



[www.unitedwayodessa.org](http://www.unitedwayodessa.org)

United Way of Odessa

# 2024 ANNUAL REPORT



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**WE LIVE HERE.  
WE GIVE HERE.  
IT STAYS HERE.**

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# UNITED WAY OF ODESSA

## SERVING OUR COMMUNITY SINCE 1951

The mission of United Way of Odessa is to improve lives by mobilizing the caring power of communities to advance the common good.

### ABOUT US

The United Way of Odessa, serving as the largest United Way affiliate in West Texas, holds responsibility for a vast landmass, stretching from Ector County to Culberson County. This area comprises of 10 counties, 43 zip codes, and a population exceeding 200,000 people. We are dedicated to enhancing the well-being of every resident by supporting health, education, and self-sufficiency initiatives. To achieve this goal, United Way of Odessa collaborates with 13 community partners, funding 19 local programs.

- **Health**
- **Education**
- **Self-Sufficiency**



### UNITED WAY TEAM

**Executive Director**, Christina Escobar

**Finance & Accounting Facilitator**, Edny Gonzalez

**Community Impact Director**, Katie Gambrel

**Lead Campaign Associate**, Cristal Moreno

**Campaign Associate**, Ryan Richards



# MESSAGE FROM BOARD PRESIDENT

As President of the Board of Directors for United Way of Odessa, it is my privilege to reflect on the past year and share the incredible progress we have made together. This annual report is more than just a summary of achievements – it is a testament to the collective dedication, resilience, and commitment of our community, staff, and supporters.

In 2024, United Way of Odessa faced both challenges and opportunities. Despite these, we remained steadfast in our mission to improve lives by mobilizing the caring power of our community to advance the common good. Whether through workplace campaigns, community awareness about who we are, collaborating with our Partner Agencies, or innovative strategies to adapt to a changing economic climate and evolving community needs, we have continued to make a tangible impact.

This year, we are particularly proud to highlight we have raised more than \$1.1 million, which will be invested back into our communities to support the programs of our Partner Agencies. The initiatives to raise this money are incredibly rewarding when we see the smiles of the children playing and learning at Odessa Day Nursery and knowing that our financial support helps CASA (Court Appointed Special Advocates) of the Permian Basin train more volunteers to advocate for foster children. It also enables Harmony Home Children's Advocacy Center to support children and families through the trauma of child abuse, as well as educate the community on recognizing, reacting to, and reporting abuse responsibly—and this is just a glimpse of the vital work of our 13 amazing Partner Agencies!

None of this would have been possible without the unwavering support of our community. From our dedicated volunteers to our generous donors and tireless staff, each of you has played an essential role in helping us achieve our goals. Your confidence and belief in our vision have been the foundation of our success.

Looking ahead to 2025, we are filled with optimism and determination. We are committed to building on our momentum, tackling new challenges, and seizing opportunities to further our mission. With your continued support, we know that even greater achievements are within reach.

Thank you all for being an integral part of United Way of Odessa. Together, and in collaboration with our Partner Agencies, we are continuing to create a brighter future for those in greatest need of our compassion, support and resources.

