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Our Statement of Financial Position and Statement of Activities is available upon request.
As we reflect on the last year, 2020 was certainly challenging for many Oklahomans. From a pandemic that changed the world to an ice storm that changed Oklahoma, the impact was felt throughout our community. But 2020 also showed us what can happen when compassion reigns and communities come together to support those who need it most.

Thanks to the loyal support of our generous donors and the dedicated leadership of our campaign co-chairs, Judy Love and Mike Turpen, we were humbled to surpass our 2020 campaign goal. In an extraordinary year, our donors came through, bringing in $20.4 million to ensure United Way of Central Oklahoma and our 56 Partner Agencies are able to continue serving our community’s most critical needs. In 2020, we gained 2,566 new donors who helped us raise more than $536,689 brand new dollars for the campaign. More than 3,600 donors generously increased their gifts, and we added 30 new employee campaigns and corporate gifts.

In addition to the overwhelming support for our annual campaign, the outpouring of generosity we received to assist with disaster relief efforts was remarkable. In March, we enacted our COVID-19 Response Fund, raising $2.9 million to help our Partner Agencies address the needs of those experiencing coronavirus-related hardship. Seven months later, following the historic October ice storm, we received $505,000 to provide relief efforts for Oklahomans impacted by devastating storm damage and widespread power outages.

United Way donors are also making a significant impact in the classroom. In 2020, more than $700,000 in contributions to the EmbraceOKC Initiative provided support for behavioral health improvements including more counselors and training for students and personnel throughout Oklahoma City Public Schools. EmbraceOKC has offered a lifeline for students at a time when the need for mental health support in our schools is at an all-time high.

Another groundbreaking initiative, our WayFinder Innovation Grant, also saw success this year, giving nonprofits in central Oklahoma the opportunity to submit new ideas to address health and human service challenges. More than $150,000 was awarded to two innovative programs never before seen in central Oklahoma and we know the resulting impact will be invaluable to our community.

While no one could have anticipated what 2020 would bring, thanks to the steadfast support of each and every donor, volunteer and Partner Agency, United Way is proud to be the community partner that central Oklahoma can count on, in times both ordinary and extraordinary.

With gratitude,

James D. Couch
Board Chair
United Way of Central Oklahoma

Debby Hampton
President & CEO
United Way of Central Oklahoma
2020 OFFICERS OF THE BOARD

CHAIRMAN OF THE BOARD
Jim Couch, City of Oklahoma City (Retired)

CHAIR ELECT
Sherri Lance, Gaming Capital Group

SECRETARY
Chris Anoatubby, The Chickasaw Nation

ASSISTANT SECRETARY
Lane R. Neal, Durbin, Larimore & Bialick, P.C.

TREASURER
Matt McGuire, Parallel Advisors

ASSISTANT TREASURER
Rick McCune, Grant Thornton LLP

2020 EXECUTIVE COMMITTEE CHAIRS

ADMINISTRATION CHAIR
David Harlow, BancFirst Corporation

AUDIT CHAIR
Jennifer Grigsby, Community Leader

CAMPAIGN CO-CHAIRS
Judy Love, Love's Travel Stops & Country Stores, Inc.
Mike Turpen, Riggs, Abney, Neal, Turpen, Orbison & Lewis

COMMUNICATIONS & EVENTS CHAIR
Hillary Farrell, Ackerman McQueen

COMMUNITY INVESTMENT CHAIR
Jean C. Leger Jr., OGE Energy Corp.

ETHICS CHAIR
Cynda Ottaway, Crowe & Dunlevy

HUMAN RESOURCES CHAIR
M.T. Berry, City of Oklahoma City (Retired)

INVESTMENT CHAIR
Mark Wood, Ernst & Young LLP

LABOR CHAIR
Jimmy Curry, Oklahoma State AFL-CIO

NOMINATING CHAIR
Ed Martin, Ackerman McQueen

RESEARCH AND COMMUNITY INITIATIVES CHAIR
Nick Samarripas, Arvest Bank

STRATEGIC GROWTH CHAIR
Shane Wharton, Love's Travel Stops & Country Stores, Inc.

