian Family Counseling Center

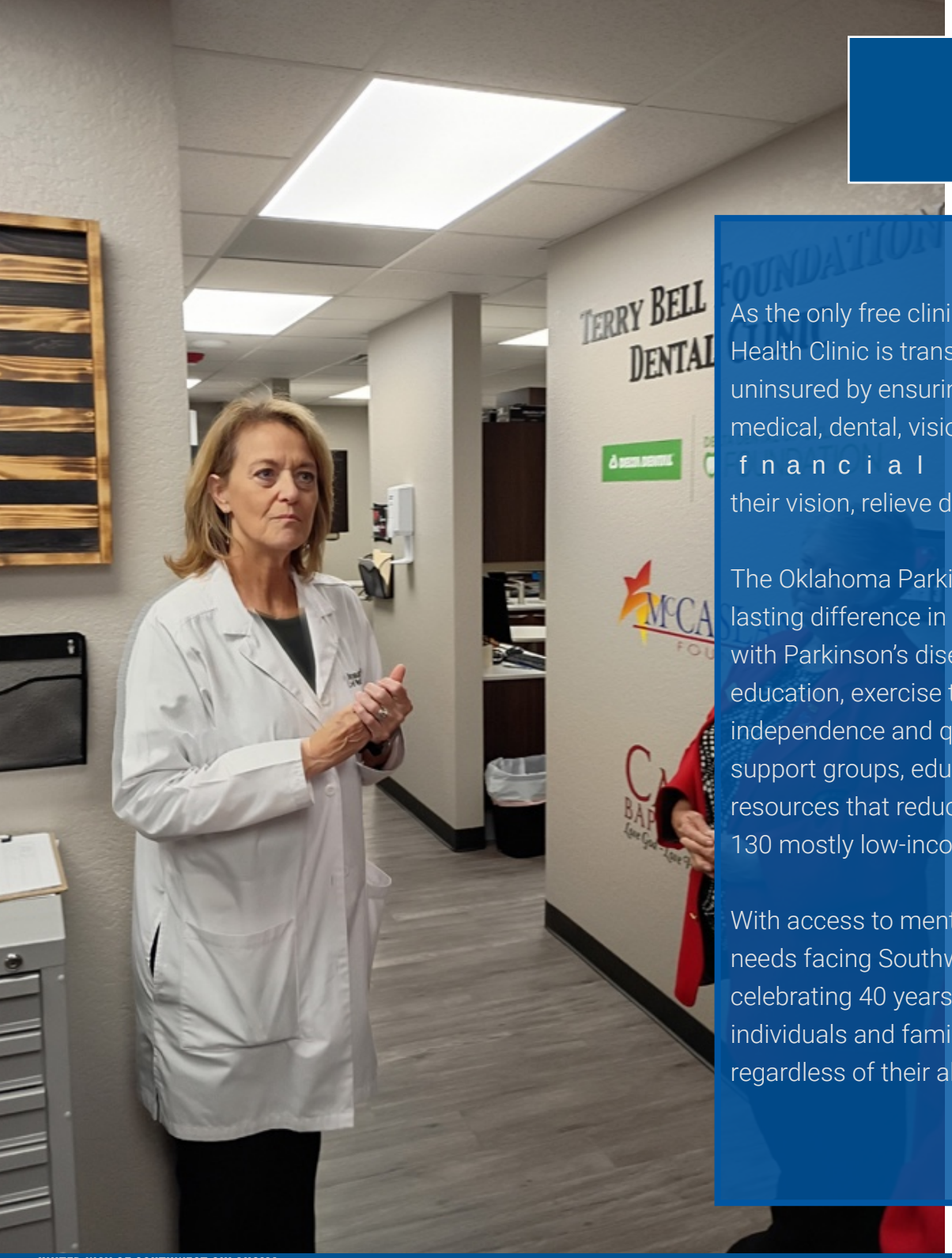
3,616 People Served in Our Community

Scan this code to read success stories on our website!









HEALTH

As the only free clinic in Southwest Oklahoma, Hearts That Care Volunteer Health Clinic is transforming access to healthcare in our community for the uninsured by ensuring everyone, regardless of their ability to pay, receives quality medical, dental, vision, and pharmacy services under one roof. It removes financial barriers while helping 947 their vision, relieve dental pain, and obtain life-sustaining medications.

The Oklahoma Parkinson's Alliance's Support Network, THRIVE, is making a lasting difference in Southwest Oklahoma by ensuring that individuals living with Parkinson's disease—and their caregivers—have access to the support, education, exercise therapy, and resources they need to maintain their independence and quality of life at no cost. Offering evidence-based therapies, support groups, educational workshops, family consultations, and caregiver resources that reduce isolation, improve physical function, and inspire hope for 130 mostly low-income individuals participating in THRIVE programs.

