

# ANNUAL REPORT

2024



# From the Board President



United We Thrive! This has been our annual campaign theme for the past two years and has clearly become our North Star. Once again, we surpassed our 2023 fundraising goal raising an astonishing \$1,184,548. We were able to accomplish this incredible feat with the help of more than 1,500 donors who gave through workplace campaigns, individual contributions, and special events. It is truly humbling to be part of this county-wide effort, interacting with some of the most caring and generous people who willingly give of their time, talent and treasure.

Our mission to “Improve the lives of individuals in Payne County by uniting resources.” is evident by our campaign and partners. With 99% of our funds staying in Payne County, we are able to support our twenty-three nonprofit service agency partners to provide critical services to 1 in 3 Payne County residents; our neighbors, colleagues, friends and family members. With our focus areas on expanding education, improving health and safety, and reducing poverty, we support programs that include literacy projects, workforce development, life skills development, free legal services, rent/utility assistance, health care access, and mental health services.

Our annual report is our chance to share with you our proudest achievements for Payne County. In these pages, you’ll read about the many impactful programs that we couldn’t have offered without your help. Thank you for standing with us to make a difference, improving lives and building stronger communities.

*-Chris Ormsbee*

Chris Ormsbee  
UWPC Board President



# Contents

Mission, Vision, Focus... .. 3

Community Investment... .. 5

Agencies You Support... .. 6

Issues and Agency Impact... 7 & 8

Financial Overview... .. 9

Community Status Report ... 11

Leaders Society... .. 12

Workplace Campaigns... .. 13

Board of Directors... .. 14

Bennett Bassore Award... .. 17

Print and Media Sponsors... .. 18



# Mission, Vision, Focus

## OUR MISSION

Unite resources to improve the lives of individuals in Payne County.

## OUR VISION

Payne County is a community where individuals thrive and neighbors care.

*United Way of Payne County drew in more than 780 volunteers for 2023 Day of Caring to work on more than 100 community projects in a single day.*





# Mission, Vision, Focus

## OUR FOCUS AREAS

We are dedicated to improving lives. We do so by investing donated dollars into 23 partner agencies and projects that focus on the following areas.



### Expanding Education

- Literacy
- Academic Achievement
- Information & Referrals
- Character Building
- Community Engagement



### Improving Health & Safety

- Access to Safe Shelter
- Access to Care
- Mental Health
- Physical Health
- Quality of Life



### Reducing Poverty

- Rent/Utility Assistance
- Financial Education
- Basic Needs
- Workforce Development
- Life Skills Development

# Community Investment

United Way of Payne County (UWPC) ensures your donations impact the community where they are needed most, through an extensive **Community Investment process** run by a dedicated committee. It is important to us to remain transparent and accountable with your contributions.





# Agencies You Support

Your gift supports our nonprofit partner agencies and community programs impacting our three focus areas!

**PROMOTING EDUCATION**   **IMPROVING HEALTH & SAFETY**   **REDUCING POVERTY**

- 4 Kids and Community ■ ■ ■
- American Red Cross - Northern OK Chapter ■ ■ ■
- Big Brothers Big Sisters of Stillwater ■
- CASA for Kids - Serving Payne, Logan & Kay Counties ■ ■
- Dolly Parton's Imagination Library ■
- Early Childhood Coalition ■ ■
- Girl Scouts of Eastern Oklahoma ■
- Legal Aid Services of Oklahoma ■
- Life Adult Day Center ■
- MPower ■ ■ ■
- Mission of Hope Homeless Shelter ■ ■ ■
- Payne County Drug Court ■ ■ ■
- Payne County Youth Services ■ ■ ■
- Stillwater CARES ■
- Stillwater Community Health Center ■
- Stillwater Group Homes ■ ■ ■
- Stillwater Habitat for Humanity ■ ■
- Stillwater Interfaith Counseling Center ■
- Stillwater Literacy Council ■
- Stillwater Mobile Meals ■
- Stillwater YMCA ■ ■ ■
- The Salvation Army of Stillwater ■ ■ ■
- The Saville Center for Child Advocacy ■ ■
- Wings of Hope Family Crisis ■ ■ ■



# Issues We Face

## PAYNE COUNTY QUICK STATS - 2023



**20.2%**  
OF RESIDENTS  
LIVE BELOW THE  
POVERTY LINE



**41%**  
OF RESIDENTS  
ARE FOOD INSECURE  
OR LACK ACCESS  
TO NUTRITIOUS FOOD



**1,401**  
reports of  
*child abuse*  
in Payne County



**61% OF RESIDENTS**  
lack third-grade  
*reading proficiency*



**\$200 PER DAY**  
is the average cost  
for assisted living



**130 STUDENTS**

were identified as *homeless*  
in Stillwater Public Schools  
in 2022-2023

Payne County is ranked  
as one of the  
**TOP 5 MOST  
EXPENSIVE COUNTIES  
FOR HOUSING  
in Oklahoma**