2020 BOARD OF DIRECTORS

Chris Anoatubby, The Chickasaw Nation
Danny Barth, Oklahoma City Thunder
M.T. Berry, City of Oklahoma City (Retired)
Don Betz, University of Central Oklahoma
Gary D. Brooks, Cornerstone Development
Michael Carolina, Oklahoma Center for the Advancement of Science and Technology (OCAST)
David Carpenter, American Fidelity Corporation
Jason Clark, CompSource Mutual Insurance Company
Robert Clements, Clements Foods Company
Jim Couch, City of Oklahoma City (Retired)
Sean Cummings, Cummings Oil Company
Jimmy Curry, Oklahoma State AFL-CIO
Carl Edwards, Price Edwards & Company
Jim English, Lopez Foods & Dorada Foods
Tricia Everest, Community Leader
Brad Ezell, Halff Associates, Inc.
Clay Farha, B.D. Eddie Enterprises
Hillary Farrell, Ackerman McQueen
Mohammad Farzaneh, Home Creations
Roberta Fields, McAfee & Taft
Kristal Flury, Environmental Management
Jan Foreman, Old Republic Title Company of Oklahoma
Kelly Dyer Fry, The Oklahoman
Mark Funke, MWF Management, LLC
Jennifer Grigsby, Community Leader
Dave Hager, Devon Energy Corporation
Steve Hahn, AT&T Oklahoma
David Harlow, BancFirst Corporation
Judy Hatfield, Equity Commercial Realty II, LLC
Mark Helm, Dolese Bros. Co
John Higginbotham, Bank of Oklahoma
Jerome A. Holmes, U.S. Tenth Circuit Court of Appeals
Marsha Ingersoll, Community Leader
Percy Kirk, Cox Communications
Michael Laird, Crowe & Dunlevy
Sherri Lance, Gaming Capital Group
Jean C. Leger Jr., OGE Energy Corp.
Jenee Naifeh Lister, Merrill Lynch
Dave Lopez, Community Leader
Judy Love, Love's Travel Stops & Country Stores, Inc.
Ed Martin, Ackerman McQueen
2020 BOARD OF DIRECTORS (Continued)
- Rick McCune, Grant Thornton LLP
- Sean McDaniel, Oklahoma City Public Schools
- Matt McGuire, Parallel Advisors
- Michael Ming, Ming Energy Partners, LLC
- Rick Nagel, Acorn Growth Companies
- Lane R. Neal, Durbin, Larimore, & Bialick, P.C.
- Catherine O’Connor, The Alliance for Economic Development of Oklahoma City
- Tim O’Connor, Central Oklahoma Labor Federation, AFL-CIO
- Cynda C. Ottaway, Crowe & Dunlevy
- Frank Patterson, Chesapeake Energy Corporation
- Tim Pehrson, INTEGRIS
- David Rainbolt, BancFirst Corporation
- Sarah Roberts, Inasmuch Foundation
- Kris Rogers, Las Aguilas
- Randy Roper, MidFirst Bank
- Kelly Sachs, BE Capital, Inc.
- Rodney Sailor, Enable Midstream Partners
- Meg Salyer, Broadway Realty
- Nick Samarripas, Arvest Bank
- Dr. Jason Sanders, University of Oklahoma Health Sciences Center
- Bill Schonacher, IBC Bank – Oklahoma
- Heather Scott, Continental Resources, Inc.
- Taylor Shinn, Baker Hughes
- Natalie Shirley, National Cowboy & Western Heritage Museum
- Greg Smith, Northrop Grumman
- Perry Sneed, SMART #124 (Retired)
- Chuck Spicer, OU Medicine
- Lee Symcox, First Fidelity Bank
- David Thompson, The Thompson Group, LLC
- Sean Trauschke, OGE Energy Corp.
- Cindy Truong, Oklahoma District Court
- Christopher Turner, The First State Bank
- Mike Turpen, Riggs, Abney, Neal, Turpen, Orbison & Lewis
- Shane Wharton, Love's Travel Stops & Country Stores, Inc.
- Kathy Williams, Community Leader
- Roy Williams, Greater Oklahoma City Chamber
- Ron Witherspoon, Arvest Bank
- Mark Wood, Ernst & Young LLP
- George E. Young Sr., Oklahoma House of Representatives

2020 ADVISORY BOARD OF TRUSTEES
- John Armitage, MD, Oklahoma Blood Institute
- Richard H. Clements, Clements Foods Company (Deceased)
- Mike Coats, IBC Bank
- Luke Corbett, Corbett Management, LLC
- Todd Edmonds, HSE Architects
- Eric Eissenstat, Continental Resources, Inc.
- Jim Gebhart, Mercy Hospital Oklahoma City
- Kirk Hall, Hall Capital
- Cliff Hudson, Crowe & Dunlevy
- Dennis Jaggi, EnCap Flatrock Midstream
- Michael E. Joseph, McAfee & Taft
- Brad Krieger, Arvest Bank
- Linda Lambert, Enertree LLC
- Doug Lawler, Chesapeake Energy Corporation
- Bruce Lawrence, Lawrence Strategic Solutions
- D.E. “Rick” Lippert Jr., Lippert Brothers, Inc.
- Mary Mélon, The Foundation for Oklahoma City Public Schools
- Wes Millbourn, KFOR-TV and KAUT-TV
- Larry Nichols, Devon Energy Corporation
- Polly Nichols, Community Leader
- Dave Ortloff, Dillingham Benefits
- Jim Roth, Oklahoma City University School of Law
- David Schroeder, Research Psychologist (Retired)
- Tony Shinn, Bank of America
- Kent Shortridge, Oklahoma Natural Gas
- Doug Stussi, Love's Travel Stops & Country Stores, Inc.
- Jean Wallace, Buttery Company, LLP
- Chad Wilkerson, Federal Reserve Bank of Kansas City – Oklahoma City Branch

EX-OFFICIO MEMBERS
- Patrick Raglow, Catholic Charities of the Archdiocese of Oklahoma City
- Justin Brady, Chesapeake Energy Corporation
- Jeffery Cartmell, State of Oklahoma, Office of the Governor

2020 UNITED WAY OF CENTRAL OKLAHOMA LEADERSHIP STAFF
- Debby Hampton, President and CEO
- Pam Cox, Chief Financial Officer
- Nina Daylor, Vice President, Finance
- Melanie Anthony, Vice President, Community Impact
- Barbara Royce, Vice President, Labor Participation
- Jana Steelman, Vice President, Communications
- Amy Fleske, Senior Director of Human Resources
CAMPAIGN TOTAL RAISED

UNITED WAY OF CENTRAL OKLAHOMA $14,620,265
Funds contributed through our traditional annual campaign

STATE CHARITABLE CAMPAIGN $292,649
Funds contributed through State of Oklahoma employee campaigns

HEART OF THE CITY CAMPAIGN $520,167
Funds contributed through City of Oklahoma City employee campaigns

UNITED WAY OF LOGAN COUNTY $177,490
Funds contributed to support 10 Partner Agencies serving Logan County

UNITED WAY OF CANADIAN COUNTY $185,449
Funds contributed to support 16 Partner Agencies serving Canadian County

CAMPAIGN TOTAL $15,796,020

EMBRACEOKC $722,725
Funds contributed to support behavioral health improvements in Oklahoma City Public Schools (see page 16)

DONOR DIRECTED $496,500
Funds contributed by donors and directed to specific partner agencies (see page 22)

COVID-19 RESPONSE FUND $2,908,441
Funds contributed to support Partner Agencies of United Ways of Central Oklahoma, Canadian and Logan Counties in addressing COVID-19 related needs (see page 18)

ICE STORM RESPONSE FUND $505,000
Funds contributed to provide emergency relief following October ice storm (see page 20)

GRAND TOTAL $20,428,686

Thanks to the leadership of Judy Love and Mike Turpen and all of our Campaign Cabinet volunteers, we raised $20,428,686 for our community during an extraordinary year. In conjunction with the United Way of Central Oklahoma Campaign, we are proud to administer the State Charitable Campaign, the Heart of the City Campaign, the United Way of Logan County Campaign and the United Way of Canadian County Campaign. Additional funds were also raised through a variety of initiatives described below.
LEADERSHIP GIVING

While the vast majority of gifts to United Way of Central Oklahoma come from thousands of individuals, a core group of donors give with a level of generosity that sets them apart. They form our Leadership Giving Association. These extraordinary people know the value of civic participation and their contributions of time, talent and treasure help United Way of Central Oklahoma successfully accomplish our mission.

