

UNITED WAY IN 2024



ANNUAL REPORT





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FROM THE BOARD PRESIDENT



CHRIS ORMSBEE

2024 BOARD PRESIDENT

As I reflect on my sixth year on the Board of the United Way, and this past year as the president of the Board, I am overwhelmed by the generosity, dedication, and unwavering commitment of my fellow board members and the residents of Payne County. Together, we have made a profound impact, changing lives and strengthening our community in ways that not only provide immediate relief to individuals, but will be felt for years to come. Thanks to your support, this year we raised an astounding \$1.25 million, contributing to a total of \$23.5 million raised in the first quarter of the 21st century. These funds have empowered our 24 partner agencies to continue their vital work, providing essential services to our neighbors, friends, and families in need.

A special recognition goes to our 393 Leaders Society members, whose generosity fuels nearly 50 percent of our annual goal. Your leadership and vision ensure that we can extend our reach and deepen our impact. In addition, this past year UWPC received a planned gift from a long-time supporter. This estate gift has allowed us to create an endowment that will ultimately help offset the administrative expenses of the organization, allowing us to increase funding to our partner agencies. I encourage you to consider including UWPC in your financial and estate planning. It is another way for all of us to ensure a successful future for our community.

As I end my time on the UWPC board, I can honestly say that the past six years on the board have been exciting and terrifying at times. Each year has brought its own challenges. For instance, the pandemic created unique fundraising barriers and opportunities. While after six years, I still find it a little uncomfortable to ask people for money – it is very easy to talk about the work of the United Way and its incredible agency partners. As a volunteer in one of our partner agencies, I know firsthand the importance of the United Way funding mission and the impact of the work of the partner agencies. I'm a United Way donor- a member of Leaders Society- and will continue to be one after I leave the board.

I truly believe that the success of the United Way of Payne County over these many decades is a testament to the power of unity. When we come together, we create opportunities and ignite hope. Thank you for being part of this journey. Your compassion and generosity make everything we do possible.

MOBILIZING COMMUNITIES TO ACTION SO ALL CAN THRIVE.

United Way of Payne County brings together individuals and organizations to implement initiatives focused on producing real results in the areas of healthy community, youth opportunity, financial security and community resiliency.



By bringing together local nonprofits, businesses, elected officials and community leaders we can collaborate and implement solutions to our community's most pervasive challenges.

MISSION

To improve lives of individuals in Payne County by uniting resources.

VISION

Our vision is that Payne County is a community where individuals thrive because neighbors care.



IMPACT AREAS

Our collective work centers around four impact areas. We do so by investing donated dollars in our local partner agencies and projects that focus on healthy community, youth opportunity, financial security and community resiliency.

HEALTHY COMMUNITY

Improving health and well-being for all

- Maternal and child health
- Access to healthcare
- Nutrition and food security
- Mental health support
- Substance misuse, recovery and prevention

YOUTH OPPORTUNITY

Helping young people realize their full potential

- Access to childcare
- Early childhood education
- Literacy development
- Family engagement
- College and career readiness

FINANCIAL SECURITY

Building financial stability and strength

- Financial education and coaching
- Homelessness prevention and aid
- Access to affordable housing and homeownership

COMMUNITY RESILIENCY

Addressing urgent needs today for a better tomorrow

- Crisis hotline and support
- Emergency preparedness
- Disaster relief and recovery

COMMUNITY INVESTMENT PROCEDURE

United Way of Payne County ensures donations impact the community where they are needed most. This happens through an extensive community investment process that includes an application, presentation and funding recommendations. This process is administered by the dedicated members of the Community Investment Committee and ensures UWPC remains transparent and accountable with donor contributions.

1**AGENCY APPLICATION & REVIEW — MARCH/APRIL**

The Community Investment Committee spends 350+ hours reviewing agency applications, budgets, audits, financial reports, program outcomes, performance histories and presentations.

2**FUNDING RECOMMENDATIONS — EARLY MAY**

The Community Investment Committee discusses funding recommendations for each United Way agency and determines that year's fundraising goal.

3**FUNDING APPROVAL — LATE MAY**

The UWPC Board reviews and approves recommendations or determines any necessary changes.

