

The Bartlesville Regional United Way



2011 Annual Report

FROM THE PRESIDENT



It has been a real honor for me to serve as President of the Bartlesville Regional United Way this year. It has been a time of change for our staff. On behalf of the board, I would like to thank Meredith LeMaster, Marice Wasemiller, and Heather McKee for all their contributions, and we wish them well in the future. We are very fortunate to welcome three talented new people to the BRUW staff: Michael Cole, Jody Burch and Megan Mueller. We are especially blessed to have Mary Kay Marshall as she continues to share her experiences and insights!

On the financial front, we raised more than \$1.8 million, well over our goal of \$1.65 million. Our generous community keeps responding to our needs and trusting us to invest their money wisely.

This is an exciting time for the United Way, as we are updating the community needs assessment to be included in our strategy update. Looking ahead, as the needs in our community keep changing, our challenge is to coordinate programs to help meet these needs in a way that moves people toward self-sufficiency. We have an extremely dedicated board, awesome volunteers, and partner agencies that keep getting stronger. All are working together to serve the needs of our community and surrounding areas.

Thanks again for allowing me to serve as president and thanks to all who have made this a great year!

-Mark Haskell

2010-11 Bartlesville Regional United Way Board of Directors

Officers and Executive Committee

President	W. Mark Haskell	ConocoPhillips
President-Elect	Sen. John Ford	State Senator
Vice-President	Kent Stroman	Stroman & Associates
Treasurer	Mark S. White	Osage Federal Bank
Assistant Treasurer	Stephen O. Colaw	Arvest Bank
Secretary	Michael Cole	Bartlesville Regional United Way
Immediate Past President	Anita Risner	Community Volunteer
Alternate	Sara Freeman	66 Federal Credit Union

David Austin	Bartlesville Public Schools	Steve Heidorn	ConocoPhillips
Lisa Beeman	City of Bartlesville	John B. Kane	Kane Cattle Company
Guy Berling	JCPenney	Dan Keleher	Keleher Outdoor Advertising
Avis Braggs	ConocoPhillips	Diane Martinez	Bartlesville Public School
Dr. David Cochran	Oklahoma Wesleyan Univ.	Lori Roll	Phoenix Insurance
Mike Cromwell	Walmart Distribution Center	Bob Rutledge	ABB Automation, Inc.
Julia Crouch	Community Volunteer	Rep. Earl Sears	State Representative
Kelly Diven	66 Federal Credit Union	Donna Skelly	McAnaw & Co. Realtors
Lindel Fields	Tri-County Technology Center	Charla Vardeman	Schlumberger
Dan Gilliam	ConocoPhillips	Mike Wilt	Jane Phillips Medical Center

2010-11 CAMPAIGN COMMITTEE

PLEDGE TODAY, CHANGE TOMORROW



Thank you to Roger and Donna Skelly for their leadership as the Campaign Fund Drive Chairs for the 2010 Pledge Today, Change Tomorrow Campaign.

Division Chairs

Roger & Donna Skelly	Campaign Fund Drive Chairs
Kelly Diven	Campaign Vice-Chair
Rod Palmer	ConocoPhillips Campaign Champion
Brent Bonner	ConocoPhillips Campaign Co-Chair
Curt Larson	ConocoPhillips Campaign Co-Chair
Carmen Stanton & Kelly Gilliland	CEO Co-Chairs
Charlie and Corky Bowerman	Pacesetter Chairs
Glenn Cox	Special Gifts Chair
Lisa Lytle	Promotions Chair
Brad Frye	Day of Caring Chair
Seth Turcotte	Sporting Clays Chair
Melissa Owen	Nowata Chair
Mark S. White	Pawhuska Chair
Randy John	Golf Committee Chair

CAMPAIGN CHIEF EXECUTIVE OFFICERS (CEO'S)

Carmen Stanton: Co-Chair	Career Employment Service, Inc.
Kelly Gilliland: Co-Chair	66 Federal Credit Union
Jay Dyer	Bank of Oklahoma
Tami Brinkman	Bartlesville Radio
Jackie Bunce	ConocoPhillips
Terri Dearman	Knightsbridge
Jamye Ryan	Tri-County Technology Center
Elizabeth Welch	Musselman Abstract



Pictured: Michael Cole, Jayme Ryan, Jackie Bunce, Kelly Gilliland, Elizabeth Welch, Heather McKee, Terri Dearman, Carmen Stanton

2010-11 Campaign Summary

United Way's mission is to provide leadership by addressing community needs, by mobilizing community resources, by assessing and prioritizing community needs, by collectively and appropriately distributing funds, and assuring agency accountability—all while improving social well-being and maximizing personal growth.