Members of United Way’s Leadership Giving Association also have the opportunity to participate in exclusive networking, community service and educational events throughout the year. In 2020, many of these events were canceled or moved to virtual activities due to COVID-19 precautions.

EMERGING LEADERS

During 2020, thanks to a corporate partner sponsorship, Emerging Leaders who joined or renewed their membership received a custom designed t-shirt. Created by Curbside Apparel, a program of The Homeless Alliance and 2019 WayFinder Innovation Grant recipient, each t-shirt featured the name of the Curbside vendor who printed the shirt. The project created 126 hours of employment, providing meaningful work and job skills training to individuals transitioning out of homelessness in Oklahoma City.

WOMEN’S LEADERSHIP SOCIETY

On Feb. 18, 2020, members of the Women’s Leadership Society gathered at the home of Frank and Cathy Keating for a Cocktails and Conversations event featuring a panel of nonprofit leaders who helped with the community response during the 1995 bombing of the Murrah Federal Building. In reflection of the 25th anniversary of the tragedy, panelists shared their personal experiences and lessons learned, and offered insights into how local nonprofits were forever changed after that fateful day. Pictured are Jim Young, who served on the United Way of Central Oklahoma board during 1995; Rainey Williams, former YMCA of Oklahoma City chairman; Debby Hampton, United Way of Central Oklahoma president and CEO, who was with the American Red Cross in 1995 and remained involved with the response and recovery efforts through 2005, as well as American Red Cross’s response to 9/11; Gary Marrs, former City of Oklahoma City Fire Chief and incident commander and former First Lady Cathy Keating, who served during 1995.

Our leadership giving affinity groups include:

- Tocqueville Society
- Women’s Leadership Society
- Emerging Leaders

Leadership gifts make up 47.31% of United Way of Central Oklahoma’s campaign total.
The Human Resources Committee is responsible for reviewing all matters related to United Way of Central Oklahoma staff compensation and employee benefits, and it recommends and assists in the development and implementation of personnel policies and procedures. When needed, the committee acts as a consultant to provide support in the resolution of personnel concerns or issues.

**HUMAN RESOURCES**

**COMMITTEE MEMBERS**
- Cynthia Brundige
- Jimmy Curry
- Roberta Fields
- Jim Gebhart
- Sarah Roberts
- Kent Shortridge

The Strategic Growth Committee has three active subcommittees: Endowment and Planned Giving, Generational Engagement and New Business. These groups work to secure additional short- and long-term resources for the United Way of Central Oklahoma through its annual campaign, capital campaigns, planned giving, grants and endowment programs.

**STRATEGIC GROWTH**

**COMMITTEE MEMBERS**
- Justin Brady
- Michael Carolina
- Tim Doty
- Carl Edwards
- Donny Greenawalt
- Marsha Ingersoll
- Percy Kirk
- Michael Laird
- Dave Ortloff
- Cynda Ottaway
- Kent Shortridge
- Doug Stussi
- Sean Trauschke
- Mark Wood

In 2020, the Clements family made a $500,000 gift to the United Way of Central Oklahoma endowment fund in honor of their parents, Dick and Mary Clements. A fitting tribute to the lifelong philanthropists, the gift launched the United Way’s endowment program, ensuring that the family’s support of United Way will continue forever. The United Way’s endowment is a permanent fund that is invested for growth with an annual percentage distributed to support the work of United Way and our Partner Agencies. To learn how you can contribute to the United Way of Central Oklahoma endowment, please contact us at 405-236-8441.

**ENDOWMENT GIFTS**

**RICHARD “DICK” AND MARY CLEMENTS $500,000**

COMMITTEE CHAIR

M.T. BERRY

HUMAN RESOURCES COMMITTEE

SHANE WHARTON, COMMITTEE CHAIR

COMMITTEE MEMBERS

Cynthia Brundige
Jimmy Curry
Roberta Fields
Jim Gebhart
Sarah Roberts
Kent Shortridge

COMMITTEE CHAIR

RICHARD “DICK” AND MARY CLEMENTS $500,000

STRATEGIC GROWTH

The Strategic Growth Committee has three active subcommittees: Endowment and Planned Giving, Generational Engagement and New Business. These groups work to secure additional short- and long-term resources for the United Way of Central Oklahoma through its annual campaign, capital campaigns, planned giving, grants and endowment programs.
Impacting 14.1% of the Oklahoma City Metro, poverty is prevalent in more households than one would expect, and it is perpetuated by systematic barriers and a gap in meaningful resources for those living near the poverty level. Research shows that breaking cycles of poverty can actually be more cost-effective than letting it remain, and several United Way Partner Agency programs are working tirelessly to disrupt – and someday end – poverty for current and future generations of Oklahomans.

The United Way of Central Oklahoma research team also produces timely research briefs throughout the year. Distributed during the summer of 2020, Social Capital Among Seniors identified the importance of older adults who continue to serve their communities through their later working years and retirement. Access to Care During COVID-19, published this past winter, highlighted the health challenges made worse by the pandemic and its overwhelming strain on mental health and access to care.

Our research helps to identify many areas needing attention, and we work to meet these challenges by leading or participating in more than 30 community initiatives targeted at creating long-term and sustainable solutions. We are proud to work alongside our Partner Agencies to strengthen the vulnerable populations in our community.

To date, more than 1,500 copies of Disrupting Poverty have been distributed to influential leaders throughout Oklahoma. An archive of Vital Signs editions dating back to 2003 can be found in our online Data Center.

Visit our Research and Data Center at unitedwayokc.org/research.
COMMUNITY INITIATIVES

EMBRACEOKC

Through our ongoing research, United Way of Central Oklahoma identifies emerging community needs and tackles them head on by convening stakeholders and collaborating on solutions. Currently, United Way is active in more than 30 community initiatives that address various health and human service issues in central Oklahoma, including EmbraceOKC.

