



www.unitedwayodessa.org

United Way of Odessa

2024 ANNUAL REPORT



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

UNITED WAY OF ODESSA

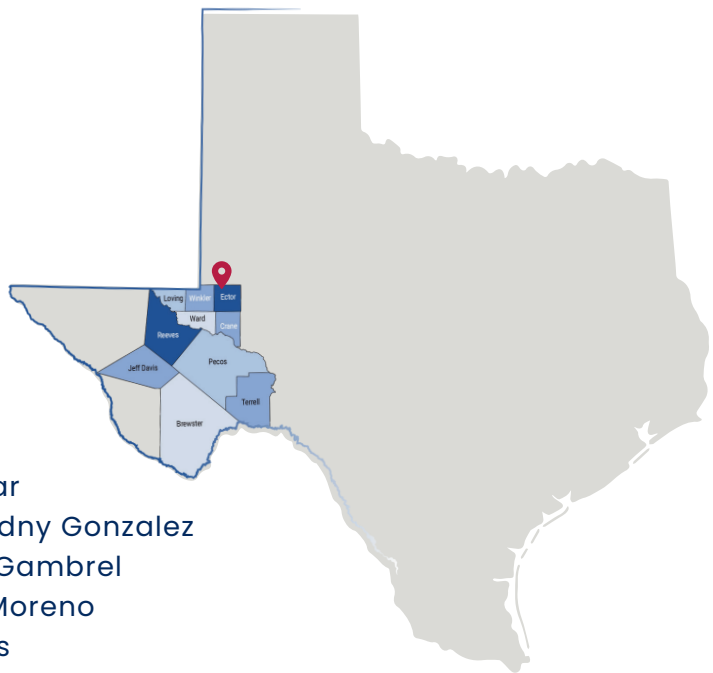
SERVING OUR COMMUNITY SINCE 1951

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 R. Castillo



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

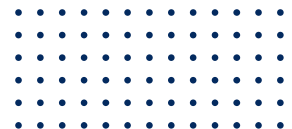
Chris Jerez
Halliburton

Elma Reyes
Odessa College

David Sanchez
City Bank

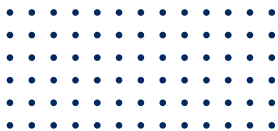
Dr. Kellie Wilks
Ector County ISD

Dr. Carol Ann Traut



COMMUNITY PARTNERS

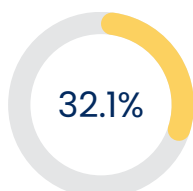
2024-2025



2024-2025 IMPACT RESULTS

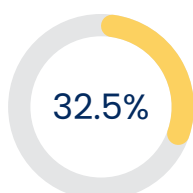
Total Lives impacted in 2023:
73,366

Health
\$180,597



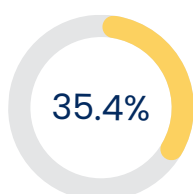
Boys & Girls Club of Odessa	\$	20,000
CASA of the Permian Basin	\$	30,000
Centers for Children and Families	\$	45,000
Harmony Home CAC	\$	50,597
Mission Center Adult Day Service	\$	12,000
SHARE	\$	23,000

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

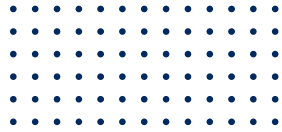
Self-Sufficiency
\$198,882



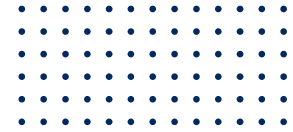
Catholic Charities of Odessa	\$	30,000
Harmony Home CAC	\$	9,500
Odessa Christmas in Action	\$	41,382
Odessa Links	\$	36,500
Permian Basin Mission Center	\$	50,000
The Salvation Army	\$	31,500



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

Panel Members:

Cruz Castillo, III

Panel Members:

Guadalupe Castaneda

Stephanie Cavazos

Bernadette Barragan

Chris Jerez

Lori Acosta

Jason Osborne

Cpl. Steve LeSueur

Reagan Saffle

Kathy Yorkman

Carla Hartwig

Randy Wilson

Sally Gore

Connie May

Teresa Burnett

Brandy Abila

Vicki Ruiz

David Sanchez

Susan Thornton

Albert Anchondo

Dina Caldwell

Jesus Moreno

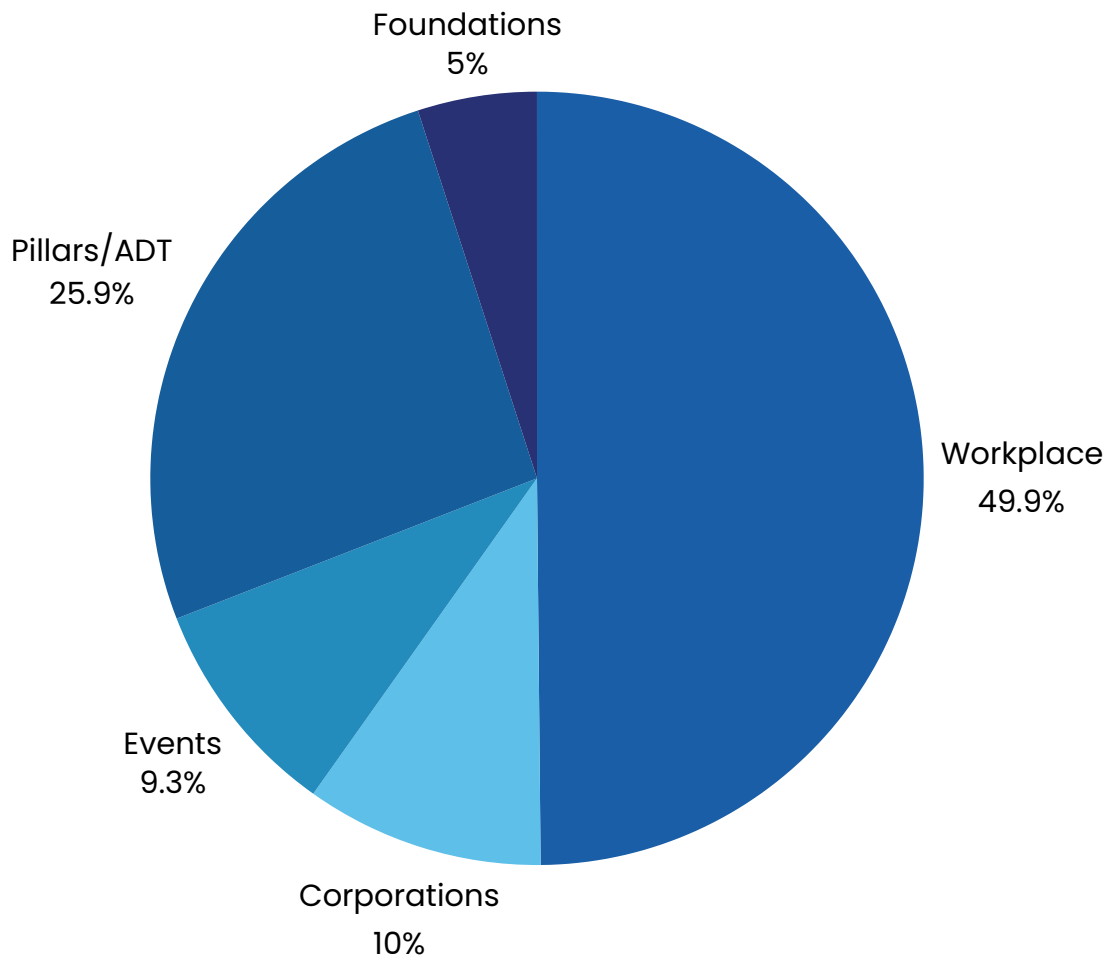
Amanda Holley

Jessica Zuniga

Yanni Jones

2024 ANNUAL CAMPAIGN

FOR THE COMMUNITY, FROM THE COMMUNITY

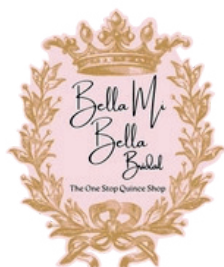


THANK YOU TO ALL EVENT SPONSORS!