4**FUNDRAISING — SEPTEMBER - DECEMBER**

UWPC and community members raise funds during the annual campaign to be distributed to the agencies in the upcoming year.
Ex. – 2024 pledges support funding for agencies in 2025

5**FUNDING DISTRIBUTION — JANUARY - DECEMBER**

Beginning in January, funds are distributed to each partner agency and continue to be distributed on a monthly basis.

FUNDED PARTNER AGENCIES

United Way provides funding to its partner agencies that address critical needs in Payne County. Each agency provides services that fit into the four United Way impact areas. When agencies fill out their community investment application, they indicate which areas their programs serve, which helps us understand how critical needs are being met in Payne County.

● **Healthy Community**

● **Youth Opportunity**

● **Financial Security**

● **Community Resiliency**

● 4 KIDS AND COMMUNITY	● PAYNE COUNTY YOUTH SERVICES
● AMERICAN RED CROSS - NORTHERN OK CHAPTER	● STILLWATER CARES
● BIG BROTHERS BIG SISTERS OF STILLWATER	● STILLWATER COMMUNITY HEALTH CENTER
● CASA FOR KIDS	● STILLWATER GROUP HOMES
● DOLLY PARTON'S IMAGINATION LIBRARY	● STILLWATER HABITAT FOR HUMANITY
● EARLY CHILDHOOD COALITION	● STILLWATER INTERFAITH COUNSELING CENTER
● GIRL SCOUTS OF EASTERN OKLAHOMA	● STILLWATER LITERACY COUNCIL
● LEGAL AID SERVICES OF OKLAHOMA	● STILLWATER MOBILE MEALS
● LIFE ADULT DAY CENTER	● STILLWATER YMCA
● MPOWER	● THE SALVATION ARMY OF STILLWATER
● MISSION OF HOPE HOMELESS SHELTER	● THE SAVILLE CENTER FOR CHILD ADVOCACY
● PAYNE COUNTY DRUG COURT	● WINGS OF HOPE FAMILY CRISIS SERVICES

ISSUES WE FACE

While Payne County offers a blend of academic excellence, vibrant community, and diverse economy, many residents are faced with critical challenges such as poverty, food insecurity, income disparity, mental health and substance abuse, lack of reading proficiencies, lack of affordable child care, access to healthcare, and much more. Challenges such as these can affect residents' quality of life, mental, and physical health. By bringing awareness to these real statistics and challenges within our community, we can begin to find solutions and address them.

23.9%

PAYNE COUNTY POVERTY RATE



80% OF STUDENTS IN OKLAHOMA

Performed below the National Assessment of Educational Progress proficiency level

17% OF RESIDENTS

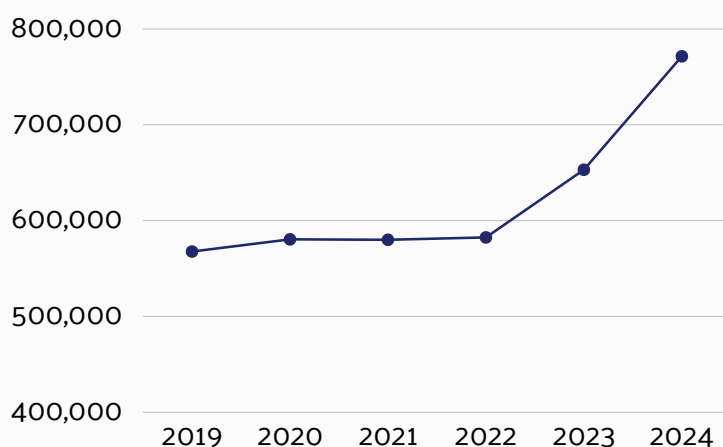
face food insecurity or lack access to nutritious food



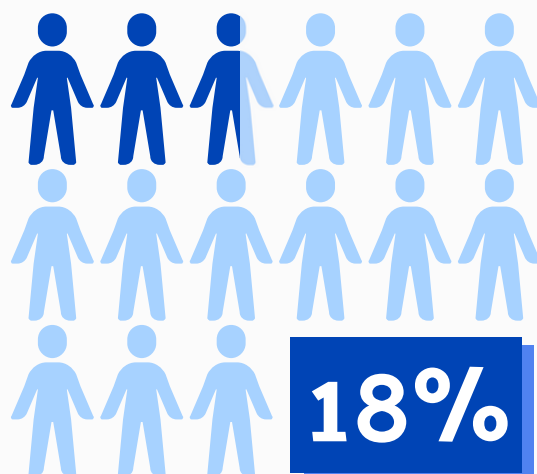
46th STATE IN THE NATION

for overall child well-being
(1 being best, 50 being worst)

