

ANNUAL REPORT

2024

Giving • People • Hope



Lubbock Area United Way



2024 BOARD OF DIRECTORS EXECUTIVE COMMITTEE

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VICE CHAIR

Chad Grant, *Robert Madden Industries*

CAMPAIGN CHAIR

Matt Ernst, *KCBD*

TREASURER

Brian Irlbeck, *Parkhill*

COMMUNITY IMPACT CHAIR

Jon Mark Bernal, *Texas Tech University*

MARKETING/COMMUNICATIONS CHAIR

Kelsey Robertson, *City Bank*

ENDOWMENT CHAIR

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Liz Morgan, *Parkhill*

Dr. Andrea Parker, *StarCare Specialty Health System*

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Rick Rodriguez, *Lubbock ISD*

Macy Satterwhite, *Lubbock-Cooper ISD*

Bill Stubblefield, *The Difference Maker's Fellowship*

Dr. Nancy Trevino, *Texas Tech University
Health Sciences Center*

Laura Vinson, *Prosperity Bank*

Phillip Waldmann, *UMC Health System*

Brooke Witcher, *City of Lubbock*

Tyler Young, *Texas Tech Credit Union*

John Zwiacher, *Scoggin-Dickey*





Dear friends and supporters,

This past year has been a remarkable journey for the Lubbock Area United Way, one marked by progress, partnership, and purpose. As I reflect on my time as Board Chair, I am filled with gratitude for the individuals and organizations who make this work possible.

Together, we have continued to live out the mission of Giving • People • Hope for families and individuals across the South Plains.

This year also marked the first full year of leadership under Amanda McAfee, who stepped into her role as president and CEO with grace and determination. Amanda's deep roots in our community, her steadfast belief in the mission of United Way, and her vision for the future have guided us through a year of growth and impact.

At the heart of our mission are core priorities that drive our efforts to address the challenges faced by so many in our community:

Promoting literacy and educational attainment for people of all ages: Education is the foundation for a better future. This year, we have expanded access to programs and materials that promote literacy, strengthen kindergarten readiness, and create opportunities for lifelong learning. By equipping children and adults with the skills they need to succeed, we are not just changing individual lives—we are shaping the future of the South Plains.

Supporting victims of child abuse, neglect, sex trafficking, and family violence: Too many in our community face unimaginable hardships. Through prevention efforts and access to essential services, we are providing safety, support, and hope for individuals and families in crisis. With the help of our Community Partners, we are ensuring that those who need help the most have the resources and care they deserve.

Advocating for access to quality mental health services and support:

Mental health is fundamental to overall well-being, and addressing

it must remain a priority. We have worked tirelessly to expand access to mental health services, reduce stigma, and provide critical support to individuals and families navigating mental health challenges.

Creating opportunities for economic mobility and financial stability:

Economic challenges touch every aspect of life, from education to health to safety. That's why we are focused on empowering families and individuals to move towards financial independence. By collaborating with local and state governments, businesses, schools, and other stakeholders, we are breaking down barriers and building pathways to a brighter financial future for all.

These priorities are more than just goals—they are commitments to the people of the South Plains, rooted in our belief that every individual deserves a chance to thrive.

Whether you volunteer your time, advocate for change, or give generously to support our mission, you are a vital part of this work.

On behalf of Lubbock Area United Way, thank you for your trust, your generosity, and your partnership. It is a privilege to serve alongside you and to witness the incredible difference we are making together.

With gratitude,

Dr. Kathy Rollo

2024 Board Chair



122,815 LIVES IMPACTED

In 2023, United Way funded programs through our Community Partners impacted 122,815 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.



56,270 adults
and families



57,831 students
ages 7-17



8,714 children
under the age of 7

REAL PEOPLE, REAL HOPE

Through the Catholic Charities Parent Empowerment Program, a program funded by Lubbock Area United Way, Antrionette received tuition assistance to complete the Community Health Worker program at the Texas Tech Health Sciences Center.

"I was hesitant to come to Catholic Charities, or any organization for assistance, because I felt like people judge you without truly knowing or understanding your circumstances. I had just had my second child and I knew that God has a purpose for my life, so I swallowed my pride and reached out for assistance. The staff was kind and non-judgmental, and simply asked for the necessary documents. They let me know when I had been approved for assistance. The support did not just stop there. There were monthly workshops with other like-minded individuals who came together to support one another, share our challenges, and celebrate our wins.

