

ANNUAL REPORT

Giving • People • Hope

20
23



United
Way



Lubbock Area United Way

2023 BOARD OF DIRECTORS EXECUTIVE COMMITTEE

BOARD CHAIR

Becky Palmer, *Atmos Energy*

VICE CHAIR

Dr. Kathy Rollo, *Lubbock ISD*

CAMPAIGN CHAIR

John Zwiacher, *Scoggin-Dickey*

TREASURER

Chris Boutwell, *Washington Iron Works*

COMMUNITY IMPACT CHAIR

Jon Mark Bernal, *Texas Tech University*

MARKETING/COMMUNICATIONS CHAIR

Amy PUNCHARD, *First United Bank*

ENDOWMENT CHAIR

Brad Burgess, *Prosperity Bank*

BOARD MEMBERS

Jarrett Atkinson, *City of Lubbock*

Kathleen Burrell, *Covenant Health*

Renee Davis, *Texas Tech Alumni Association*

Reggie Dial, *East Lubbock Resident Owned*

Business Initiative

Lindsey Diaz, *Lubbock County*

Matt Ernst, *KCBD*

Becky Garza

Chad Grant, *Robert Madden Industries*

Mark Griffin, *The Griffin Companies*

Natalie Harvill, *Lubbock County*

Brian Irlbeck, *Parkhill*

Chris James, *United Supermarkets*

Julie Mandrell, *PlainsCapital Bank*

A.J. Martinez, *Madera Residential*

Kevin McConic, *Covenant Health*

Liz Morgan, *Parkhill*

Kristin Murray, *Voice of Hope*

Andrea Parker, *StarCare Specialty Health System*

Keith Patrick, *Frenship ISD*

Chris Ramirez, *Simpatico Systems*

Rick Rodriguez, *Lubbock ISD*

Bill Stubblefield, *The Difference Maker's Fellowship*

Dr. Nancy Trevino, *Texas Tech University*

Health Sciences Center

Kelsey Tubb, *City Bank*

Laura Vinson, *Prosperity Bank*

Phillip Waldmann, *UMC Health System*

Lloyd Whetzel, *X-FAB Texas*

John Zwiacher, *Scoggin-Dickey*





PLANNING AHEAD

2023 was a year of change at Lubbock Area United Way. We said farewell to Glenn Cochran, who was the President and CEO for 29 years. He led the organization through many transitions and helped Lubbock Area United Way gain all-time-high contributions.

With his departure, we welcomed Amanda McAfee as the new President and CEO. Amanda has been a part of United Way since 2017 and has been an enthusiastic advocate of our mission of *Giving • People • Hope*. The search committee tasked with hiring a new president unanimously chose Amanda and believes in her capability to lead our organization.

I am so grateful to our board and staff who lent stability during our leadership transition. Through that transition, we stayed dedicated to fulfilling our strategic initiatives. In the coming year, we will continue that dedication, service, and investment in our community.

Here's what you can expect from United Way in 2024:

We're continuing our commitment to our children and the future of our community, by working to increase access to educational programs and materials to **promote literacy and educational attainment for people of all ages**. We will maintain our focus on kindergarten readiness to ensure every child in the South Plains has a stable educational foundation.

We will **support local prevention efforts and access to services for victims of child abuse and neglect, sex trafficking, and family violence**. With the help of our Community Partners, we strive to make sure every person

feels safe in their home and their community, and when they don't, that they have resources available to support them.

We will continue to **advocate for local access to quality mental health services and support**. Because mental health is health.

Finally, we will continue to progress our newest strategic initiative, economic mobility—**creating opportunities to move households towards financial stability**. This is an issue that will affect many in our community and is a foundational issue that impacts our other strategic initiatives. We're also looking forward to working with our local and state governments, school districts, business owners, and other stakeholders to find creative ways to support economic mobility for all our neighbors on the South Plains.

We've got big plans and there will be ways for you to get involved. We're excited for the future and grateful for your support in 2023. Thank you for *Giving • People • Hope* through Lubbock Area United Way and our Community Partners.

With gratitude,

Becky Palmer
2023 Board Chair



121,392 LIVES IMPACTED

In 2022, United Way funded programs through our Community Partners impacted 121,392 lives across the South Plains region. These services remove barriers for individuals and families and ensure that our local communities as a whole are successful.