HOMELESSNESS IN OKLAHOMA OVER TIME



PERCENT OF INDIVIDUALS UNDER 65 WITHOUT HEALTH INSURANCE





1 in 3 RESIDENTS

received help from a
United Way agency

829 UNITS OF

life-saving blood donations



26,000 MEALS
PROVIDED

4,520 PRESCRIPTIONS FILLED

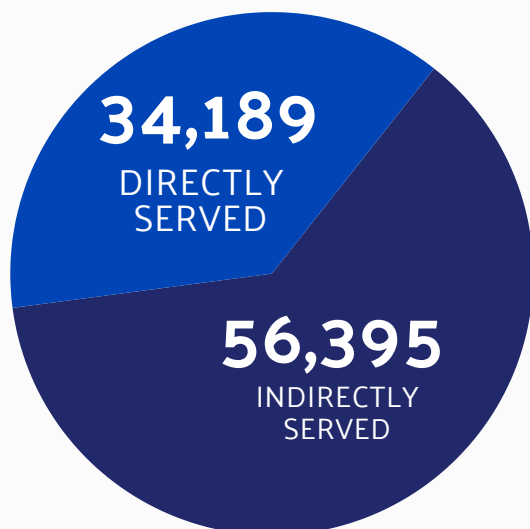
at no cost, valued at \$1,315,184



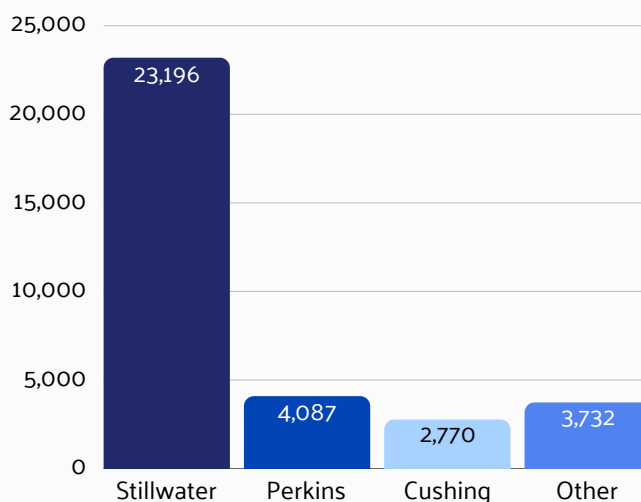
IMPACTS WE MAKE

United Way funded partner agencies work to address critical issues happening in Payne County by providing services to individuals through delivering balanced meals to doorsteps, providing safe spaces for domestic violence victims, advocating for children in the court system, providing counseling for children and families, and so much more. In 2024, 1 in 3 residents received help from a United Way agency. The work of United Way and its agencies is possible because of donor dollars and generous members of the community.