CAMPAIGN BUDGET

Campaign Goal	\$1,675,000
Campaign Total	\$1,877,822
Year 2011 Agency Funding	\$1,265,834
Indirect Agency Expenses	\$ 101,500
Administration and Campaign	\$ 313,988
Venture Grants	\$ 50,000
Pledge Loss (Uncollectible)	\$ 80,000
Community Development	\$ 16,500
Emergency/Reserves	\$ 50,000



Participating Agencies

2011 Allocation

Agape Mission	\$ 58,400
American Red Cross	\$ 64,000
EmployAbility	\$ 76,000
Girl Scouts of Eastern Oklahoma	\$ 70,000
Boys and Girls Club	\$ 90,750
Cherokee Area Council Boy Scouts	\$ 86,000
Elder Care	\$114,698
Family Healthcare Clinic	\$105,000
Family Crisis & Counseling Center	\$118,050
Mary Martha Outreach	\$ 95,000
Salvation Army	\$ 75,844
Samaritan Counseling	\$ 65,800
Turning Point Alcohol & Drug Center	\$ 83,000
Westside Community Center	\$ 84,250
YMCA	\$ 79,042
	<u>\$1,265,834</u>

United Way agencies also have additional sources of income such as memberships, product sales, dues, participation fees, sustaining memberships, government and private foundation grants, etc.

Dues to United Way of America are 1 percent of funds pledged to the most recent campaign and are paid through interest income from investments. Services from the national organization include a 20 percent dues credit for staff and volunteer training, NFL public service announcements, campaign materials, national research, and more.

No other nonprofit agencies receive as strenuous annual evaluations as do those funded by your United Way. The United Way logo by an agency's name is your guarantee your donations are used wisely.