I am currently working as a Community Health Worker Instructor and Lifestyle and Diabetes Coach. I still have struggles at times, however, I am able to provide a better living for my children, and more importantly, I am standing in my purpose. Catholic Charities has truly been a blessing in my life, and I am forever grateful."

- Antrionette



COMMUNITY IMPACT

Throughout 2024, we continued to work through our partnerships to move the needle on our strategic initiatives. We also expanded our advocacy efforts and reinvigorated previous events.

In the spring, we received new ALICE data. ALICE stands for Asset-Limited, Income-Constrained, Employed. This data has always been insightful, but the most recent data was alarming - showing 49% of households in Lubbock County are struggling to make ends meet.

With those staggering and eye-opening statistics, we were motivated to educate our community about the hardships faced by almost half of our neighbors. We conducted over 50 in-person ALICE trainings and poverty simulations. Those trainings reached over 1,000 people - bringing a much greater awareness about the struggles in our community and taking away stigma from those who are in ALICE.

The newly established South Plains Early Childhood Coalition hosted a Quality Day of Play event in April. This event welcomed families with kids from birth to kindergarten to show them what quality play looks like. At the event, we handed out over 1,000 books to kids and their families. The members of the coalition include representatives from Lubbock ISD, Frenship ISD, Lubbock Cooper ISD, South Plains Workforce Solutions, and Texas Tech

Public Media. YWCA generously hosted the event and contributed to its success.

In 2024 we renewed our public policy advocacy efforts. Our board established a Public Policy Committee to work on local, state, and federal issues that impact people on the South Plains. The committee also met with local representatives to share those priorities. One early success of the new committee is a state-wide sign on letter advocating for bolstering childcare - with Lubbock organizations showing the greatest support.

In October, we conducted the **7th annual United We Read**. Over 4,000 second graders participated in ten school districts and two charter schools. Every child went home with a copy of the book *The Dot*, and a reading guide for parents to interactively read the story with their child.

2024 also brought two retirements of long-time executive directors of our Community Partners. Tom Vermillion with the Boys & Girls Club of Lubbock retired after 30 years of service. Sharon Bass with the Volunteer Center of Lubbock retired after 29 years of service. They both made our community a better place and leave a legacy of service at their respective organizations.



[Learn more about
Community Impact](#)

Lubbock County Community Status Report

Together, we make a difference in the Lubbock community. The community status report helps us understand the challenges our neighbors face. That way, we can overcome obstacles and support local organizations.

What does the Community Status Report Cover?

By talking one-on-one with several organizations, we can establish a baseline for Lubbock. The community status report gives us important insight into our community. The research highlights several points, including:

1.

PRIORITIES & INDICATORS

We cover objectives and statistics, including economics, community safety, school functioning, college readiness, and infant/child health.

2.

EDUCATION, SAFETY, & HEALTH

We examine trends in crime rates, hospital visits, and school attendance data to identify areas of concern across Lubbock.

3.

POPULATION

The Community Status Report reviews Lubbock County's demographics, including race, age, income, and voting preferences.

4.

ECONOMICS

The report covers federal minimum wage, poverty and affordable housing, and Lubbock's economic index.

5.

NEXT STEPS

By reviewing the problems in education, safety, and health across Lubbock, we are able to establish ways to support our community effectively.

6.

SOURCES

Our sources section credits the organizations that we gathered information from and the individuals who assisted in the Community Status Report.

1.

Collect data from a wide range of sources

2.

Analyze data for trends and significant indicators

3.

Evaluate and compile data to share with the public

4.

Monitor the outcomes to identify areas of improvement

5.

Celebrate where Lubbock is improving and excelling

COMMUNITY STATUS REPORT WEBSITE

In the fall, we launched the first ever Community Status Report website. The site provides an in-depth look at the challenges our neighbors face and helps us find solutions to better support local organizations and strengthen our community.

When you visit the Community Status Report website you can find statistics specific to Lubbock and the surrounding area on topics including financial security, youth opportunity, community resiliency, and healthy communities. Past reports can also be accessed through the website.

The categories included in the status report were chosen because they are the factors that most often contribute to a thriving community. We gather data from local and state-wide organizations to strategize program funding before the next year. The Community Status Report gives insight into Lubbock's needs, effective programs, and statistics that determine future programs.

Why were we motivated to create this website? Although the Community Status Report has

been published yearly for over 20 years, we wanted to expand access to its vital information. By making the data and statistics provided in the report available online, more people can learn about our community. It also broadens the various audiences we can reach - whether that is local policy makers, business leaders, nonprofit organizations, or individuals on the South Plains.