# Agency Impact in Payne County



Payne County Residents received help from A United Way Agency



**5,000+**

received help with rent, utilities, food and other essentials



**1,391**

received help for mental health, trauma or substance abuse



**6,147**

free prescriptions filled, valued at \$896,164

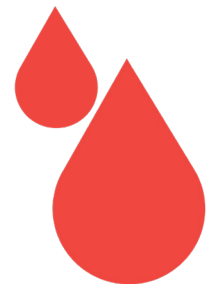


**208,965** VOLUNTEER HOURS  
VALUED AT **\$6,802,839**



**1,300**

units of life-saving blood donations collected



# Financial Overview

<b>REVENUE</b>	<b>2022</b>	<b>2023</b>
<b>PUBLIC CAMPAIGN SUPPORT</b> Funds contributed through donations	\$1,077,249	\$1,143,447
<b>SPECIAL EVENTS</b> Joe's Golf Tournament, Black Cat Golf Open, Juke Joint Jog, Day of Caring	\$58,645	\$106,032
<b>INTEREST &amp; DIVIDENDS</b>	\$2,927	\$27,546
<b>OTHER</b>	\$21,072	\$4,158
<b>TOTAL REVENUE</b>	<b>\$ 1,159,893</b>	<b>\$1,281,182</b>
<b>EXPENSES</b>		
<b>PROGRAM SERVICES</b> Community investment in partner agencies & United Way programs	\$920,881	\$956,008
<b>FUNDRAISING COSTS</b>	\$66,999	\$63,647
<b>MANAGEMENT &amp; GENERAL</b> United Way administrative costs	\$90,762	\$96,839
<b>TOTAL EXPENSES</b>	<b>\$1,078,642</b>	<b>\$1,116,494</b>
<b>NET ASSETS</b>		
<b>REVENUE LESS EXPENSES</b>	\$81,251	\$164,688
<b>TOTAL ASSETS AT END OF THE YEAR</b>	<b>\$1,920,065</b>	<b>\$2,117,662</b>
<b>TOTAL LIABILITIES</b>	\$787,731	\$820,660
<b>NET ASSETS / FUND BALANCE AT END OF YEAR</b>	<b>\$1,132,334</b>	<b>\$1,297,002</b>

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](http://www.unitedwaypaynecounty.org).



# Financial Overview

## WHERE DOLLARS ARE INVESTED

Reducing Poverty

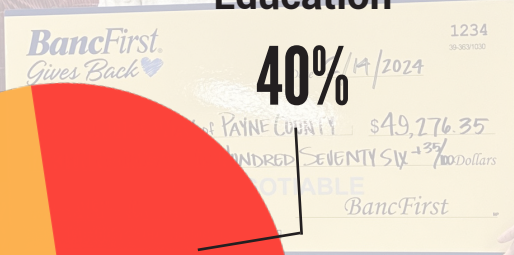
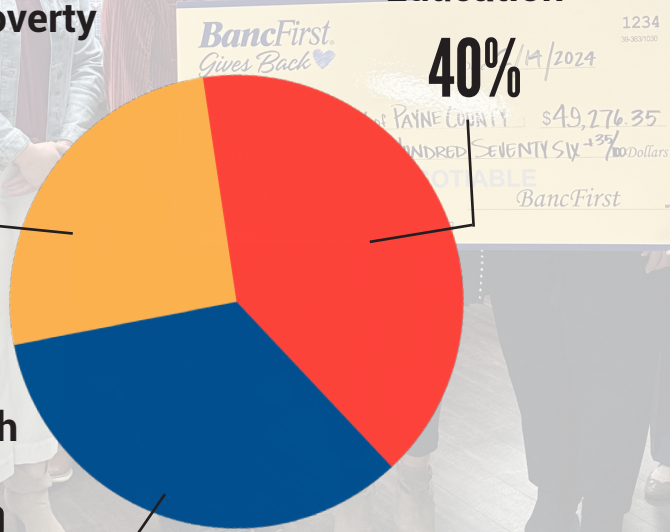
26%