With gratitude and best wishes,



**Crystale Castillo**

JSA Architects

# 2024 BOARD OF DIRECTORS

## Executive Committee

**President**, Crystale Castillo

**President Elect**, Julia Tarin

**Past President**, Stephanie Cavazos

**Treasurer**, Ethan Baeza

**Secretary**, Carol Cates

**Campaign Chair**, Kristi Clemmer

**Campaign Co-Chair**, Corporal Steve LeSueur

**Community Impact Chair**, Jonathan Brisco

**Community Impact Advisor**, Stephanie Latimer

**Crystale Castillo**  
JSA Architects

**Julia Tarin**  
FBCU

**Stephanie Cavazos**  
Atmos Energy

**Ethan Baeza**  
Cardinal Financial

**Carol Cates**  
ORMC

**Kristi Clemmer**  
Odessa College

**Jonathan Brisco**

**Cpl Steve LeSueur**  
OPD

**Stephanie Latimer**  
*LIFETIME MEMBER*  
Sivalls, Inc.

**Michael Adkins**  
Ector County ISD

**Albert Anchondo**  
Sewell

**Bernadette Barragan**  
syGlass

**Tim Brower**  
Ector County ISD

**Guadalupe Castaneda**  
Saulsbury Industries

**Cruz Castillo, III**  
JSA Architects

**Miranda Crow**  
Odessa Law Firm

**Carla Hartwig**  
Odessa Chamber of  
Commerce

**Chris Jerez**  
Halliburton

**Elma Reyes**  
Odessa College

**David Sanchez**  
City Bank

**Dr. Kellie Wilks**  
Ector County ISD

**Dr. Carol Ann Traut**



# COMMUNITY PARTNERS

2024-2025



# 2024-2025 IMPACT RESULTS

**Total Lives impacted in 2023:**  
**73,366**

**Health**  
**\$180,597**



Boys & Girls Club of Odessa	\$	20,000
CASA of the Permian Basin	\$	30,000
Centers for Children and Families	\$	45,000
Harmony Home CAC	\$	50,597
Mission Center Adult Day Service	\$	12,000
SHARE	\$	23,000

**Education**  
**\$183,129**



Boys & Girls Club of Odessa	\$	60,000
Catholic Charities of Odessa	\$	28,129
Girl Scouts of the Desert Southwest	\$	15,000
Harmony Home CAC	\$	25,000
Odessa Day Nursery	\$	55,000

**Self-Sufficiency**  
**\$198,882**



Catholic Charities of Odessa	\$	30,000
Harmony Home CAC	\$	9,500
Odessa Christmas in Action	\$	41,382
Odessa Links	\$	36,500
Permian Basin Mission Center	\$	50,000
The Salvation Army	\$	31,500