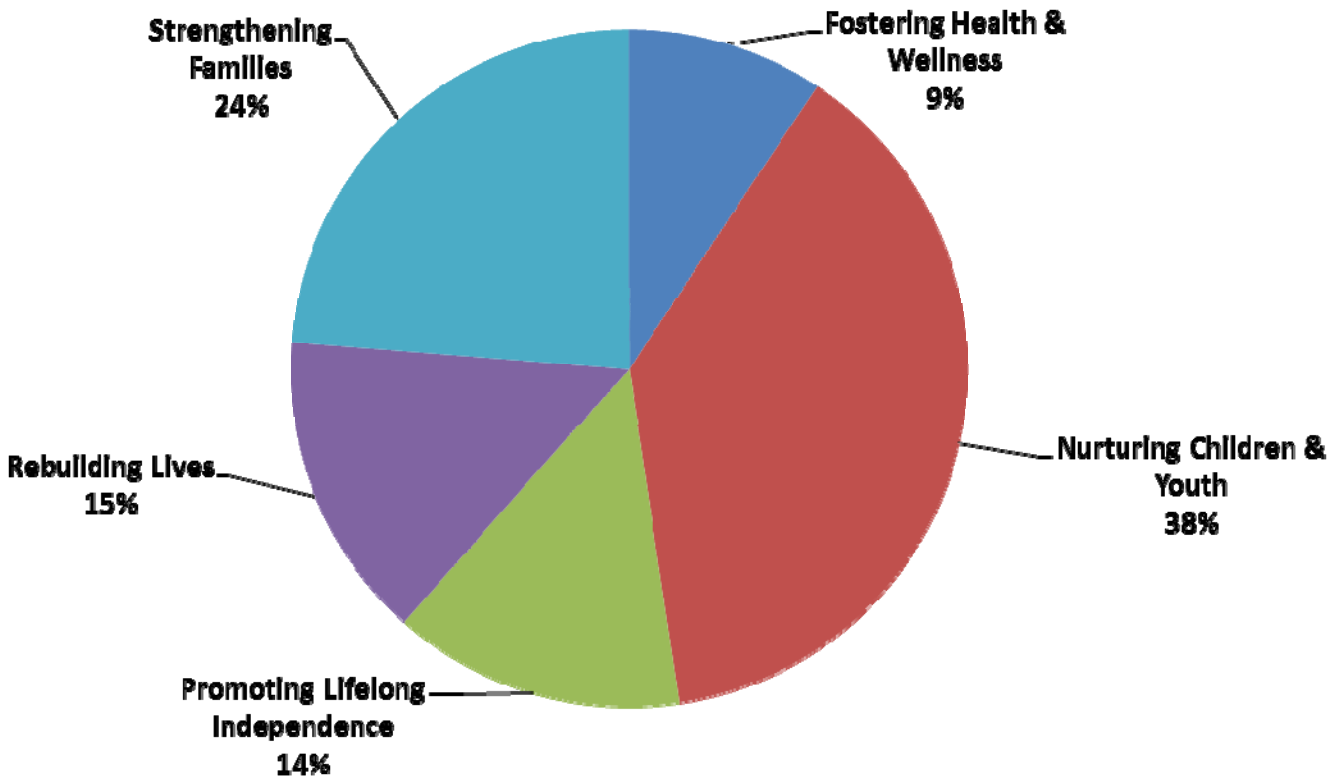
2010 Community Investment Committee

Participation on the Community Investment Committee is one of the most important tasks a United Way volunteer can undertake. Through service on this committee, the volunteer joins with others from the community to review the financial needs and the program activities of United Way member agencies. In doing so, the volunteer helps the United Way fulfill its mission of stewardship of contributed funds.

Community Investment Committee members are assigned to panels that meet on-site with United Way agencies. The panels recommend a United Way allocation for each agency. The United Way Board of Directors has final approval for all United Way allocations.

Mike Bailey: Chair	City of Bartlesville
Elizabeth Ricketson: Chair	ConocoPhillips
Guy Berling	JCPenney
Greg Bunce	Accenture
Kathryn Chambers	Oklahoma Wesleyan University
Fran Clark	ConocoPhillips
Dan Goodell	Walmart Distribution Center
Sara Freeman	66 Federal Credit Union
George Halkiades	Retired Engineer
Bruce Jacob	Walmart Distribution Center
Rick Loyd	66 Federal Credit Union
Jason Muninger	City of Bartlesville
David Nash	ConocoPhillips
David Nelson	Arvest Bank
Steve Paetz	Retired, ABB
Janice Powell	Department of Human Services
Kathleen Rutledge	21st Sensory
Jamye Ryan	Tri-County Technology Center
Kim Smith	Tri-County Technology Center
Mark Spurgeon	66 Federal Credit Union
Joe Washum	Walmart Distribution Center

Partner agencies meet United Way standards of financial integrity



Promoting Lifelong Independence

Elder Care	Care Management	\$25,000
	In-Home Services	\$35,000
EmployAbility	School to Work Program	\$32,000
	Supported Employment	\$44,000
YMCA	Senior Aquatics	\$40,000

Strengthening Families

American Red Cross	Service to Military	\$ 6,400
Elder Care	Day Break	\$54,698
Family Healthcare Clinic	New Adolescent Parents	\$ 7,350
Family Crisis and Counseling	Men/Women Choosing to Change	\$25,000
Mary Martha Outreach	Clothing Program	\$20,000
	Food Program	\$60,000
Samaritan Counseling	Cancer Support Group	\$ 5,000
	Counseling Subsidy	\$40,000
	Body, Mind and Spirit (Kids)	\$10,000
Turning Point Alcohol and Drug	Helping Hands	\$10,800
	Adult Alcohol & Drug Treatment	\$40,000
	Prevention	\$22,000

ms by Targeted Need

and get results through positive, measurable community change

Fostering Health and Wellness

Agape Mission	On-Site Meals	\$30,000
American Red Cross	Health and Safety	\$28,160
Family Healthcare Clinic	Access to Quality Care	\$60,900