Education

40%

Health

34%



## SOURCE OF DOLLARS

Employee / Workplace

48%

Events

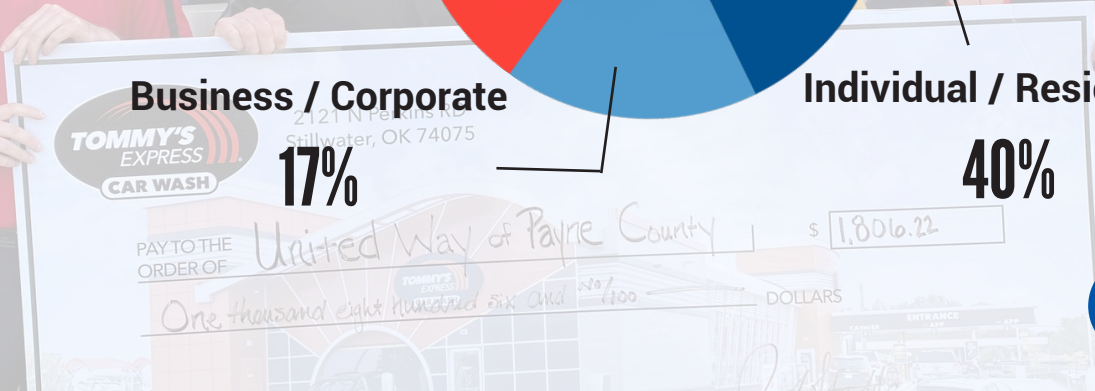
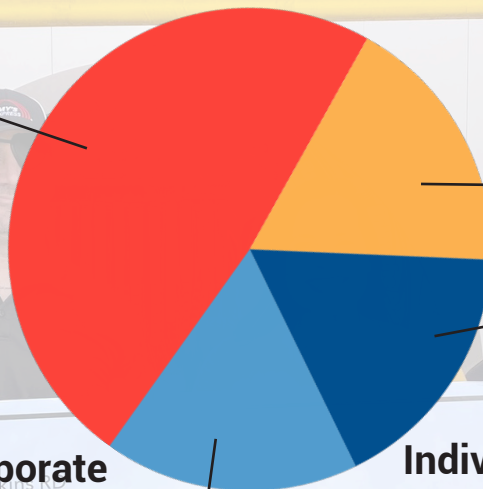
18%

Business / Corporate

17%

Individual / Residential

40%



# Community Status Report

In 2023, UWPC published its first Community Status Report. This collaborative effort with OSU Spears School of business provides information on county demographics, education, safety, health, economics and other topics aimed at bringing awareness to the many needs of those living in Payne County.

The [full report](https://www.unitedwaypaynecounty.org) is available on our website at [unitedwaypaynecounty.org](https://www.unitedwaypaynecounty.org).



## What does this report tell us?

This report and the data gathered demonstrates a variety of community issues with a wide range of impacts on the overall well-being of individuals and families.

### Key Takeaways

- Access to affordable housing continues to be a key issue in Payne County with nearly 23% of the population living with severe housing problems.
- Rising trends in low-reading proficiency among children can lead to further effects on adult literacy and poor education attainment.
- Payne County continues to be one of the highest counties in the state for children substantiated to be victims of child abuse or neglect.
- Domestic violence in Payne County, like the state, is a notable problem, with Wings of Hope receiving 1,041 calls in 2023.



# Leaders Society Giving

## What is United Way's 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.

## How to get involved

By donating \$500 or more, you qualify for recognition as a Leaders Society Member. Being in the Leaders Society is as simple as donating \$1.37 per day or \$42 per month.



## Varsity Review Plays a \$60,000 Role in 2023 Campaign



In 2023, the annual Varsity Revue drew \$60,000 in donations to contribute to Oklahoma State University's \$275,000 goal.

An OSU tradition, students from the fraternities and sororities sang, choreographed and acted in original skits. Friends, family and the general public were encouraged to vote for their favorite through donations.

Varsity Revue donations for 2023 surpassed the previous year by \$20,000!



# Top 25 Workplace Campaigns

United Way of Payne County is extremely fortunate to have the support of our community, including many businesses and industries throughout Payne County. Many of these workplace campaigns exemplify United Way's trifecta giving model, which includes employee giving (largely through payroll deductions), corporate sponsorship and community fundraising. These companies and their loyal employees play a huge part in the success of the annual campaign.

## Below and in order are UWPC's TOP 25 WORKPLACE CAMPAIGNS OF 2023!



*Workplace campaigns came in a variety of creative ways in 2023. From Harry Potter-themed events to pickleball and email bingo, businesses engaged with their employees in fun ways to help our community.*



# Board of Directors

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

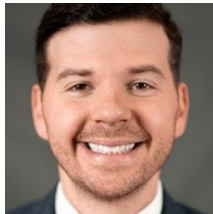


The 2023 UWPC Board of Directors, staff and friends celebrate reaching campaign goal.