Creating a website also allows us to update the information quickly - keeping everyone informed with accurate data.

We hope you can take some time to visit the website and learn more about your community. Although the data might seem daunting and at times even bleak - we also include next steps to help alleviate some of the hardships outlined in the report.

This website would not have been possible without the dedicated team at the Tadpole Agency. We are thankful for their help and collaboration on this project!



*Visit the
Community Status
Report
Website*



Women's Protective Services



CASA
Court Appointed Special Advocates
FOR CHILDREN
CASA OF THE SOUTH PLAINS, INC.



BOYS & GIRLS CLUB
OF LUBBOCK



The Centers
Guadalupe-Parkway Neighborhood Centers



Communities
In Schools
The South Plains



Scouting
America
South Plains Council



Children's
Advocacy Center
OF THE SOUTH PLAINS



American Red Cross
Serving the Texas South Plains



Providing Help. Creating Hope. Serving all People



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.

2024 COMMUNITY PARTNER ALLOCATIONS/DONOR DESIGNATIONS

- \$ 107,394 American Red Cross serving the Texas South Plains
- \$ 120,829 Big Brothers Big Sisters of Lubbock
- \$ 253,237 Boys and Girls Clubs of Lubbock
- \$ 162,627 CASA of the South Plains
- \$ 208,001 Catholic Charities, Diocese of Lubbock
- \$ 134,000 Children's Advocacy Center of the South Plains
- \$ 191,100 Communities In Schools on the South Plains
- \$ 435,119 Early Learning Centers of Lubbock
- \$ 156,840 Family Counseling Services
- \$ 184,412 Family Legal Services
- \$ 114,218 Girl Scouts of Texas Oklahoma Plains
- \$ 104,007 Goodwill Industries of North Texas
- \$ 195,927 Guadalupe-Parkway Neighborhood Centers
- \$ 184,412 Family Legal Services
- \$ 213,745 Lubbock Children's Health Clinic
- \$ 155,664 Parenting Cottage
- \$ 207,104 The Salvation Army
- \$ 115,924 Scouting America, South Plains Council
- \$ 66,040 Upbring
- \$ 167,622 Voice of Hope
- \$ 192,655 Volunteer Center of Lubbock
- \$ 172,520 Women's Protective Services
- \$ 253,753 YWCA of Lubbock

*Learn more about our
Community Partners
and United Way Funded
Programs*



GROWING OUR FUTURE TOGETHER

United Way
Lubbock Area United Way

2024 ANNUAL CAMPAIGN



GROWING OUR FUTURE TOGETHER

Much of the work we do seeks to solve immediate needs. But this year's campaign theme, *Growing our Future Together*, focused on the positive impact that action today will have on the future of the South Plains.

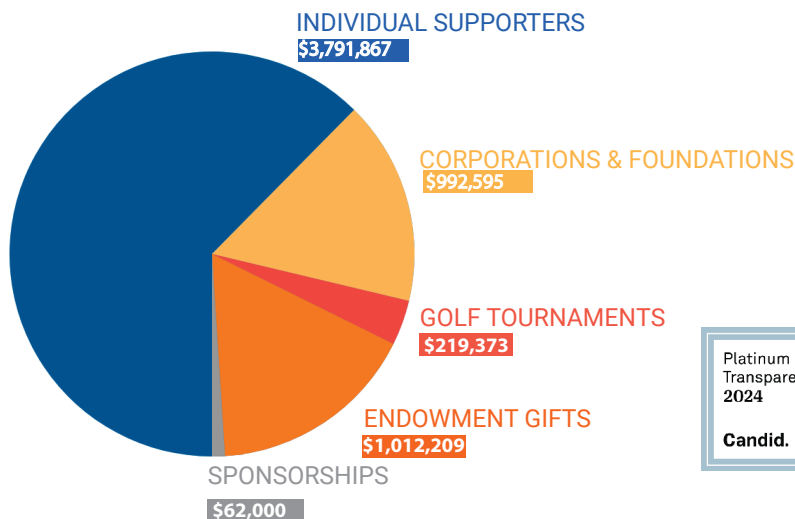
Building on the momentum of 2023 and the idea of working together to better our community, Campaign Chair Matt Ernst, worked diligently to motivate donors and volunteers and to spread the word about the mission of United Way.