Rebuilding Lives

American Red Cross	Disaster Services	\$17,920
	Home Fires and Emergency Disasters Services	\$11,520
Family Crisis and Counseling	Crisis Intervention for Women	\$24,000
	Safe Shelter	\$69,050
Mary Martha Outreach	Crisis Program	\$15,000
Salvation Army	Social Services	\$48,500

Nurturing Children and Youth

Agape Mission	Food 4 Kids	\$28,400
Boy Scouts	Learning for Life	\$17,000
	Traditional	\$69,000
Boys and Girls Club	Comprehensive Youth Development	\$90,750
Family HealthCare Clinic	Teen Pregnancy Prevention	\$36,750
Girl Scouts	Adult Services	\$12,000
	Girl Services	\$58,000
Salvation Army	Red Shield Club	\$27,344
Turning Point	Adolescent Alcohol & Drug Treatment	\$21,000
Westside Community	Peaceful Warriors	\$14,000
	After School Zone	\$25,000
	Center for Fine Arts	\$ 5,250
	ManPower-Work Ethics	\$30,000
Washington County Child Guidance	WCCGA Mental Health	\$10,000
YMCA	Youth Basketball	\$12,189
	Youth Swim Lessons	\$14,253
	Youth Tackle Football	\$ 7,600
	Mid High After School Program	\$ 5,000

Total Allocated- \$1,265,834

2010 Events



United Way Golf Scramble

This year the tournament was expanded to six flights and raised just over \$160,000. A special thanks to Randy John and the committee for putting on another successful tournament.



Campaign Kick-Off

Sept. 22 was the Day of Caring and United Way Campaign Kick-Off. The day started with a breakfast rally at the new Hilton Garden Inn downtown. The community and Day of Caring volunteers gathered for breakfast and guest speakers. The evening ended with a Social Hour street party at 2 Sisters Pub and Grill. The relaxed environment and beautiful weather brought many people from the community to celebrate.



Day of Caring

More than 1,000 volunteers completed over 100 projects throughout the community during the 2010 Day of Caring. ConocoPhillips and other businesses invested thousands of dollars on grant money and volunteer hours to improve our nonprofits. Special thanks to Brad Frye of ConocoPhillips for his part in coordinating the Day of Caring event.



YPB Volleyball Tournament

The Young Professionals of Bartlesville (YPB) hosted another successful volleyball tournament. Eight local businesses came together to serve up some community competition at the Sooner park volleyball sand courts. At the end of the day, Archanbo Mueggenborg, PC came away with the first place plaques that were adorned with artwork from the Boys & Girls Club of Bartlesville.



3rd Annual Sperry Zervas Sporting Clay's Tournament

"Pull" followed by the blast of a shotgun was what you heard most on Foster Ranch as many excited shooters geared up to take a shot at the clay pigeons being flown into the air as the 3rd Annual Sporting Clay Tournament began. The tournament was named after the late Sperry Zervas who was a well-known orthodontist, former Bartlesville Regional United Way board member and community advocate. Over the past three years the event has grown from 50 to 102 shooters.

Venture Grants

Mission Statement

The United Way Campaign additionally provides \$50,000 that will be distributed to non-partner agencies, as well as United Way agencies through the Venture Grant process. The goal of the Venture Grant process is to meet the critical needs and improve the quality of life throughout the Bartlesville Regional United Way service area by inspiring and uniting its residents. Further it is a goal to be proactive in addressing unmet human service critical needs, and in addressing ways of preventing social problems.

Purpose

Venture Grants are awarded to agencies creatively addressing targeted areas and unmet needs that currently exist within the Bartlesville Regional United Way (BRUW) service area. Those targeted areas and needs include, but are not limited to, the areas and unmet needs identified in the 2005 BRUW Community Profile and Focus Group Summary, which include: 1) Nurturing Children and Youth—Teens/Dropout Prevention, Bullying, Youth Development Programs for Teens (12-18), Affordable/quality child care, 2) Strengthening Families—Mental Health Short-term Counseling and Gatekeeper for mental health referral, Household Maintenance, 3) Fostering Health/Wellness—Access to health care for chronic illness, Mental health, 4) Promoting Independence and Self-Sufficiency—Transportation, Transitional Housing, Affordable Childcare, Utility Assistance.