68,870 adults and families

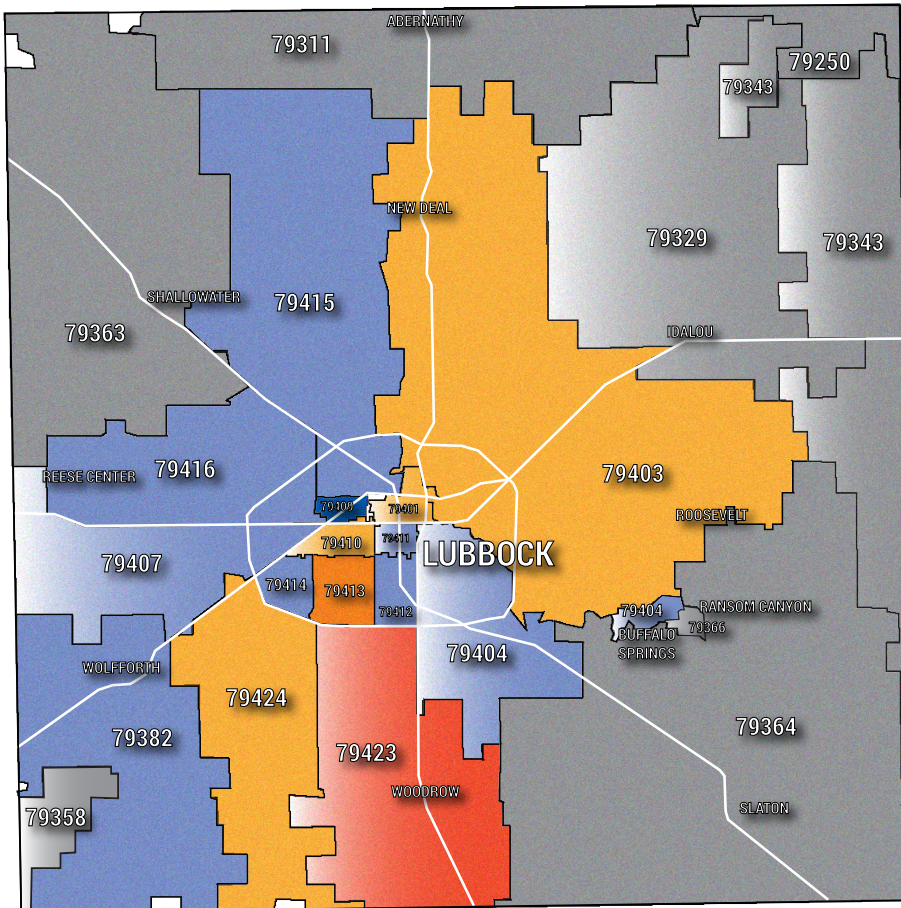


44,009 students ages 7-17



8,513 children under the age of 7

Lubbock Area United Way funded programs provide services in a 15-county area, creating opportunities to thrive for individuals and families across the South Plains. Within Lubbock County, services are not just concentrated to one area of the county. The map shows how many people in each zip code were impacted by United Way services in 2022.

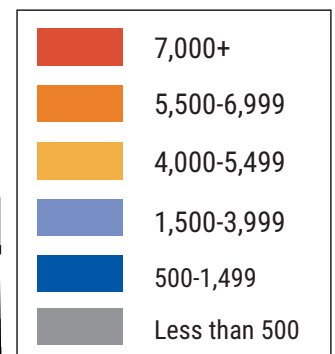


HIGHEST SERVED ZIP CODES WITHIN THE CITY OF LUBBOCK:

1. 79423
2. 79413
3. 79424

HIGHEST SERVED ZIP CODE OUTSIDE OF LUBBOCK:

1. 79382 (Wolfforth)
2. 79363 (Shallowater)





COMMUNITY IMPACT

Throughout 2023, we continued to work with various local stakeholders to move the needle on our strategic initiatives.

In the spring, we received new ALICE data. ALICE stands for Asset-Limited, Income-Constrained, Employed. The new data showed that 44% of households in Lubbock County fall under that threshold. That means that almost half of the households in our area are working, but still struggle to make ends meet and often have no savings for retirement or as a safety net.

With the new data, we conducted learning sessions throughout the year. Those learning sessions culminated in a panel-discussion event in which we hosted the president of the Federal Reserve Bank of Dallas, Lori Logan. The panel discussions served as a learning opportunity for the audience and the Federal Reserve officials to learn about the economic issues facing people on the South Plains.