The EmbraceOKC initiative is designed to support behavioral health improvements throughout Oklahoma City Public Schools. A project of the Oklahoma City Public Schools Compact, EmbraceOKC aims to achieve maximum social and emotional well-being for students and their families through school-based mental health services including awareness, prevention, early intervention and treatment. As students throughout Oklahoma City Public Schools continue to adjust to a new normal amid the COVID-19 pandemic, the need for emotional and behavioral health support in the schools is at an all-time high.

Since its launch, EmbraceOKC has implemented several evidence-based changes including hiring a director of mental health to coordinate student support throughout the school district, increasing the number of school counselors and training teachers, staff and students on various prevention, intervention and de-escalation skills. In addition, the district launched a phone line, 587-FEEL, to connect students, families and caregivers with a licensed counselor or social worker.

As a partner in the Oklahoma City Public Schools Compact, United Way provides fundraising support, oversight of fund allocation and reporting to stakeholders on the impact of EmbraceOKC. In 2020, $722,725 in donations were made to the EmbraceOKC initiative, including a four-year commitment of $400,000 from Sarkeys Foundation and a three-year commitment of $750,000 from McLaughlin Family Foundation.

OKLAHOMA CITY PUBLIC SCHOOLS COMPACT PARTNERS

Oklahoma City Public Schools
Greater Oklahoma City Chamber
Foundation for Oklahoma City Public Schools
City of Oklahoma City
United Way of Central Oklahoma

WAYFINDER INNOVATION GRANT

In 2020, United Way of Central Oklahoma was excited to continue with a new approach to solving our community’s biggest challenges through the second annual WayFinder Innovation Grant. The program is designed to spark new and creative ideas from local nonprofits to confront and reverse stubborn health and human service challenges in central Oklahoma.

Two groundbreaking programs were awarded funding through the WayFinder Innovation Grant this year, totaling $199,700.

$100,000 - MOBILE MEDICAL INTERVENTION

Oklahoma City’s first street medicine team will provide episodic medical care to individuals experiencing homelessness and living in supportive housing units, improving access to care and mitigating expenses that would otherwise be incurred by emergency and hospital systems.

$59,700 - REAL TALK, BROTHER

Mental health professionals will train local Black barbers to become mental health advocates for their clients, building a culture of emotional health for boys and men of color and removing the stigma and barriers to treatment.

OKLAHOMA CITY PUBLIC SCHOOLS COMPACT PARTNERS

Debby Hampton, United Way of Central Oklahoma President and CEO, and Dr. Valerie Thompson, Executive Director of Urban League of Greater Oklahoma City, Inc.
For 98 years, United Way of Central Oklahoma has played a key role in ensuring our community is prepared to respond to emergency situations. We have enacted disaster relief funds following the 1995 Oklahoma City bombing, the May 2013 tornadoes and other disasters. In each circumstance, United Way has effectively and efficiently distributed donors’ dollars to serve as many people as possible while maintaining the highest level of accountability.

**COVID-19 PANDEMIC**

In March 2020, the COVID-19 pandemic struck central Oklahoma with a devastating impact, creating a ripple effect of economic challenges, unemployment, housing and food insecurity and mental health impacts. United Way of Central Oklahoma established the COVID-19 Response Fund dedicated to increasing resilience among vulnerable individuals and families by supporting Partner Agencies of United Way of Central Oklahoma, United Way of Logan County and United Way of Canadian County in addressing COVID-19 related needs. All 73 Partner Agencies among the three United Ways are eligible to submit funding requests, which are reviewed and approved by a committee of United Way board members and community leaders.

At the beginning of the pandemic, when personal protective equipment was scarce, United Way’s COVID-19 Response Fund provided PPE including gloves, masks, sanitizer and infrared thermometers to Partner Agencies to ensure they were able continue safely serving clients. COVID-19 funding also supported the purchase of technical equipment to enable agencies to expand their services and provide virtual support to clients to meet social distancing requirements.

The United Way of Central Oklahoma COVID-19 fund brought in more than $2.9 million in donations and provided emergency funding, personal protective equipment and capacity support to the following 49 Partner Agencies, enabling them to serve more than 56,000 Oklahomans in need of critical services including rent and utility assistance, food and essential household items and mental and medical telehealth services.

**UNITED WAY OF CENTRAL OKLAHOMA**

- A Chance to Change
- Areawide Aging Agency, Inc.
- Bethesda, Inc.
- Boys & Girls Clubs of Oklahoma County
- Calm Waters Center for Children & Families
- CASA of Oklahoma County, Inc.
- Catholic Charities
- Citizens Caring for Children
- City Care
- Coffee Creek Riding Center for the Handicapped
- Community Literacy Centers, Inc.
- Daily Living Centers, Inc.
- D-DENT, Inc.
- EARC, Inc.
- Family Builders, Inc.
- Girl Scouts – Western Oklahoma
- Goodwill Industries of Central Oklahoma
- Health Alliance for the Uninsured
- HeartLine
- The Homeless Alliance
- Latino Community Development Agency
- Legal Aid Services of Oklahoma, Inc.
- Mental Health Association Oklahoma
- Metropolitan Better Living Center
- Moore Youth & Family Services
- Neighborhood Services Organization
- NorthCare
- Oklahoma Foundation for the Disabled, Inc.
- Oklahoma United Methodist Circle of Care, Inc.
- Pivot, Inc.
- Positive Tomorrows
- ReMerge
- RSVP of Central Oklahoma, Inc.
- The Salvation Army, Central Oklahoma Area Command
- Skyline
- Special Care, Inc.
- Sunbeam Family Services, Inc.
- Upward Transitions
- Urban League of Greater Oklahoma City, Inc.
- Variety Care
- YMCA of Greater Oklahoma City
- Youth & Family Services, Inc.
- YWCA Oklahoma City

**UNITED WAY OF CANADIAN COUNTY**

- Boys and Girls Club of Darlington
- Compassionate Hands
- El Reno Blessing Baskets
- El Reno Mobile Meals
- Russell Murray Hospice
- The Salvation Army – Canadian County Service Unit