# 2024 COMMUNITY IMPACT REVIEW PANEL

**JONATHAN BRISCO**

Community Impact Chair

**Julia Tarin**

Health  
Chair

**Stephanie Latimer**

Advisor & Education  
Chair

**Crystale Castillo**

Self-Sufficiency  
Chair

**Panel Members:**

**Kristi Clemmer**

**Stephanie Cavazos**

**Lori Acosta**

**Reagan Saffle**

**Randy Wilson**

**Teresa Burnett**

**David Sanchez**

**Albert Anchondo**

**Jesus Moreno**

**Amanda Holley**

**Jessica Zuniga**

**Yanni Jones**

**Panel Members:**

**Cruz Castillo, III**

**Bernadette Barragan**

**Jason Osborne**

**Kathy Yorkman**

**Sally Gore**

**Brandy Abila**

**Panel Members:**

**Guadalupe Castaneda**

**Chris Jerez**

**Cpl. Steve LeSueur**

**Carla Hartwig**

**Connie May**

**Vicki Ruiz**

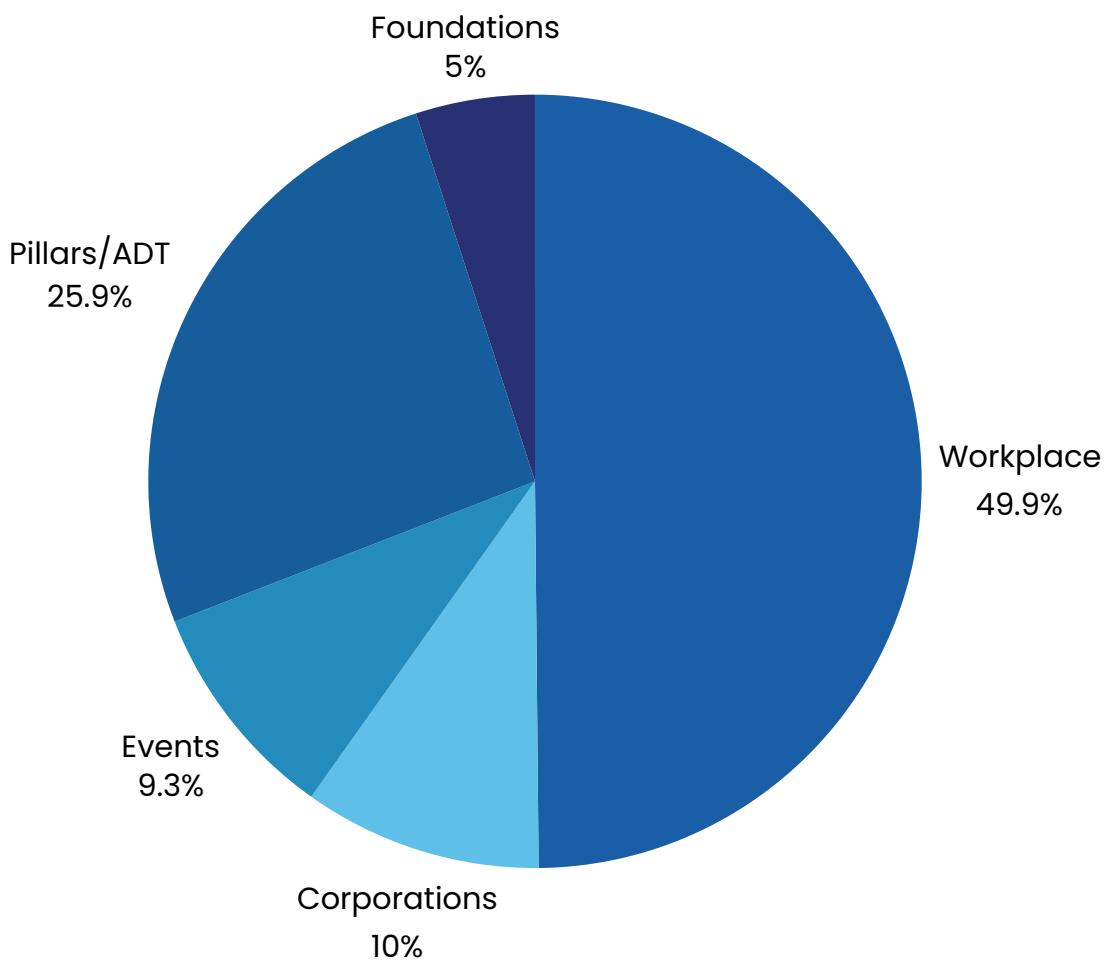
**Susan Thornton**

**Dina Caldwell**



# 2024 ANNUAL CAMPAIGN

FOR THE COMMUNITY, FROM THE COMMUNITY

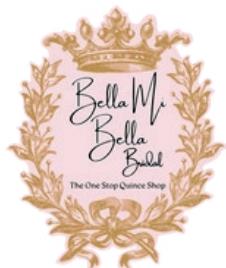


THANK YOU TO ALL EVENT SPONSORS!



HALLIBURTON

SEWELL  
FAMILY OF COMPANIES



# THE POWER OF COMMUNITY

## A MESSAGE FROM THE EXECUTIVE DIRECTOR, CHRISTINA ESCOBAR

On behalf of myself, our staff, Board of Directors, and the communities we serve, I extend heartfelt gratitude for your continued support of United Way of Odessa (UWO). As we navigated a year of economic shifts, evolving donor expectations, and growing community needs, we stayed focused on our mission—determined to make a positive impact.

The year 2024 presented both challenges and opportunities. Despite a changing landscape, our team remained resilient and adaptable. Here are some key accomplishments from the year:

### **Key Adaptations & Achievements:**

**Zero-Based Budgeting:** Increased community funding output by ensuring resources were allocated efficiently.

**Service Region Expansion:** We expanded into outlying counties, beginning with Ward County, broadening our impact.

**Campaign Season Modifications:** Extended our campaign season from August–December to February–December for greater outreach.

### **New & Returning Events:**

*March & May Campaign Drives brought in 40+ new supporters.*

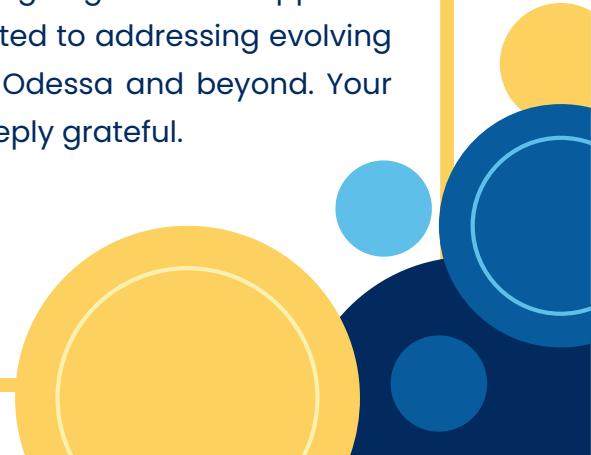
*Women United featured a style show, designer handbag raffle, and vendor fair.*

*Golf Tournament, Chili Cook-Off, and Bowling Tournament all exceeded revenue expectations, with the Golf Tournament doubling revenue and the Bowling Tournament expanding to meet demand.*

**Employee Presentations:** We held 131 presentations, 14 new locations over the prior year, including new locations in Pecos, Monahans, and Kermit.