TOTAL INDIVIDUALS SERVED



INDIVIDUALS DIRECTLY SERVED BY REGION



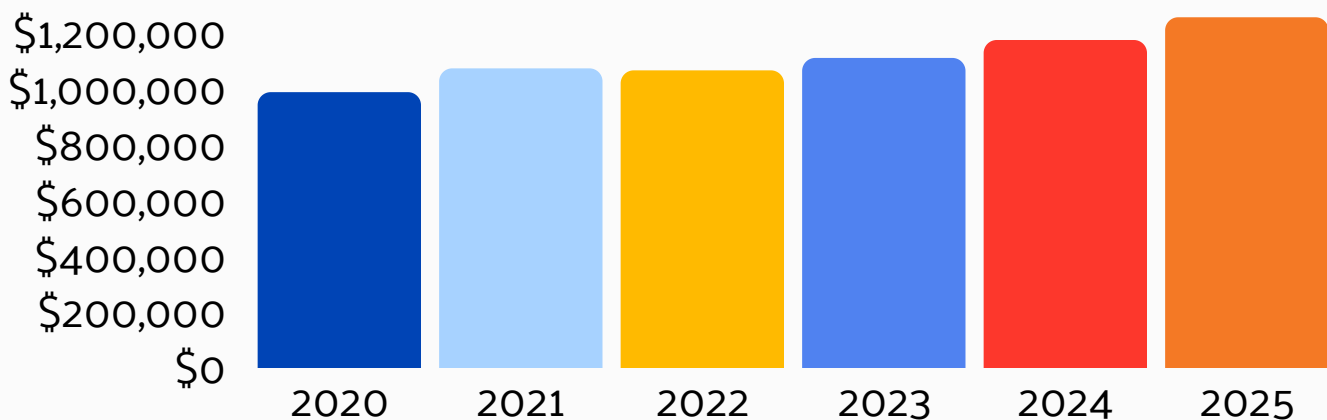
CAMPAIGN TOTAL

This year, United Way of Payne County reached, and exceeded its goal of \$1 million. This could not be possible without the work of all of the UWPC board members, campaign coordinators, individual donors, Leaders Society members, corporate sponsorships and support from the community.

\$1,254,826



ANNUAL CAMPAIGN TOTALS OVER TIME



FINANCIAL OVERVIEW

Each year, United Way of Payne County hires an independent auditor to conduct a full financial review of the previous fiscal year. The tax form 990 is posted at www.unitedwaypaynecounty.org.

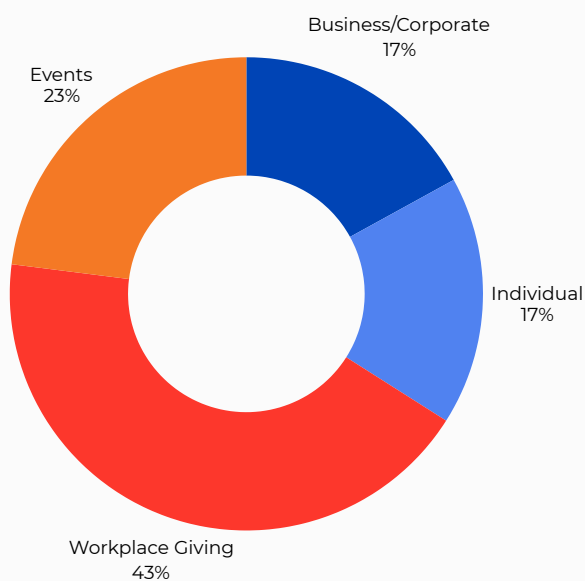
REVENUE	2024	2023
PUBLIC CAMPAIGN SUPPORT Funds contributed through donations	\$1,125,875	\$1,087,907
SPECIAL EVENTS Joe's Golf Tournament, Black Cat Golf Open, Juke Joint Jog, Day of Caring	\$65,806	\$106,031
NON-CASH CONTRIBUTIONS	\$23,469	\$13,069
INTEREST & DIVIDENDS	\$47,049	\$27,546
OTHER	\$2,633	\$4,138
TOTAL REVENUE	\$1,264,832	\$1,238,691

EXPENSES	2024	2023
PROGRAM SERVICES Community investment in partner agencies & United Way programs	\$1,066,611	\$956,008
FUNDRAISING COSTS	\$68,889	\$63,647
MANAGEMENT & GENERAL	\$117,506	\$96,839
TOTAL EXPENSES	\$1,253,006	\$1,116,494

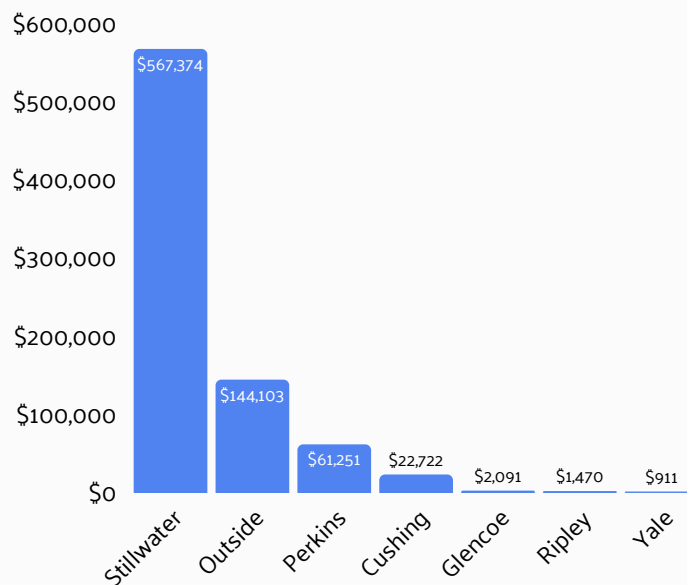
NET ASSETS	2024	2023
REVENUE LESS EXPENSES	\$11,826	\$122,197
TOTAL ASSETS AT END OF YEAR	\$2,230,238	\$2,117,662
TOTAL LIABILITIES	\$908,633	\$820,660
NET ASSETS / FUND BALANCE AT END OF YEAR	\$1,321,605	\$1,297,002