**UNITED WAY OF LOGAN COUNTY**

- CASA for Kids, Inc.
- Central Oklahoma Camp & Conference Center
- Logan Community Services
- Logan County Council on Aging

**COVID-19 RESPONSE FUND ALLOCATION COMMITTEE**

- Kris Rogers, Committee Chair
- Brad Ezell
- Tina Heyvaert
- Marsha Ingersoll
- Jean C. Leger, Jr.
- David Schroeder
- Karl Stroh
- George E. Young Sr.
OCTOBER ICE STORM

In addition to the COVID-19 pandemic, a significant October ice storm impacted most of central Oklahoma for several days, causing widespread damage and power outages. With $505,000 in donations including $500,000 from OGE Energy Corp., United Way of Central Oklahoma played a major role in coordinating emergency relief efforts for those impacted. The relief assistance provided more than 1,500 nights in hotel rooms for displaced individuals, assistance with groceries and gas for more than 5,800 individuals and assistance with electrical repairs for nearly 700 individuals. In addition to 8,508 calls to 2-1-1, United Way staff answered 432 ice storm-related calls, completed online assistance forms for those impacted and provided office space and equipment for case managers.

The emergency response funds enabled United Way of Central Oklahoma and the following Partner Agencies to respond to nearly 6,000 Oklahomans seeking shelter, housing assistance, food, transportation, disaster cleanup and other needs.

A Chance to Change
Catholic Charities
HeartLine
Mental Health Association Oklahoma
NorthCare
Pivot, Inc.

The following Partner Agencies provided additional emergency response services, including shelter, food, shower facilities and debris removal.

American Red Cross, Central & Southwest Oklahoma
Areawide Aging Agency, Inc.
Boy Scouts of America, Last Frontier Council
Positive Tomorrows
The Salvation Army Central Oklahoma Command
Sunbeam Family Services, Inc.
Upward Transitions
The Homeless Alliance
YMCA of Greater Oklahoma City

COMMUNITY PREPAREDNESS

United Way of Central Oklahoma values health, education, financial stability and quality of life. We believe these core elements are critical to our success as individuals, as families and as a community. In order to achieve our vision of a stronger, healthier and more compassionate community, we are working to provide access to these essentials to all people in central Oklahoma through five Focus Areas.

INDEPENDENT LIVING
Older adults and the disabled are engaged in the community with access to independent living, job skills, volunteer positions and dynamic relationships while their primary caregivers receive respite and support.

SUCCESSFUL KIDS
Infants, children and youth are nurtured and given the opportunity to succeed in school, develop life skills and become productive citizens.

HEALTHY CITIZENS
Central Oklahomans have access to physical and mental health care and adopt healthy lifestyles. Important health research is funded.

STRONG FAMILIES
Individuals and families have resources to achieve financial stability as well as access to counseling, debt management, education, job training and housing.
COMMUNITY INVESTMENT COMMITTEE

JEAN C. LEGER JR., COMMITTEE CHAIR

VICE CHAIR
Heather Scott

IMMEDIATE PAST CHAIR
Brad Ezell

COMMITTEE MEMBERS
Mike Coats
Jerome Holmes
Marsha Ingersoll
Sherri Lance
Lane Neal

Kris Rogers
Meg Salyer
David Schroeder
Perry Sneed

SUBCOMMITTEE CO-CHAIRS
John Adcock
Jason Bailey
Justin Brady
Micki Carney
Rhonda Chandler
Jeremy Colby
Joshua Cooper
Sheldon Edmond
Frank Evans
Rich Fehrmann
Kemit Grafton
Michelle Hamrick

Robert Nelson
Stacie Nguyen
Trey Petty
Tomra Russell
Paul Selid
Darcee Simon
Janis Thomas
Barbara Young

The Community Investment Committee provides direction and oversight to the annual community investment process, reviews subcommittee findings and recommendations and determines allocable dollars to each Partner Agency program.

DONOR DIRECTED INVESTMENTS

With requests from several major donors, United Way of Central Oklahoma introduced Donor Directed Funding as a new fundraising opportunity in 2020 to assist with investing in solutions to our community’s most pressing needs. These funds are directed by donors to a specific Partner Agency, but are not part of the allocations process. United Way of Central Oklahoma ensures that these investments are used in compliance with our proven standards of program and donor accountability. The following Partner Agencies received Donor Directed Funds in 2020:

Boy Scouts of America, Last Frontier Council
Boys and Girls Clubs of Oklahoma County
Catholic Charities
HeartLine
The Homeless Alliance
Mental Health Association Oklahoma
Metropolitan Better Living Center
Positive Tomorrows
Upward Transitions
Urban League of Greater Oklahoma City

ACCOUNTABILITY

United Way is committed to integrity, accountability, transparency and excellence in all aspects of our work. Upholding the trust of our donors and community to responsibly manage and allocate donations is a duty we take very seriously.

Driven by our core values, United Way of Central Oklahoma continually exceeds the United Way Worldwide Standards of Excellence. We strive to maintain low administrative and fundraising costs, and we hold our Partner Agencies to those same standards.

Each year, our Partner Agencies renew their association with United Way through the Community Investment process. This process is administered by our board and donor volunteers. Partner Agencies are closely analyzed to ensure that contributions are allocated to only those nonprofits that uphold the highest standards of excellence.

The following outlines the steps of the Community Investment process, and you’ll be able to see exactly where your donations were allocated on the next pages.