We helped reestablish the South Plains Early Childhood Coalition with an emphasis on getting all children on the South Plains kindergarten ready. The members of the coalition include representatives from Lubbock ISD, Frenship ISD, and Lubbock Cooper ISD, South Plains Workforce Solutions, and Texas Tech Public Media.

Already, we have teamed up with various organization and school districts to create materials to teach about basic kindergarten readiness. The Coalition is also actively planning a Quality Day of Play event for 2024.

In May, we were a part of the West Texas Regional Mental Health Conference for Mental Health Awareness Month. This conference brought together providers and other professionals from across the region to further their education and learn about mental health resources in our area.

Throughout the year we distributed books in our community, including Texas Tech, when we passed out over 2,000 free books during their school supply drive.

Finally, in October, we conducted the **6th annual United We Read**. Over 4,200 second graders participated in ten school districts and two charter schools. Every child went home with a copy of the book *Giraffes Can't Dance*, and a reading guide for parents to interactively read the story with their child.



*Learn more about
Community Impact*



CHEERS TO 29 YEARS, GLENN!

Perhaps our biggest milestone in 2023 was the passing of the torch of our longtime leader, Glenn Cochran, our President and CEO for 29 years.

Glenn began his 41-year career in nonprofit program delivery, management, and fundraising with the Boy Scouts of America in Midland and has since held various positions with local United Ways in Shreveport, Abilene, and Fort Worth. He served as Board Chairman of United Ways of Texas, which serves 70 local United Ways across the state of Texas. He was also a charter member of the Lubbock Area Association of Fundraising Professionals and has been recognized as the chapter's Outstanding Fundraising Professional.

As the leader of Lubbock Area United Way, Glenn was a tireless advocate for the organization's Community Partners and the South Plains community. Under his leadership, Lubbock Area United Way has become a "hub" for our community, bringing together stakeholders from every area to address the South Plains greatest needs. He has worked to bring awareness and to create solutions to issues that hold our community back from fulfilling its potential. During this time he has managed and overseen community giving of over \$120 million, all of which served those in need in our community.

Along with advocacy, Glenn worked to streamline the inner workings of the organization. Through his focus on resource development, strategic planning, financial management, and community investment, Lubbock Area United Way operates with extreme efficiency. That has allowed the organization to better serve our community and better fulfill the mission of *Giving • People • Hope*.



"Glenn has been a solid leader for United Way and in the Lubbock community for nearly three decades. He has led this organization through many transitions and challenges during his tenure. Under his leadership, contributions have reached all-time highs numerous times." United Way Board Chair Becky Palmer praised Glenn for the accomplishments achieved under his leadership.

As an organization, we cannot thank Glenn enough for his leadership. We hope he enjoys a well-earned retirement and is content with the solid foundation he created for the current team to continue their impactful work.



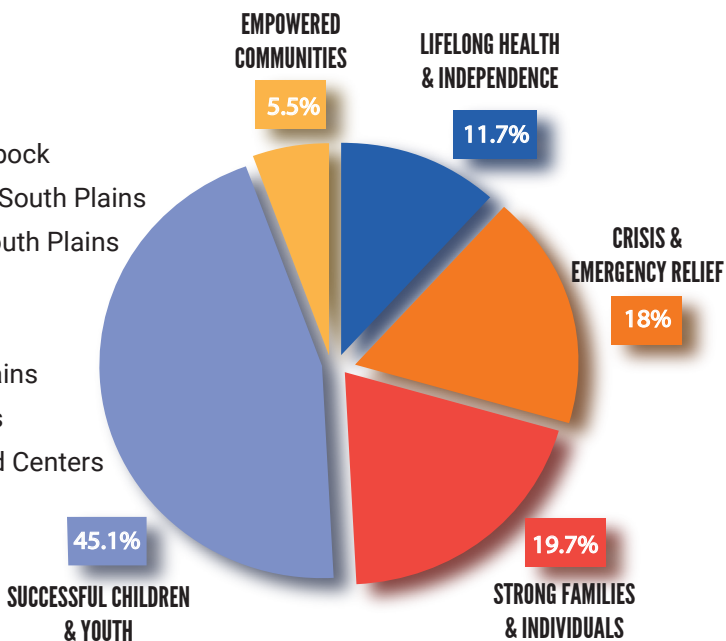
COMMUNITY PARTNERS

United Way partners with local nonprofits to address the roots of significant issues in the Lubbock area. This collaborative effort allows us to wrap our efforts around a problem and tackle it from many angles, producing measurable outcomes that are changing lives on the South Plains.