These milestones reflect the strength of a team coming together to support a greater cause. As we move into 2025, we remain committed to addressing evolving needs and continuing our work to improve lives across Odessa and beyond. Your support remains our guiding light, and for that, we are deeply grateful.

**Thank you,**



# WORKPLACE CAMPAIGNS & COMMUNITY CONTRIBUTIONS

## **\$90,001-\$200,000**

Saulsbury Industries

Odessa College

## **\$60,001-\$90,000**

ECISD

## **\$30,001-\$60,000**

ConocoPhillips

Sivalls, Inc.

City of Odessa

J C Ferguson Family Trust

United Supermarkets

## **\$15,001-\$30,000**

First Basin Credit Union

Quik Trip

Hemphill Charitable Foundation

Chevron

H-E-B, LP

Ector County

## **\$5,001-\$15,000**

Southwest Bank

Southwest Heritage Credit Union

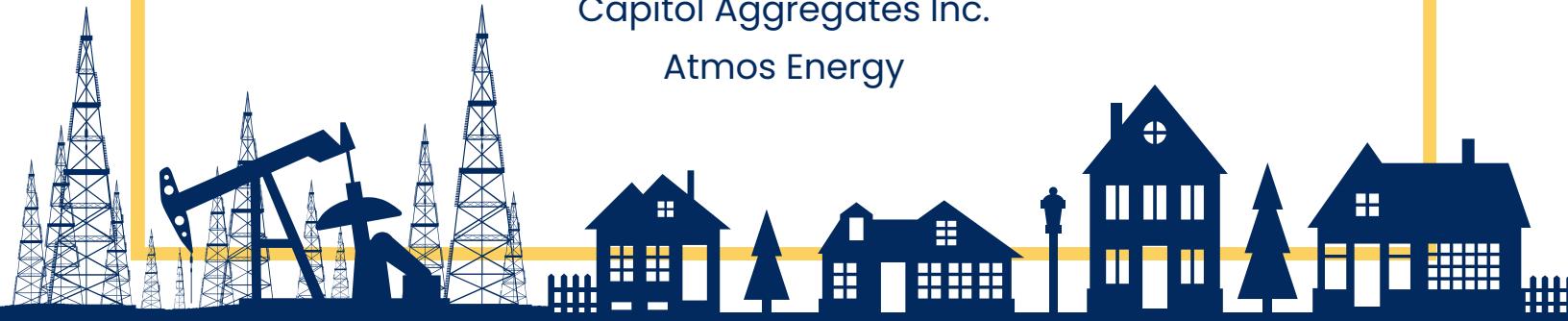
ONE Gas, Inc.

American Momentum Bank

Complex Community Federal Credit Union

Capitol Aggregates Inc.

Atmos Energy



## \$1,001-\$5,000

Westech Seal, Inc.  
Odessa Day Nursery  
JSA Architects  
Medical Center Hospital  
Give Lively Foundation, Inc.  
Odessa Chamber of Commerce  
Mighty Wash  
Landgraf Crutcher & Associates, Inc.  
Caterpillar  
City Bank  
O'Reilly Auto Parts  
Permian Basin Mission Center  
Exxon Mobil  
Linebarger Goggan Blair & Sampson, LLP  
Border States Electric  
Odessa Housing Authority  
Southwest 66 Credit Union  
Boys & Girls Club of Odessa  
Frost Bank  
Odessa American  
OXY USA, Inc.  
Andrew Hernandez – State Farm  
Phillips 66  
Catholic Charities of Odessa  
Jones Brothers Dirt & Paving  
Monahans Chamber of Commerce  
CASA of the Permian Basin  
Harmony Home CAC  
West Texas Credit Union  
Odessa Regional Medical Center

## \$1,000 & Under

Halliburton Energy Services  
AT&T  
Truist Foundation  
Target  
Odessa Links  
Sparklight  
Centers for Children & Families  
Odessa Christmas in Action  
Salvation Army of Odessa  
Snelling Staffing Services  
Dillard's  
PayPal Giving Fund  
Howard Energy Partners  
Oncor  
PermiaCare  
S.H.A.R.E.  
Best Buy  
Mission Center Adult Day Service  
Creating Healthier Communities  
Victaulic Company of America  
Texas Tech Health Sciences Center  
R0ming Yoga  
Continental Products  
NextEra Energy  
JCPenney  
Girl Scouts of the Desert Southwest  
First Financial Bank  
Turner Industries Group, LLC  
Microsoft  
Alpha Omega Equipment Sales & Rentals

# 2024 LEADERSHIP DONORS

## RECOGNIZING & APPRECIATING UNITED WAY OF ODESSA'S ALEXIS DE TOCQUEVILLE SOCIETY & PILLARS CLUB

We sincerely thank the United Way of Odessa Pillars Club and Alexis De Tocqueville Society for their generous contributions. The Pillars Club consists of donors giving \$1,000 or more, while the Alexis De Tocqueville Society includes those donating \$10,000 or more. Their leadership gifts significantly impact our community, and their continued generosity sets a high standard for success.