2010 Venture Grant Committee

Dayna Hayes: Chair	ConocoPhillips
Tim Bart	Bartlesville Public Schools
Glenn Bonner	BancFirst
Kelli Blair	66 Federal Credit Union
Angela Lorson	ConocoPhillips
Lori Boots	Walmart Distribution Center
Chuck McCauley	Bartlesville Public Schools
Josh Means	Arvest Bank
Jennifer Raymond	Jane Phillips Medical Center
Richard Winters	Walmart Distribution Center
Sara Marsheck	Siemens
Craig Wasemiller	Wasemiller Insurance



Pictured: Jim Liehr, Merideth LeMaster, Lisa Harris, Bob Williams, Joyce Stillwell, Doug Freeburn, Pamela Peck, John Brandt

2010 Venture Grant Recipients

Run the Streets, YMCA	\$10,000
Emergency Assistance Program, Martha's Task	\$4,385
Building Bridges Micro Loan Program, CONCERN	\$6,000
Food for Kids, Boys and Girls Club of Nowata	\$10,000
JA Title One Program, Junior Achievement	\$3,000

2010 OUTCOMES



Agape Mission was able to provide over 45,000 nutritious meals in all of our programs in 2010. Our Food for Kids Program saw a 4 1/2 percent increase from 2009.



In 2010, the **American Red Cross Washington County Chapter** provided \$24,000 in assistance to local families who were victims of home fires helping 94 individuals. They also trained over 1,000 local people in lifesaving skills such as CPR, First Aid and AED, delivered 31 emergency messages to military men and women overseas from their families here at home, provided relief in 29 cases of disaster and collected 2,083 units of blood which could save 6,249 lives.



The **Boys & Girls Club of Bartlesville** delivered a variety of education, fitness, character and leadership programs, as well as daily field trips for nearly 100 area youth each day during the 2010 summer session, for a nominal membership fee of \$10 for the entire summer. This ensures that every child that needs us has an opportunity to attend. We more than doubled our daily average attendance of 45 youth per day during the 2009 summer session.



Compared to the National average of five percent, the **Cherokee Area Council, Boy Scouts of America**, had nine percent, or 41 Scouts out of 452, achieve the pinnacle rank of Eagle Scout in 2010. With each Eagle Scout completing an Eagle project for a "not for profit" 5261 volunteer hours of service to the community was documented. Considering just minimum wage, this would translate to over \$38,000 in free services to our community.



During 2010, **Elder Care's** United Way funded programs delivered 68,853 hours of service to 3,127 area seniors and their families. These 2010 programs consist of DayBreak, Care Management and In-Home Services.



EmployAbility's 'School to Work' program helps individuals with developmental disabilities get a job after completing high school. The program provides options for these individuals to set a goal for their future employment. In 2010, 14 individuals with developmental disabilities were provided work through the program.



During 2010, **Family Crisis & Counseling Center, Inc.** Safe Shelter housed 58 women and 50 children with a total of 1,731 shelter days (this is up 677 shelter days from 2009). **Turning Point Alcohol and Drug Center** (a division of FCC) screened 235 individuals for the General Population, out of those screened 154 were admitted and 60 percent completed treatment.



Family Healthcare Clinic was able to provide vouchers for free Mammograms to 139 uninsured patients of this area during 2010. These are mothers, sisters, neighbors and friends who otherwise would not have been able to afford this early detection of breast cancer.



Girl Scouts.

In Bartlesville, 21 troops representing **Girl Scouts of Eastern Oklahoma**, learned about citizenship as they provided a minimum of 46 service projects to the community during 2010. A few of those service projects were making quilts for a day care center, sending holiday cards to soldiers, putting together backpacks for the homeless shelter and planting daffodil bulbs in 30 downtown planters to kick-off the Girl Scout's 100th birthday celebration.