1. United Way of Central Oklahoma raises funds.
2. Approximately 200 donor volunteers spend over 4,000 combined hours reviewing agency applications, budgets, audits, financials, performance histories and program outcomes. Current research about health and human service needs also informs the review.
3. Volunteers visit Partner Agencies to see firsthand the work being accomplished with United Way funds.
4. Volunteers meet to discuss funding recommendations for each program under consideration.
5. The Community Investment Committee, made up of board members, reviews and balances funding recommendations from the volunteers to funds available for allocation.
6. When the funding balance is complete, the Community Investment Committee submits a final recommendation to United Way’s board for approval.
7. Following approval, funds are distributed among our Partner Agencies.
8. Volunteers conduct follow-up evaluations through final reports on results achieved.
## 2020 Community Investments

### Distribution Base:

<table>
<thead>
<tr>
<th>2019 Campaign Pledges</th>
<th>$17,583,478</th>
</tr>
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<tbody>
<tr>
<td>Board Designated Funds</td>
<td>$421,609</td>
</tr>
<tr>
<td>Allowance for Pledge Loss</td>
<td>$1,262,910</td>
</tr>
<tr>
<td>EmbraceOKC</td>
<td>$250,000</td>
</tr>
<tr>
<td>WayFinder Innovation Grant</td>
<td>$25,000</td>
</tr>
<tr>
<td>Donor Directed Designations</td>
<td>$15,000</td>
</tr>
<tr>
<td><strong>Net Available for Distribution</strong></td>
<td><strong>$16,216,827</strong></td>
</tr>
</tbody>
</table>

American Heart Association* | $30,061 |
American Red Cross, Central & Southwest Oklahoma | $850,000 |
Areawide Aging Agency, Inc. | $53,000 |
Bethesda, Inc. | $67,000 |
Big Brothers Big Sisters of Oklahoma, OKC | $190,000 |
Boy Scouts of America, Last Frontier Council | $482,000 |
Boys & Girls Clubs of Oklahoma County | $203,000 |
Calm Waters Center for Children & Families | $67,500 |
Camp Fire Heart of Oklahoma | $236,900 |
Cardinal Community House | $963 |
CASA of Oklahoma County, Inc. | $105,000 |
Catholic Charities | $366,464 |
A Chance to Change | $96,024 |
Citizens Caring for Children | $117,000 |
City Care | $44,500 |
Coffee Creek Riding Center for the Handicapped | $40,000 |
Community Literacy Centers, Inc. | $77,176 |
Daily Living Centers, Inc. | $237,750 |
Dale Rogers Training Center, Inc. | $156,300 |
D-DENT, Inc. | $90,300 |
EARC, Inc. | $82,250 |
Family Builders, Inc. | $202,188 |
Girl Scouts - Western Oklahoma | $295,000 |
Goodwill Industries of Central Oklahoma | $28,000 |
Health Alliance for the Uninsured | $75,000 |
HeartLine | $231,000 |
The Homeless Alliance | $128,950 |
INTEGRIS Hospice | $165,000 |
John W. Keys Speech & Hearing Center | $29,616 |
Latino Community Development Agency | $164,406 |
Legal Aid Services of Oklahoma, Inc. | $126,756 |
Mental Health Association Oklahoma | $83,200 |

*Designations from 2019 campaign. No longer a Partner Agency.

| Sub Total | $11,598,144 |

### Other Distributions:

| United Way of Logan County | $267,051 |
| United Way of Canadian County | $355,567 |
| Heart of the City Campaign Designations | $302,284 |
| State Charitable Campaign Designations | $231,463 |
| Combined Federal Campaign Designations | $96,084 |
| Other United Ways/Agencies Designations | $195,358 |
| United Way Worldwide Dues | $214,033 |
| United Way Operating Budget | $2,956,843 |

| Total | $16,216,827 |
People who are struggling often need many different kinds of help to get back on their feet. United Way of Central Oklahoma funds a network of vital health and human service programs throughout the community, referring clients to multiple agencies when necessary.

When you contribute to United Way of Central Oklahoma, your donation is making a ripple effect throughout the community, supporting 56 highly credible, nonprofit Partner Agencies that provide services to Oklahoma’s most vulnerable citizens through 106 programs. United Way funds are used to surround our community’s most critical needs, address multiple issues and offer help and hope where it’s most needed.

Here is how your donations were allocated in 2020 to make an impact in the lives of more than 950,000 central Oklahomans.

**COMMUNITY PREPAREDNESS**

2020-2021 Allocable Dollars

<table>
<thead>
<tr>
<th>PARTNER AGENCY</th>
<th>2020-2021 FUNDING</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Red Cross, Central &amp; Southwest Oklahoma</td>
<td></td>
</tr>
<tr>
<td>Disaster Services</td>
<td>$700,000</td>
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<tr>
<td>Services to Armed Forces (SAF)</td>
<td>$150,000</td>
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<tr>
<td>American Heart Association</td>
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<td>Quality Improvement</td>
<td>$6,012</td>
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<td>State Health Alliances</td>
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<td>Cardinal Community House</td>
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<tr>
<td>Women’s Services</td>
<td>$963</td>
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<tr>
<td>The Salvation Army, Central Oklahoma Area Command</td>
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</tr>
<tr>
<td>Disaster Services</td>
<td>$35,000</td>
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<tr>
<td>Skyline</td>
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<tr>
<td>Food Pantry</td>
<td>$65,500</td>
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</table>
### SUCCESSFUL KIDS
#### 2020-2021 Allocable Dollars

#### 30%

### PARTNER AGENCY
#### 2020-2021 FUNDING

**Bethesda, Inc.**
- Therapeutic Counseling Program ........................................... $47,000
- Stop, Go, Tell Education .......................................................... $20,000

**Big Brother Big Sister of Oklahoma, Oklahoma City**
- One-to-One Mentoring ............................................................... $190,000

**Boy Scouts of America, Last Frontier Council**
- Comprehensive Youth Development ........................................... $482,000
- Boys & Girls Clubs of Oklahoma County ......................... $203,000
- Calm Waters Center for Children & Families .................. $52,500
- Center-based Support Groups .................................................. $15,000

**Camp Fire Heart of Oklahoma**
- Educational Sustainability ....................................................... $20,000
- OKC Comprehensive Youth Development ....................... $120,000
- Outdoor Education ................................................................. $96,900

**CASA of Oklahoma County, Inc.**
- Case Management ................................................................. $105,000

**A Chance to Change**
- A Chance to Succeed ................................................................. $32,212

**Citizens Caring for Children**
- Resource Center ................................................................. $117,000

**Coffee Creek Riding Center for the Handicapped**
- Therapeutic Riding Program ............................................. $40,000

**Dale Rogers Training Center, Inc.**
- Camp Tumbleweed ................................................................. $12,000