We are committed to transparency and accountability. We want donors to feel comfortable that gifts to United Way are being invested wisely. All of our Community Partners participate in an annual review process that ensures that we live up to this commitment.

2023 COMMUNITY PARTNER ALLOCATIONS/DONOR DESIGNATIONS

- \$ 109,851 American Red Cross serving the Texas South Plains
- \$ 121,248 Big Brothers Big Sisters of Lubbock
- \$ 114,558 Boy Scouts, South Plains Council
- \$ 253,730 Boys and Girls Clubs of Lubbock
- \$ 168,779 CASA of the South Plains
- \$ 202,263 Catholic Charities, Diocese of Lubbock
- \$ 135,945 Children’s Advocacy Center of the South Plains
- \$ 187,614 Communities In Schools on the South Plains
- \$ 437,220 Early Learning Centers of Lubbock
- \$ 158,049 Family Counseling Services
- \$ 114,081 Girl Scouts of Texas Oklahoma Plains
- \$ 79,027 Goodwill Industries of North Texas
- \$ 203,042 Guadalupe-Parkway Neighborhood Centers
- \$ 185,846 Legal Aid Society of Lubbock
- \$ 118,087 Literacy Lubbock
- \$ 205,157 Lubbock Children’s Health Clinic
- \$ 154,968 Parenting Cottage
- \$ 203,890 The Salvation Army
- \$ 66,522 Upbring
- \$ 168,030 Voice of Hope
- \$ 191,425 Volunteer Center of Lubbock
- \$ 179,955 Women’s Protective Services
- \$ 247,341 YWCA of Lubbock



Learn more about our
Community Partners and
United Way Funded Programs





ANNUAL CAMPAIGN

The South Plains has long been a community that supports one another. With the cohesiveness of our community and the need for support in mind, the 2023 Annual Campaign theme, *Better Together*, almost created itself.

Starting with the idea of working together and pooling our collective strengths to better our community, Campaign Chair John Zwiacher, worked diligently to motivate donors and volunteers and to spread the word about the mission of United Way.

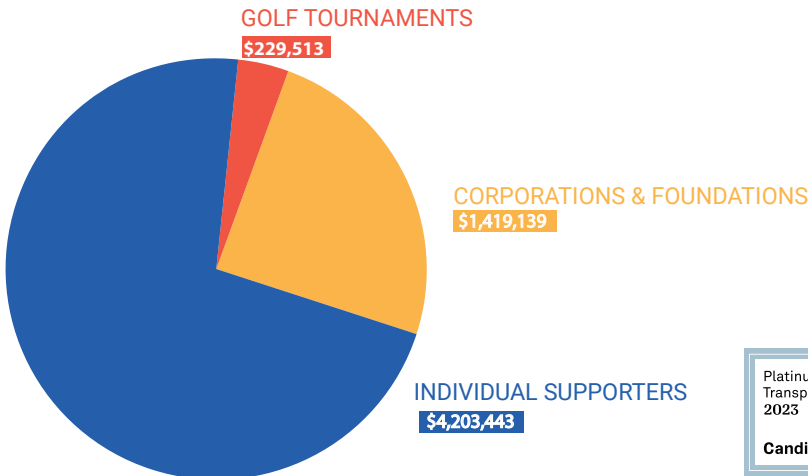
Our community showed their dedication and generosity throughout the campaign. Their contributions will go to meet real needs on the South Plains and to support the exponential work of United Way's Community Partners.

The generosity of our community was clearly seen through the workplace campaign at UMC. They had the most successful workplace campaign in the history of Lubbock Area United Way, with their employees giving more than \$740,000.

The 2023 Annual Campaign also saw the 55th anniversary of the Loaned Executive Program. The volunteers in that program raised 100% of their goal.

The combined gifts of individuals and companies and the funds raised at these events resulted in \$5,852,095 contributed to the 2023 Annual Campaign.

2023 ANNUAL CAMPAIGN \$5,852,095



[View our Financial Statements online.](#)

VOLUNTEERS OF THE YEAR

RITA HARMON VOLUNTEER SERVICE AWARD

LAURA VINSON

Longtime Lubbock resident, Laura Vinson has always had a passion for community involvement. Laura grew up in Tulia and graduated from Baylor University in 1991. Along with her dedication to volunteerism, Laura has also seen success through dedication in her career. She has worked in banking for over 25 years, holding various leadership positions including business development, cash management, commercial services, and Commercial Lender and Lubbock Market President with Prosperity Bank. Laura has been very active in the community and has influenced many other at the bank and in her circle to get involved.