With access to mental health services continuing to be one of the biggest needs facing Southwest Oklahoma, the Christian Family Counseling Center is celebrating 40 years of making a profound difference by ensuring that 1,087 individuals and families accessed professional mental health counseling regardless of their ability to pay.

EDUCATION

59%

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

90%

Early Childhood Matters. 90% of brain growth happens before a child's 6th birthday.

SUCCESS

Research shows that youth who participate in structured enrichment programs outside of school are more likely to succeed academically, build confidence, skills, and stay on track for graduation.

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.

12

The number of scouts that earned their Eagle Scout Rank – the highest rank in Scouting America.

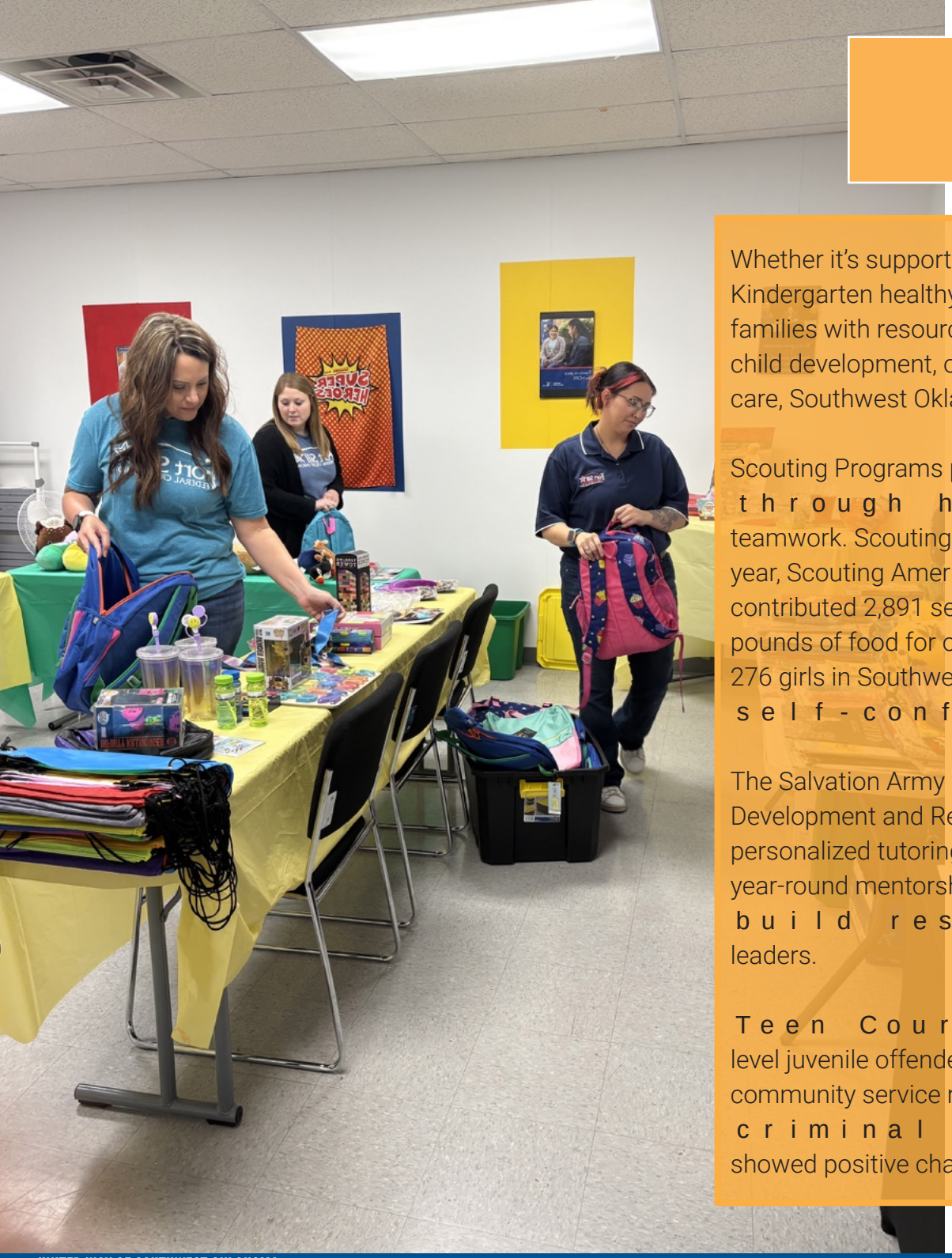
2,072 People Served in Our Community

Scan this code to read success stories on our website!