**Family Builders, Inc.**
- Community Education Program ................................................. $5,000

**Girl Scouts - Western Oklahoma**
- Leadership Development .......................................................... $295,000

**John W. Keys Speech & Hearing Center**
- Language Preschool ................................................................. $15,366

**Latino Community Development Agency**
- Tony Reyes Child Development ............................................. $43,500

**Moore Youth & Family Services**
- MAST (Moore Alternative School and Treatment) Program .... $91,546

**Oklahoma United Methodist Circle of Care, Inc.**
- Foster Care Services ................................................................. $32,640

**Pivot, Inc.**
- SKIL (Supporting Kids in Independent Living) .................... $65,600
- The Point @ Pivot ................................................................. $25,000

**Positive Tomorrows**
- Education ................................................................. $138,000
- Extracurricular Program ......................................................... $14,550

**The Salvation Army, Central Oklahoma Area Command**
- Boys & Girls Club ................................................................. $175,250

**Special Care, Inc.**
- Childcare-Special Needs ......................................................... $405,000
- Management and General ......................................................... $34,300

**Sunbeam Family Services, Inc.**
- Contracted Foster Care (CFC) .............................................. $53,103
- Early Childhood Services ......................................................... $326,000

**Tinker AFB Youth Center**
- Social Programs ................................................................. $15,700
- Sports Program ................................................................. $10,600

**Urban League of Greater Oklahoma City, Inc.**
- Education and Family Development ....................................... $89,842

**YMCA of Greater Oklahoma City**
- Teens ........................................................................ $18,928

**Youth & Family Services, Inc.**
- Community Counseling ......................................................... $26,000
- The Caring Center ................................................................. $26,500
- Management and General ......................................................... $1,000
### STRONG FAMILIES

2020-2021 Allocable Dollars

#### 31%

### PARTNER AGENCY 2020-2021 FUNDING

<table>
<thead>
<tr>
<th>Partner Agency</th>
<th>2020-2021 Funding</th>
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<tbody>
<tr>
<td>Catholic Charities</td>
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<tr>
<td>Family Support Services</td>
<td>$90,540</td>
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<tr>
<td>Holy Family Home</td>
<td>$74,444</td>
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<tr>
<td>Homeless Services</td>
<td>$20,400</td>
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<td>Immigration</td>
<td>$181,080</td>
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<td>City Care</td>
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<td>Supportive Housing</td>
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<td>Community Literacy Centers, Inc.</td>
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<td>LEAP</td>
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<td>Family Builders, Inc.</td>
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<td>Child Abuse Prevention</td>
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<td>Goodwill Industries of Central Oklahoma</td>
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<td>Job Connection Center</td>
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<td>HeartLine</td>
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<td>2-1-1 24/7 Services</td>
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<td>The Homeless Alliance</td>
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<td>WestTown Resource Center</td>
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<td>Latino Community Development Agency</td>
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<td>Prevention</td>
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<td>Legal Aid Services of Oklahoma, Inc.</td>
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<tr>
<td>Oklahoma City Law Office</td>
<td>$126,756</td>
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<td>Neighborhood Services Organization</td>
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<tr>
<td>Housing and Community Development</td>
<td>$290,880</td>
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<tr>
<td>Positive Tomorrows</td>
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<tr>
<td>Family Support Services</td>
<td>$90,500</td>
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<tr>
<td>Possibilities, Inc.</td>
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<tr>
<td>Participatory Community Capacity Building</td>
<td>$26,500</td>
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<tr>
<td>ReMerge</td>
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<tr>
<td>Diversion Program</td>
<td>$41,000</td>
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<tr>
<td>The Salvation Army, Central Oklahoma Area Command</td>
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<tr>
<td>Emergency Shelter</td>
<td>$204,400</td>
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<tr>
<td>Social Services</td>
<td>$227,400</td>
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<tr>
<td>TEEM (The Education &amp; Employment Ministry)</td>
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<tr>
<td>Job Placement</td>
<td>$47,332</td>
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<tr>
<td>Upward Transitions</td>
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<tr>
<td>Community Outreach Program</td>
<td>$350,000</td>
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<tr>
<td>Urban League of Greater Oklahoma City, Inc.</td>
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<tr>
<td>Housing and Financial Literacy</td>
<td>$108,150</td>
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<tr>
<td>Workforce and Career Development</td>
<td>$131,985</td>
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<tr>
<td>Community Convening and Social Justice</td>
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<tr>
<td>YWCA Oklahoma City</td>
<td></td>
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<tr>
<td>CARE (Crisis, Advocacy, Emergency Residential &amp; Exams)</td>
<td>$832,500</td>
</tr>
<tr>
<td>HOPE (Healing, Opportunities, Prevention &amp; Education)</td>
<td>$39,000</td>
</tr>
</tbody>
</table>
HEALTHY CITIZENS

2020-2021 Allocable Dollars

17%

PARTNER AGENCY 2020-2021 FUNDING

American Heart Association
Cause Initiatives ......................................................... $6,013
Cultural Health Initiatives .............................................. $6,012
Research ................................................................. $6,012
A Chance to Change
A Chance to Recover .................................................. $63,812

D-Dent, Inc.
Preventative ............................................................... $8,300
Restorative ................................................................. $82,000

Family Builders, Inc.
Violence Prevention .................................................... $34,000

Health Alliance for the Uninsured
Cooperative Central Pharmacy ..................................... $39,000
Care Connection ......................................................... $36,000

HeartLine
Suicide Prevention ........................................................ $38,500

INTEGRIS Hospice
Hospice of Oklahoma County ...................................... $165,000

John W. Keys Speech & Hearing Center
Hearing Aid Bank ....................................................... $14,250

Latino Community Development Agency
Health ................................................................. $20,200
Riverside Community Center ...................................... $12,775
Treatment ............................................................... $36,881

Mental Health Association Oklahoma
Sunbridge Counseling ................................................ $19,000
Student Mental Health ............................................... $64,200

Neighborhood Services Organization
Palo Duro ................................................................. $38,100

NorthCare
Adult Services ........................................................... $319,908