FINANCIAL OVERVIEW

SOURCE OF DOLLARS



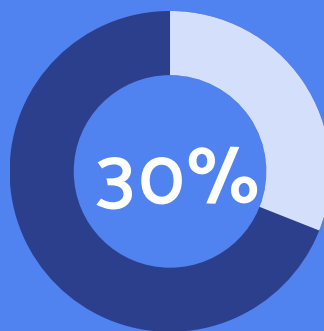
SOURCE OF DOLLARS BY REGION



Enbridge has contributed to United Way of Payne County for 14 years.

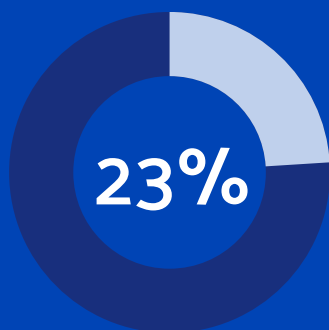


BancFirst has contributed to United Way of Payne County for 25+ years.



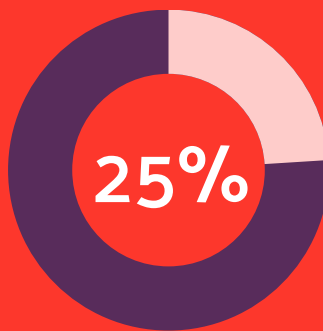
Of UWPC funding is invested in

HEALTHY COMMUNITY



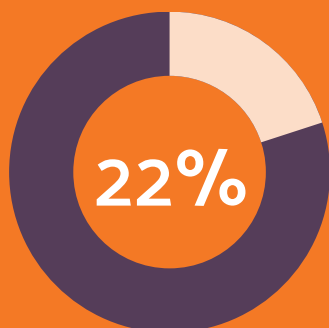
Of UWPC funding is invested in

YOUTH OPPORTUNITY



Of UWPC funding is invested in

FINANCIAL SECURITY



Of UWPC funding is invested in

COMMUNITY RESILIENCY



LEADERS SOCIETY

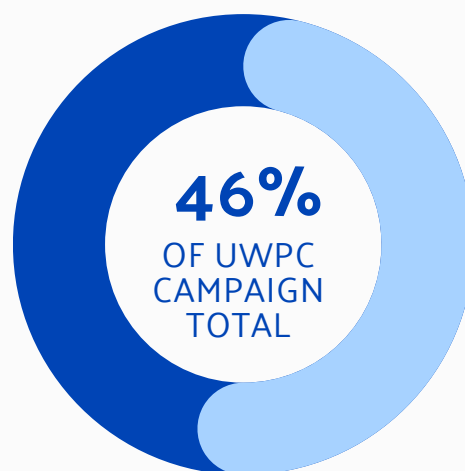
United Way of Payne County's Leaders Society is a group of donors who have a passion for helping others. Their gift is a powerful demonstration of commitment to the community. Working together, Leaders Society givers help lead the way to a brighter tomorrow.

By donating **\$500** or more, you qualify for recognition as a Leaders Society member.
This can be as simple as donating **\$1.37 per day** or **\$42 per month**.

2024 LEADERS SOCIETY GIVING

393 LEADERS SOCIETY
DONORS

\$574,640 LEADERS SOCIETY
DONATIONS



ENDOWMENT

In 2024, for the first time in United Way of Payne County's 72-year history, an endowment was established with the bequest of a local Stillwater resident.

An endowment is a fund of assets that is invested to provide long-term financial support for a nonprofit organization or cause in perpetuity. Over time this endowment will offer stability and long-term support for our organization and allow United Way of Payne County to extend the impact of donations while opening new doors of opportunity.



PLANNED GIVING

Planned giving is a wonderful way to ensure the community we all care about has the ability to continue to address the needs of its residents and is a rewarding way to make a lasting impact. A Planned Gift is any donation made as part of an individual's overall financial and/or estate planning. Planned Giving allows individuals to meet personal, financial, and philanthropic goals in tax-efficient, estate-friendly ways.