In 2010, **Mary Martha's Outreach** Food program provided 27, 644 people in the Bartlesville community with food which equals 762,860 lbs. of food. Their Clothing program provided 987 kids with back to school clothing, a 41 percent increase since 2009. And their Crisis program distributed 242 pallets of paper items, diapers, dishes and more to those in need valued at \$388,500.



The **Richard Kane YMCA** had over 1,000 individuals receive financial assistance for a membership to the Y in 2010. Membership is currently at 3,700, which has increased 13 percent, we have expanded our community outreach, our program participation has increased by 12 percent.



In 2010, **Samaritan Counseling & Growth Center** provided a total of 3886 counseling sessions to individuals, couples and families. Sessions were provided to a total of 614 unduplicated clients with 309 of those being new clients to the Center. Through the utilization of restricted giving and general subsidies we provided \$157,344 of fee assistance to clients whose personal or insurance resources do not pay the full cost of services.



The Salvation Army provided 1,700 families with food baskets, and paid approximately 396 utility bills totaling \$50,107.80 through their Social Service Ministries program in the year 2010. During the 2010 Christmas season they provided 763 families with food boxes and gave 1,363 children clothes and toys.



Ninety percent of the **Westside Community Center's** Work Ethics Pro\$per Apprentices successfully completed 30 hours of training during the past 3 school years, and 100 hours of summer apprenticeship at local agencies and businesses.

Community Impact



familywize[®] Bartlesville Regional United Way is partnered with *familywize*[®] to offer free prescription discount cards to our community. Anyone who has no insurance or underinsured may save up to 30% or more by using this card. This past year, the nationwide program has helped people save \$100 million on the cost of their medicine. For more information or to find out how you can get these cards to distribute contact the BRUW or visit bartlesvilleuw.org.

2010 Bartlesville Community Profile



The Bartlesville Community is experiencing an out-migration of 35-50 year olds, an aging population and more culturally diverse population and a growing class of working poor. These are a few of the trends shown in the 2010 Community Profile commissioned by the Bartlesville United Way.

The data was prepared by a team of professionals from the Community Service Council of Greater Tulsa, Inc. The analysis includes secondary data from the 2000 and 2010 US Census, 2007-2009 American Community Survey, Department of Human Services Monthly Bulletin, Oklahoma State Department of Health Vital Statistics, and the Oklahoma Department of Education and Office of Accountability. A service survey was also conducted of agencies in the Bartlesville area using the 2-1-1 database.

The analysis explored Washington, Nowata and parts of Osage Counties and the City of Bartlesville which make up Bartlesville Regional United Way (BRUW) community. The profile gathered and analyzed the demographic trends, the human investment industry, economic self-sufficiency among community members, and topics related to risks to the community's infants, children, and families. The analysis is a follow-up to the 2005 study commissioned by the BRUW and conducted by the Community Service Council and includes comparisons to the previous study as well as trend information when available.

This profile will be used in the upcoming BRUW Board Strategic Planning process. It is also available to the community to use for grants, data and outcome measures. It is available at www.bartlesvilleuw.org.

Bartlesville Regional United Way is a 501-c-3 tax exempt, nonprofit corporation chartered in the State of Oklahoma. Although affiliated with United Way Worldwide, Bartlesville Regional United Way is an autonomous organization governed locally by a 27-member board of directors and its own set of by-laws. The Bartlesville Regional United Way funds programs meeting targeted community needs through 15 local agencies.

Directors are elected for a three-year term on a rotating basis. Each year, one-third of the board, or nine directors, are elected. Directors may succeed themselves. Directors are elected by the members of the Organization at the Annual Membership Meeting held in May. Any individual contributing financially to the most recent fund drive is a member of the Organization.

Bartlesville Regional United Way Staff

Michael Cole, Executive Director and CEO

Jody Burch, Campaign Manager and Resource Specialist

Megan Mueller, Marketing and Public Relations Coordinator

Mary Kay Marshall, Office Manager

501 S. Johnstone, Suite 550
Bartlesville, OK 74003
918-336-1044
www.bartlesvilleuw.org





Bartlesville Regional United Way
501 S. Johnstone, Suite 550
Bartlesville, OK 74003
(918) 336-1044 voice
(918) 336-1048 fax
www.bartlesvilleuw.org