Thank you for your support of United Way of Odessa.



### ALEXIS DE TOCQUEVILLE SOCIETY

John & Carol Bushman

Frank Deaderick

Toby & Sondra Eoff

Richard & Iola Gillham

Austin & Michelle Keith

Stephanie Latimer

Bubba Saulsbury

Charles R. "Dick" & Amelia Saulsbury

Mark & Jill Saulsbury

Scott & Minka Sibert

Don & Dr. Tanya Wood

Jack & Sheri Wood

Dianne Zugg



## PILLARS CLUB

Lori Acosta  
Mike & Sharman Adkins  
Mike & Barbara Atkins  
Thomas & Carrie Blackstone  
Steve Brannan  
Dan Brazelton  
Jonathan Brisco  
Shelby & Linda Bogan  
David & Cathi Boutin  
Richard "Buz" Browning  
Marshall A. Burson  
Richard & Anita Campbell  
Patrick & Julie Canty  
Dr. Manuel & Hollie Carrasco  
Cruz & Crystale Castillo  
Carol Cates  
Troy & Karen Chestnut  
Chris Cole  
James Cox  
Paul & Martha Crump  
Shem & Renee Culpepper  
Denis Dennis  
John & Sunnye Dinger  
Judith M. Duran  
Rich & Renee Earls  
Kirk & Brenna Edwards  
David Engstrom  
Christina Escobar  
Gary Felker  
Mark Flowers  
Phil Fouche

Lenora Fransaw  
Joe Galindo Jr.  
Dusty & Monica Gallivan  
Michael Gerke  
Mark & Jacqui Gore  
Judy Hayes  
Ronny Haynes  
Emmet V. Headlee  
Marita Hendrick  
Leldon & Cherie Hensley  
Andrew Hernandez  
Hank & Tachaunda Herrick  
Jane Hext  
Daniel & Jeanie Holbrook  
Daniel & Jeanette Hollmann  
Chris Jerez  
Mickey & Margaret Jones  
Grace King  
Mark Knox  
John & Beverly Landgraf  
Lonnie & Janet Lawrence  
Matt & Alicia Lippman  
Dr. Shai Y Liu  
Greg & Amy Martin  
Tommy & Andrea Martin  
Chris Martinez  
Logan McDonald  
Mark & Maribea Merritt  
Tim & Melissa O'Reilly

Phil Padilla  
Jimmy & Deborah Peacock  
Janet Pontremoli  
Cindy Ramirez  
Dr. Udi Prabhakar & Usha Rao  
Dr. Ed & Suzanne Rathbun  
Bobby G. Reynolds  
Floyd Rountree  
David Sanchez  
Ron & Canda Sewell  
Randy Silhan  
Greg & Cami Simmons  
David Simpson  
Richard Sivalls  
Julia Tarin  
Ruben Tarin  
Lauren Tavarez  
Willie Taylor  
Dr. Carol Ann Traut  
Toby & Carolyn Tripp  
Dr. John Mark Weaver  
Paul Weaver  
John & Yollie Wilkins  
Dr. Kellie Wilks  
Randy Wilson  
Jeff Woltz  
Leslie Wright  
Lisa Wyman  
Sean Yardley  
Layne Young

# 2024 CAMPAIGN AWARDS





Give.  
Advocate.  
Volunteer.



We Live Here.  
We Give Here.  
It Stays Here.



## THANK YOU TO ALL 2024-2025 INSPIRATIONAL PARTNERS!



**SAULSBURY**



**SEWELL**  
FAMILY OF COMPANIES

**ATMOS**  
energy



Texas Tech Physicians.



**SOUTHWEST**  
BANK



United Way  
2024 Membership  
Requirements  
Completed



[www.unitedwayodessa.org](http://www.unitedwayodessa.org)  
432-332-0941  
128 E. 2nd Street  
Odessa, TX 79761