BEQUEST

One of the most popular and flexible ways to make a significant gift to United Way is through a bequest. A bequest is a gift of property, assets, or a portion of an estate made through a will, living trust or codicil. There are multiple ways to make a bequest to United Way from a specific, percentage, residual, or contingent bequest.

RETIREMENT PLAN DESIGNATION

A retirement plan designation is another form of Planned Giving done by donating part or all of unused retirement assets, such as your IRA, 401(k), 403(b), pension or other tax-deferred plan to United Way. Assets given to United Way are not taxed, while 40%-60% of retirement assets may be taxed if left to heirs.

United Way offers a free, easy way to create a will or revocable living trust at no cost. By teaming up with FreeWill, individuals have access to planning tools that are easy to use, intuitive and free. Most individuals are able to create these important documents in 20 minutes. Whether the will includes a gift to United Way or not, the tool is completely free to users.

Visit www.freewill.com/UnitedWay to learn more about free will creation.

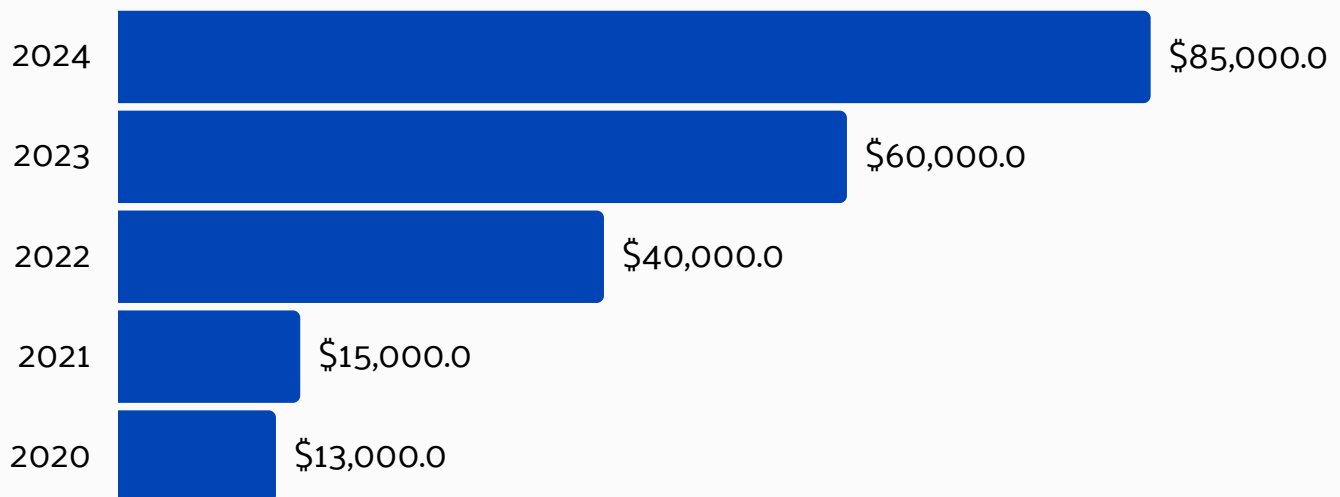
VARSITY REVUE

Varsity Revue is an all-campus variety show where fraternities and sororities pair together to create shows featuring singing, dancing and acting. These shows happen every spring and have become a tradition Oklahoma State University students look forward to. Through benefit days, coin wars, button sales, writing letters and ticket sales, Varsity Revue students raise money while preparing for their shows. They then donate 100 percent of proceeds to United Way of Payne County.

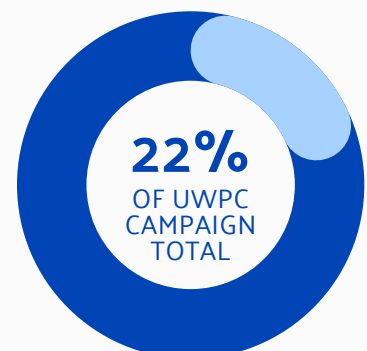
**IN 2024, VARSITY
REVUE RAISED
\$85,000**



VARSITY REVUE DONATIONS OVER TIME



- ▶ Varsity Revue donations contribute to OSU's total workplace campaign, which was \$275,000 in 2024.
- ▶ OSU is UWPC's top earning workplace campaign and makes up 22% of the annual campaign total.