EDUCATION

Whether it's supporting Success by 6 working to ensure children enter Kindergarten healthy and ready to succeed in school and in life by providing families with resources, tools, and opportunities to learn about parenting and child development, or CASA serving as advocates for over 60 children in foster care, Southwest Oklahoma showcases the caring power of our community.

Scouting Programs prepare young people to become leaders of character through hands-on experiences that bui teamwork. Scouting programs equip youth with practical life skills. Last year, Scouting America Last Frontier Council served 425 youth. These youth contributed 2,891 service hours to the community and collected over 1,000 pounds of food for our local pantries. Girl Scouts of Western Oklahoma served 276 girls in Southwest Oklahoma. 82% of girls participating report increased self-confdence after just one year in

The Salvation Army Red Shield Youth Center and Might Community Development and Resource Center served 231 low-income youth with personalized tutoring, hands-on STEM activities, leadership opportunities, and year-round mentorship. The program helped students improve academically, build resilience, strengthen social-e leaders.

Teen Court, Inc. uses a peer-driven c level juvenile offenders accountable through jury sentencing, education, and community service rather than formal charges, helping them avoid a lasting criminal or trafc record. Over 90% of showed positive change.

FINANCIAL STABILITY

OKFORALICE.ORG

A single mom with one child in childcare needs to make at least $20.62/hour to survive without help.

LEGAL SERVICES

Last year, Legal Aid of Southwest Oklahoma closed 673 civil cases that provided legal services to financially disadvantaged or vulnerable Oklahomans.

7,800 People Served in Our Community

Scan this code to read success stories on our website!

GIVING

Your gifts to the United Way help keep people housed and their lights on. 624,480 customers in Oklahoma receive shutoff notices each year.

61.6%

Southwest Oklahoma has seen a 61.6% increase in homelessness since 2022 – Annual Homelessness Assessment Report from HUD.









FINANCIAL STABILITY

For families in Southwest Oklahoma living paycheck to paycheck, one bad break — a lost job, a medical emergency, a rent increase — can be the difference between staying housed and facing eviction. Last year, 1,948 households used the financial stability programs Resource Center, The Salvation Army, Family Promise, and Catholic Charities. Each program provides short- and long-term case management to individuals and families experiencing financial cr employment support, and support with access to the things families and individuals need. Rather than just handing out a one-time check, these programs combine real financial help (rent and negotiation) with hands-on case management, budgeting coaching, and workforce support. The goal isn't jus build stability to avoid the next one.

Legal Aid Services of Oklahoma provides free civil legal help to all of Southwest Oklahoma. Making sure that legal help is available to people who'd otherwise have no way to navigate the legal system on their own. Services cover the moments in life that matter most: keeping families safe from domestic violence, stopping evictions and foreclosures, protecting Social Security and disability benefits, resolving child custody and collection, and much more..

BASIC NEEDS

FOOD INSECURITY

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

HUNGER

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

OKFORALICE.ORG

44% of households in Comanche County can't afford household basics.

3,600

3,600 of the seniors at Center for Creative Living live in low-income households.

1 IN 6

1 in 6 adult and senior citizens struggle with hunger.

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

5,718

5718 nights of shelter were provided by Marie Detty

75%

75% of the families staying at Family Promise fnd permanent housing when they leave the shelter.

92,878 People Served in Our Community

Scan this code to read success stories on our website!









BASIC NEEDS

Meeting basic needs goes beyond just helping 52,000 individuals access food at the Lawton Food Bank. Each household visiting the food bank is connected to a social worker who supports them with accessing housing, healthcare, job training, and other basic needs.

Marie Detty Youth and Family Services Center addresses basic needs through two core shelter programs. A domestic violence shelter provides emergency housing, counseling, case management, and court advocacy to abuse. While the Children's Emergency Resource Center (CERC) offers round-the-clock emergency shelter, counseling, mentoring, tutoring, and daily living skills support for youth ages 12-17 facing abuse, neglect, or homelessness.

Family Promise of Lawton supports families with children experiencing or at risk of homelessness with shelter, direct assistance to prevent loss of housing, and access to other essential items like identifcatio

Center for Creative Living helps meet the needs of seniors by providing hot meals, and supplemental food baskets for seniors to take home. Beyond nutrition, the center provides wellness programming, fall-prevention and fraud-education workshops, and referral support—all offered at low or no cost to roughly 7,116 seniors.



UNITED WAY
Southwest Oklahoma

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@UWSWOK

GIVE TODAY!