Our community showed their dedication and generosity throughout the campaign. We all know that it has been a tough time economically, but we still saw campaigns grow their participation and new companies start giving campaigns.

The generosity of our community was clearly seen through a gift to our endowment by the Helen Jones Foundation. Their gift of \$1 million will help sustain our work and that of our Community Partners for decades to come.

Most importantly, those dollars will go to support more than 120,000 people in our community.

2024 ANNUAL GIVING \$6,078,044



[View our Financial Statements online.](#)

VOLUNTEERS OF THE YEAR

RITA HARMON VOLUNTEER SERVICE AWARD

DAN POPE

Longtime Lubbock resident Dan Pope has always had a passion for community service, whether that is in his place of work or in his spare time. Dan has been an active member of the Lubbock community for more than 30 years. He has spent much of his time serving in leadership positions throughout the community, including the Lubbock Chamber of Commerce Board of Directors, United Way Board and Campaigns, First United Methodist Church, LEPA, and the Covenant Health System Board of Trustees. Dan was a member of the Lubbock Independent School District Board of Trustees for nine years and served as president of the Board.

Dan currently serves as the Executive Chairman and Co-Founder of Victory Financial Corporation.

Dan spent the first decade of his professional career in sales and sales management with Xerox Corporation. Dan founded Benchmark Business Solutions in 1994, and with his team, grew the business into the most successful Xerox Agent-Dealer in the country - - creating over 70 jobs in Lubbock. After selling Benchmark, Dan served as Chief Development Officer of Covenant Health System.

He served three terms as Mayor of Lubbock, finishing his service in May of 2022. Dan's tenure as mayor was focused on bolstering public safety, which resulted in new police substations and police headquarters. The first

comprehensive plan in decades, Lubbock 2040, was also achieved under Dan's leadership.

Dan currently serves as the Executive Chairman and Co-Founder of Victory Financial Corporation.

He also serves as a board member of Tyler Technologies where he chairs the Compensation Committee.

Dan received his B.B.A in Finance from the Rawls College of Business at Texas Tech University in 1985. He has been married to his wife Denise for more than 30 years. They have two adult children. Dan is an eighth-generation Texan, and an Eagle Scout.





BILL CURNOW

CAMPAIGN VOLUNTEER OF THE YEAR

Through his years-long dedication to Lubbock Area United Way, Bill Curnow has been involved with the campaign through various channels including Loaned Executive, Program Reivew, and Speakers' Bureau. Through those volunteer roles, Bill has worked directly with organizations to contribute to Lubbock Area United Way, share our story, and encourage people to get the help they need - maybe the most important aspect of the campaign.

JON MARK BERNAL

COMMUNITY IMPACT VOLUNTEER OF THE YEAR

In his 10 years serving in Community Impact, Jon Mark Bernal has proven to be reliable, insightful, and a true value to Lubbock Area United Way and our community. He has served as chair and has lead the Community Impact Committee through difficult decisions, with deliberation and grace.

The work Jon Mark has done has left Lubbock Area United Way, our Community Partners, and the community as a whole in a better place.



GABE VITELA

COMMUNITY PARTNER VOLUNTEER OF THE YEAR

Gabe Vitela has been a dedicated volunteer at the Guadalupe-Parkway Neighborhood Centers for over 15 years. In his volunteer tenure, he has helped propel the centers to greater horizons. He has been integral in their expansion and building of new facilities, as well as the expansion of programming. Gabe is the perfect embodiment of a dedicated volunteer and someone who is actively creating a better community.



2024 COMMITTEE CHAIRS

AUDIT

Becky Garza

ANNUAL CAMPAIGN

Matt Ernst, *KCBD*

COMMUNITY IMPACT

Jon Mark Bernal, *Texas Tech University*

ENDOWMENT

Lloyd Whetzel

FINANCE

Brian Irlbeck, *Parkhill*

MARKETING & COMMUNICATIONS

Kelsey Robertson, *City Bank*

NOMINATING

Rick Rodriguez, *Lubbock ISD*

PROGRAM REVIEW

Kathleen Burrell, *Covenant Health*

PUBLIC POLICY

Dr. Ben Alexander, *South Plains College*

STEWARDSHIP REVIEW

Wendy Forrest, *RBMS*



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

Hannah Bigbie

Community Impact Coordinator

William Catalan

Campaign Support Specialist

Kayla Hamby

Finance Assistant

Teresa Salgado

Finance Assistant



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