WORKPLACE GIVING

Workplace campaigns contribute vital funds every year to the United Way of Payne County annual campaign. Workplace giving can be done in three main avenues that are used to fundraise during the campaign period. These avenues include employee giving, corporate gifts and workplace fundraising events.

WORKPLACE FUNDRAISERS

Fundraising events in the workplace such as chili cook-offs, silent auctions, bake sales and much more.

CORPORATE GIFTS

Donations from corporations and businesses throughout the Payne County community.

EMPLOYEE GIVING

Payroll deductions allow employees to select an amount of their paycheck to be donated per pay period.

► Workplace fundraisers are a great way to engage employees and leadership while supporting a good cause.

2024 TOP 10 WORKPLACE CAMPAIGNS

Stillwater Medical



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OG+E



BOARD OF DIRECTORS

United Way of Payne County board members take active roles in moving the organization towards sustainability. The board guides strategic decisions to keep the organization and its agencies operating by nonprofit best practice standards.

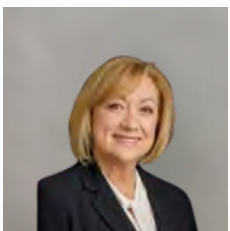


BOARD MEMBERS

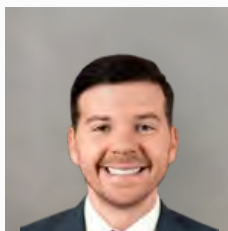
DAVID ADNEY – STILLWATER POLICE DEPARTMENT
CURTIS BALES – RCB BANK
MAGGIE BROCK – BANCFIRST
ADAM BROWN
KENDRA BURTRUM – STAN CLARK COMPANIES
TRICIA CARPENTER – THE CARPENTER AGENCY
ROBERT CLEMENS – OKLAHOMA COMMUNITY CREDIT UNION
LARIN DAVIS – STILLWATER PUBLIC SCHOOLS
ROBERTA DOUGLAS – OSU CAREER SERVICES
KYLE GIBBS – CITY OF STILLWATER
REGINA HENRY – RETIRED
ASHLEY JOINER – ENBRIDGE
KELSEY LEE – INTERWORKS
JOHN LURRY – REAL ESTATE PROFESSIONALS
AMANDA MASON – OSU FOUNDATION
JOHN MEIER – FRONTIER ELECTRONIC SYSTEMS
LEILANI MOORELAND – WINGS OF HOPE
CHRISTINE ORMSBEE – OKLAHOMA STATE UNIVERSITY
ABIGAIL PAYNE – ONCUE

JON PENDERSEN – OKLAHOMA STATE UNIVERSITY
ERICA PEREIRA – MERIDIAN TECHNOLOGY CENTER
CHRIS PETERMANN – PAYNE COUNTY BANK
LORA POLSON – POLSON ENTERPRISES
JONNY ROGERS – EXCHANGE BANK
CONNIE ROMANS – OKLAHOMA CAREER TECH
RAMESH SHARDA – OKLAHOMA STATE UNIVERSITY
CATHY SHUFFIELD – OKLAHOMA STATE UNIVERSITY
LATINA SIMMONS – ENBRIDGE
SHELBY SPENCER – SIMMONS BANK
CHRIS STOCKTON – EDWARD JONES
STEVEN TAYLOR – STILLWATER MEDICAL CENTER
JILLIAN TEBOW – CENTRAL RURAL ELECTRIC
ANGELA VIVAR – ST. FRANCIS XAVIER
CLEMENT WARD – RETIRED
JULIE WEATHERS – OKLAHOMA STATE UNIVERSITY
DENISE WEAVER – OKLAHOMA STATE UNIVERSITY
CRYSTAL WILSON – OKLAHOMA STATE UNIVERSITY

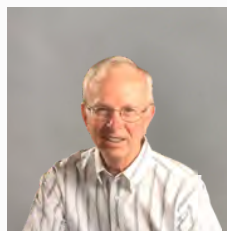
EXECUTIVE TEAM



CHRIS ORMSBEE
PRESIDENT



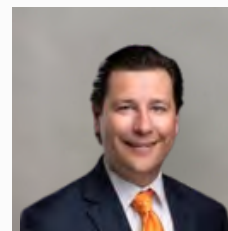
CHRIS STOCKTON
PRESIDENT-ELECT



CLEM WARD
VICE-PRESIDENT



SHELBY SPENCER
TREASURER



JONNY ROGERS
TREASURER-ELECT



TRICIA CARPENTER
SECRETARY

BENNETT BASORE AWARD

United Way of Payne County established the Bennett Basore Award in 2002. This award honors Bennett Basore and his leadership in establishing the local United Way accreditation procedure to insure accountability to donors and proper utilization of funds. The winning agency receives a \$1,000 stipend and recognition.