Oklahoma Medical Research Foundation (OMRF)
Research Program ..................................................... $98,000

Sunbeam Family Services, Inc.
Mental Health Services ............................................... $203,500

The Homeless Alliance
Capacity Building ...................................................... $44,200
Horizon HMIS .......................................................... $28,050

Variety Care
Dental Clinic ............................................................. $20,500
Family Planning ......................................................... $50,000
Obstetric Clinic .......................................................... $218,700
Pediatric Clinic ........................................................... $266,935

YMCA of Greater Oklahoma City
Lincoln Park Senior Center ......................................... $54,324
## INDEPENDENT LIVING
### 2020-2021 Allocable Dollars

### 14%

<table>
<thead>
<tr>
<th>PARTNER AGENCY</th>
<th>2020-2021 FUNDING</th>
</tr>
</thead>
</table>
| Areawide Aging Agency, Inc.  
Senior Stabilization Program | $53,000 |
| Daily Living Centers, Inc.  
Adult Day Health | $215,000 |
|  
Elderly & Disabled Community Transportation | $22,750 |
| Dale Rogers Training Center, Inc.  
Adult Rehab | $127,300 |
|  
Special Needs | $17,000 |
| EARC, Inc.  
The Trails | $82,250 |
| Metropolitan Better Living Center  
Adult Day Health | $134,925 |
| NewView Oklahoma  
OKC Low Vision Rehabilitation | $36,000 |
| Oklahoma Foundation for the Disabled, Inc.  
Oklahoma Foundation for the Disabled | $215,000 |
| RSVP of Central Oklahoma, Inc.  
Provide-A-Ride Transportation | $92,000 |
|  
Volunteer Recruit and Placement | $70,800 |
| The Salvation Army, Central Oklahoma Area Command  
Senior Services | $218,750 |
|  
Transportation | $112,000 |
| Sunbeam Family Services, Inc.  
Senior Services | $252,692 |

## COMMUNICATIONS & EVENTS COMMITTEE

**HILLARY FARRELL, COMMITTEE CHAIR**

### COMMITTEE MEMBERS
Mark Ackerman  
Pam Campbell  
Sunny Cearley  
Kelly Dyer Fry  
Wes Milbourn

The Communications & Events Committee focuses on promoting the impact and activities of the United Way of Central Oklahoma through media outreach, as well as enhancing our annual events. In 2020, the committee helped secure more than $2.1 million worth of in-kind advertising donations from our media partners. While COVID-19’s impact led to event cancellations for the majority of the year, media and community support never wavered, leading to a stronger anticipation for events to resume when it is safe to do so.

### MEDIA PARTNERS

#### PRINT
- The Bethany Tribune
- The Black Chronicle
- Edmond Chamber of Commerce, The Voice
- Edmond Life & Leisure
- El Reno Tribune
- Guthrie News-Leader
- Journal Record
- Metro Family
- Midwest City Chamber of Commerce
- Moore Chamber of Commerce
- OKC Friday
- Oklahoma Bankers Association
- Oklahoma Nursing Times
- & Senior News and Living
- The Oklahoman
- Piedmont Tribune
- South OKC Chamber

#### BROADCAST, DIGITAL & OUTDOOR
- Arnold Outdoor
- Cox Communications
- iHeartRadio
- KFOR & KAUT
- KOCC
- KOKH & KOCB
- KWTV & KSBI
- Lamar
- Perry Publishing & Broadcasting
- Tyler Media

#### VIDEO AND PHOTO PRODUCTION
- Ackerman McQueen
- American Fidelity
- Carl Shortt Photography
- David McNeese
- Stills & Motion

#### CORPORATE
- BancFirst
- Chesapeake
- Home Creations
- Insurica

### THANK YOU TO OUR MEDIA PARTNERS WHO DONATED MORE THAN $2.1 MILLION IN IN-KIND CONTRIBUTIONS!
United Way of Central Oklahoma’s Volunteer Center helps place corporate and community volunteers with opportunities to give back through our network of nonprofit Partner Agencies and our website, volunteercentraloklahoma.org. These volunteer placement services also enhance the United Way annual campaign by offering meaningful community service opportunities to workplace campaigns and donors.

Due to the COVID-19 pandemic in 2020, in-person volunteer activities were limited to protect the health and safety of both our volunteers and nonprofit Partner Agencies – but the Volunteer Center was still able to refer more than 3,500 volunteers who spent more than 13,500 hours giving back to central Oklahoma.

#DARETOCARECHALLENGE

In an effort to help make kindness a habit in our community, United Way launched the Dare to Care Challenge, a virtual challenge to encourage everyone in our community to do a good deed for others every day for one week in October. Through the challenge, individuals performed good deeds such as picking up trash on their street or checking on an elderly neighbor and shared photos of the deeds on social media, while challenging others to join in.

NOTES OF ENCOURAGEMENT

To help ease the impact of social distancing on our Partner Agencies and their clients, United Way created the Notes of Encouragement virtual volunteer opportunity. Through the program, companies that typically participate in our Volunteer Center created more than 300 notes of encouragement from their employees that were distributed to Partner Agencies and their clients. The notes included inspirational messages for those who were lacking connection with family and friends due to the pandemic, as well as appreciation for nonprofit employees who tirelessly served our community throughout this difficult time.

Wishing you a bright day!
Keep smiling!

UNIVERSITY OF CENTRAL OKLAHOMA

EQUITY & MISSION STATEMENT

OUR MISSION: Connecting people and resources to improve the well-being of those in our community.

OUR VISION: A stronger, healthier and more compassionate community.

At United Way of Central Oklahoma, we value diversity, as well as the dignity and worth of every person. These values are an integral part of our organization and are reflected in the work we do every day. The United Way of Central Oklahoma fights for the health, education and financial stability of every person in every community. Now, more than ever, we must stand together to champion equity and reinforce our commitment to addressing our community’s toughest challenges. We will continue to empower our partner agencies to support and care for every person, without regard to race, religion, color, gender, nationality, sexual orientation, disability or age. And we will listen with empathy to learn how we can WORK UNITED to make our communities the places that we need them to be – equitable, respectful and opportunity-filled.