Laura has served on the boards of various organizations including Susan G. Komen for the Cure, Ballet Lubbock, Lubbock Country Club, Lubbock ISD Board of Trustees, and Lubbock Area United Way. Laura is a Lifetime PTA member and served on the PTA boards at Roscoe Wilson Elementary School and JT Hutchinson Middle School. In addition, she co-chaired Lubbock ISD's 2010 bond election campaign, and later served on the Board of Trustees from 2014 to 2018, including as president in 2017 and 2018.

Laura's dedication to Lubbock Area United Way is remarkable. She first became involved with us as a Loaned Executive in 2002. She has served as a Program Review Team Member, on the Community Impact Leadership Team, and on the Planned Giving Committee. She

served as Board Chair in 2011 and Campaign Chair in 2022. Most recently, Laura chaired the CEO Search Committee which resulted in promoting Amanda McAfee to President and CEO in August of 2023.



Along with success in her career and in her volunteerism, Laura has accumulated various awards. In 2003 she received the Susan G. Komen Cameo Award. In 2007, Laura was recognized as a Young Professionals of Greater Lubbock "20 under 40" Honoree. The Girl Scouts of Texas-Oklahoma Plains gave her the Woman of Distinction Award in 2008. She won the Volunteer Center of Lubbock "Get Involved" Award for Education in 2011. Finally, in 2014, she was honored with the distinction of the YWCA Woman of Excellence.

Laura has been married to Mark Vinson for 31 years. The couple have two children, Thomas and Barbara Ruth. When she isn't working or volunteering, Laura enjoys cooking, traveling, and playing golf.



LESLI SPEARS
CAMPAIGN VOLUNTEER OF THE YEAR

Through her years-long dedication to Lubbock Area United Way, Lesli Spears has always shown energy and passion. Lesli has been innovative in her ideas to get as many people who are a part of the Lubbock Association of Realtors engaged with workplace campaigns. Her passion not only encourages people to give, but also helped many understand why United Way matters to the South Plains.

JULIE MANDRELL

COMMUNITY IMPACT VOLUNTEER OF THE YEAR

In her 11 years serving in Community Impact, Julie Mandrell has proven herself to be reliable, insightful, and a true value to Lubbock Area United Way and our community. She has served as program review chair for the past two years. Julie is diligent about ensuring donations are used efficiently and is an advocate for all of our Community Partners.



BETH WRIGHT
COMMUNITY PARTNER VOLUNTEER OF THE YEAR

Although Beth Wright is somewhat new as a CASA volunteer, she exemplifies what it means to be a special advocate for a child in foster care. Beth has been assigned one case and she has tirelessly sought to act in the child's best interest. She is thorough about all aspects of the child's case and has made a positive difference in the life of the child she advocates for.

2023 COMMITTEE CHAIRS

AUDIT

Brian Irlbeck, *Parkhill*

ANNUAL CAMPAIGN

John Zwiacher, *Scoggin-Dickey*

COMMUNITY IMPACT

Jon Mark Bernal, *Texas Tech University*

ENDOWMENT

Brad Burgess, *Prosperity Bank*

FINANCE

Chris Boutwell, *Washington Iron Works*

MARKETING & COMMUNICATIONS

Amy Punchard, *First United Bank*

NOMINATING

Reggie Dial, *East Lubbock Resident Owned Business Initiative*

PROGRAM REVIEW

Julie Mandrell, *PlainsCapital Bank*

STEWARDSHIP REVIEW

Wendy Forrest, *RBMS*

CEO SEARCH COMMITTEE

Laura Vinson, *Prosperity Bank*



UNITED WAY TEAM

Amanda McAfee

President and Chief Executive Officer

Amy Berry

Senior Vice President, Donor Engagement

Alpha Jennings

Chief Finance Officer

Lynn Owens

Vice President, Business Development

Libby Linker

Community Impact Director

Lyndsey Walton

Marketing and Communications Director

William Catalan

Campaign Support Specialist

Tamara Cannon

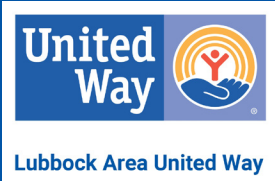
Office Manager

Hannah Benton

Database Manager

Callista Lima

Administrative Assistant



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