BIG BROTHERS BIG SISTERS

Big Brothers Big Sisters showed outstanding work in our community through proper utilization of funds and compliance with state, federal and United Way regulations.



Big Brothers Big Sisters of Oklahoma creates meaningful, monitored mentoring relationships between adult volunteers (Bigs) and children (Littles) in the Stillwater area.

- ▶ In 2024, BBBS achieved **28% growth** in quality volunteer Big enrollment and therefore the ability to take more children off their waiting list and provide them with mentoring.
- ▶ The five Big Brothers Big Sisters of Oklahoma locations were collectively awarded Large Agency of the Year by Big Brothers Big Sisters of America, standing out among other large agencies across the U.S.

DAY OF CARING 2024

Day of Caring marks the beginning of the five-month United Way campaign that raises vital funds for Payne County. UWPC organizes residents to participate in this community service event that brings together more than 750 volunteers on a single day to perform 100+ service projects across Payne County. These projects support United Way partner agencies and clients they serve, improve and beautify public spaces, and generate a sense of camaraderie and connection among participants.



768 DAY OF CARING
VOLUNTEERS

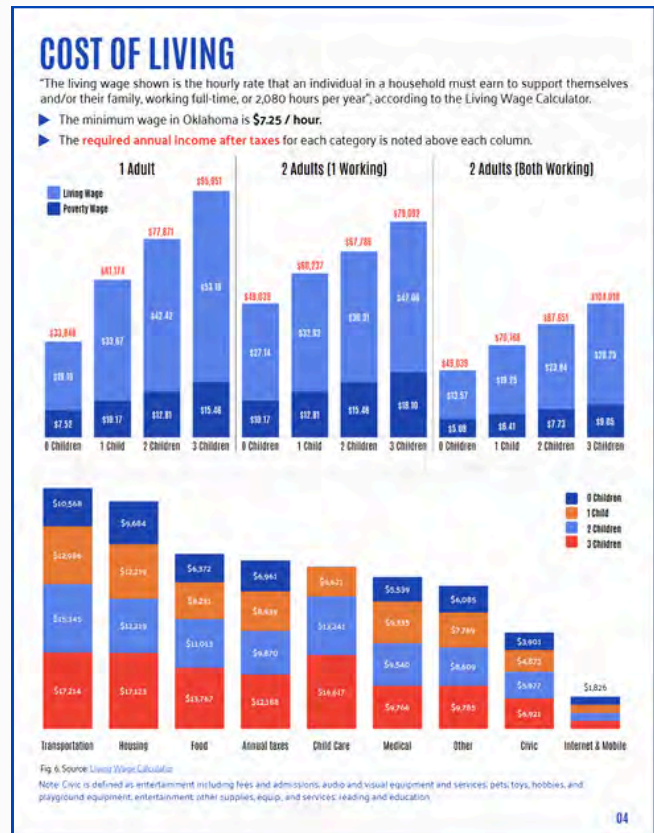


57 DAY OF CARING
PROJECT SITES



COMMUNITY STATUS REPORT

This is the third year United Way of Payne County has partnered with the Oklahoma State University Spears School of Business to create a data based report called the Community Status Report. This report provides information on county demographics, education, safety, health and economics. By identifying the critical needs of those living in Payne County, we can begin to understand the problems at hand and work toward building stronger communities for all. United Way of Payne County brings a comprehensive approach to these challenges, actively listening and responding to local needs.



► The data included in the community status report is based on the most recent year of information publicly available at the time of collection.

VIEW THE FULL REPORT

PRINT AND MEDIA SPONSORS

The print and media sponsors support United Way printed materials such as brochures, annual reports, and loyalty cards. United Way of Payne County greatly appreciates support from companies in the Payne County community who are dedicated to the United Way mission.



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