## EXECUTIVE TEAM



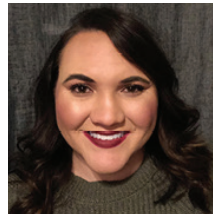
**President**  
**Chris Ormsbee,**  
*Oklahoma State University*



**President-Elect**  
**Chris Stockton,**  
*Edward Jones*



**Vice President**  
**Clem Ward,**  
*Retired*



**Treasurer**  
**Shelbye Spencer,**  
*Simmons Bank*



**Treasurer-elect**  
**Jonny Rogers,**  
*Exchange Bank*



**Secretary**  
**Tricia Carpenter,**  
*The Carpenter Agency*

## Board Members

David Adney, City of Stillwater  
Curtis Bales, RCB Bank  
Lindsay Barnes, EQUIVAQ  
Maggie Brock, BancFirst  
Adam Brown, Community Member  
Kendra Burtrum, Stan Clark Companies  
Tricia Carpenter, The Carpenter Agency  
Robert Clemens, Oklahoma Community Credit Union  
Larin Davis, Stillwater Public Schools  
Roberta Douglas, Oklahoma State University  
Kyle Gibbs, Retired  
Regina Henry, Retired  
Ashley Joiner, Enbridge  
Kelsey Lee, InterWorks  
John Lurry, Community Member  
Amanda Mason, Oklahoma State University Foundation  
John Meier, Frontier Electronic Systems Corp.  
Leilani Mooreland, Community Member  
Christine Ormsbee, Oklahoma State University

Jon Pedersen, Oklahoma State University  
Erica Pereira, Meridian Technology Center  
Chris Petermann, Payne County Bank  
Lora Polson, Polson Enterprises  
Jonny Rogers, Exchange Bank and Trust  
Connie Romans, Oklahoma CareerTech  
Ramesh Sharda, Oklahoma State University  
Abigail Shreffler, OnCue  
Cathy Shuffield, Oklahoma State University  
Latina Simmons, Enbridge Energy  
Shelbye Spencer, Simmons Bank  
Chris Stockton, Edward Jones  
Steven Taylor, Stillwater Medical Center  
Jillianne Tebow, Central Rural Electric Coop  
Angela Vivar, St. Francis Xavier Catholic Church  
Clement Ward, Retired  
Julie Weathers, Oklahoma State University  
Denise Weaver, Oklahoma State University  
Crystal Wilson, Oklahoma State University

# Bennett Bassore Award Winners

At the 2024 United Way of Payne County Annual Meeting, we were excited to announce two agencies as Bennett Bassore Award winners!

Stillwater Habitat for Humanity and The Saville Center for Child Advocacy each walked away with recognition and a \$1,000 grant.



Stillwater Habitat for Humanity (SHH) builds simple, suitable, efficient and affordable homes with help from volunteers.



It provides low-interest mortgaging

for families, which helps make housing affordable.

It also operates The ReStore, which sells household items and appliances and allows people to volunteer in exchange for store credit.

Last year, SHH used United Way funds to purchase materials to build a three bedroom, two bath home for a partner family.



Meanwhile, The Saville Center was selected for its efficiency of operations and effectiveness of services.

The Saville Center is a safe facility where forensics interviews, medical evaluations, mental health services and referrals are provided to children involved in abuse investigations.

By providing one location with trained staff, it reduces the additional stress on a child when collecting information on child abuse cases.



The agency also developed a Junior Board, made up of local youth. Working with staff, the Junior Board raised more than \$2,500 last year and raised awareness and education among youth.

United Way 2023 funds were applied to these and many other direct service programs.

*UWPC established the Bennett Basore Award in 2002 to honor the late Bennett Basore. Basore was a former board member whose leadership in establishing the local United Way accreditation procedure ensures accountability to donors, proper utilization of funds and compliance with state, federal and United Way regulations.*



# Print & Media Sponsors



OSU ITLE  
DOC Video Production



Stillwater  
Radio



Steve Daniels  
Morning Scramble

**United  
Way**



**United Way of  
Payne County**

**INFO@UNITEDWAYPAYNECOUNTY.ORG • 405.377.2161**

**P.O. BOX 308 • 109 E. NINTH ST. • STILLWATER, OK 74076**

**HOW TO GET INVOLVED:**



**DONATE OR LEARN MORE**

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**VOLUNTEER**

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