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.

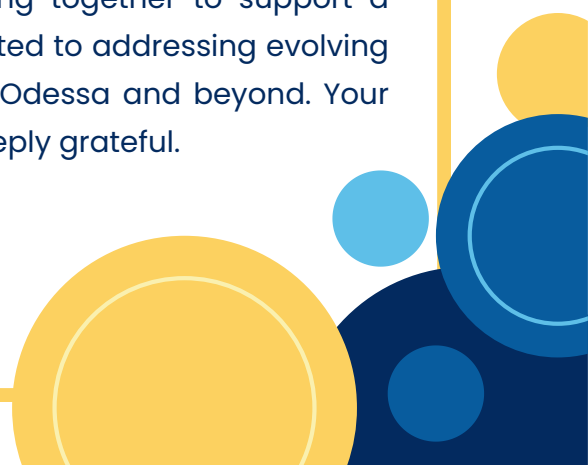
Women United featured a style show, designer handbag raffle, and vendor fair.

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

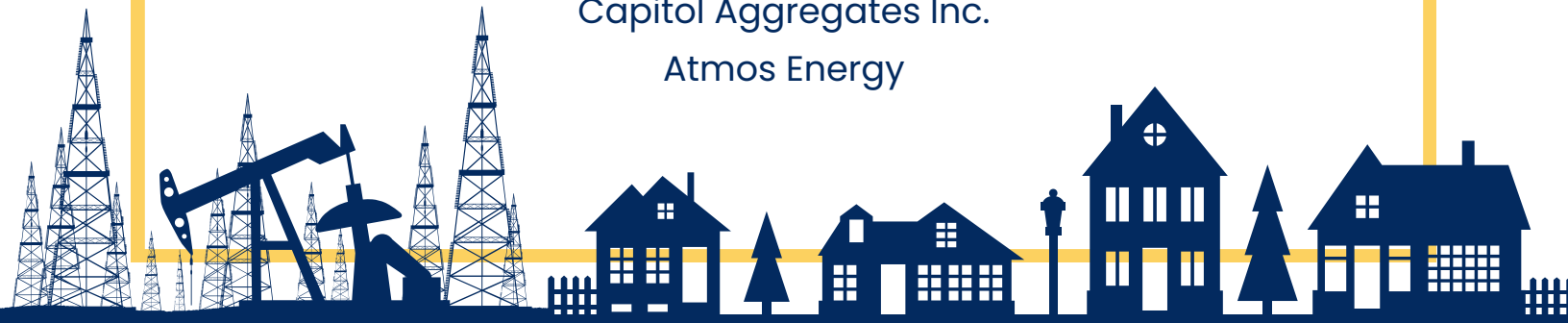
ONE Gas, Inc.

American Momentum Bank

Complex Community Federal Credit Union

Capitol Aggregates Inc.

Atmos Energy





\$1,001-\$5,000

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

\$1,000 & Under

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

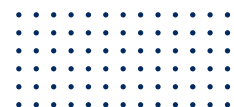
Lori Acosta
Mike & Sharman Adkins
Mike & Barbara Atkins
Thomas & Carrie Blackstone
Steve Brannan
Dan Brazelton
Jonathan Brisco
Shelby & Linda Bogan
David & Cathi Boutin
Richard "Buz" Browning
Marshall A. Burson
Richard & Anita Campbell
Patrick & Julie Canty
Dr. Manuel & Hollie Carrasco
Cruz & Crystale 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. Udipi 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 Sivals
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



United Way
2024 Membership
Requirements
Completed



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