



UNITED WAY
of Odessa

2025

Annual Report

United is the Way to Change Lives

United Way of Odessa

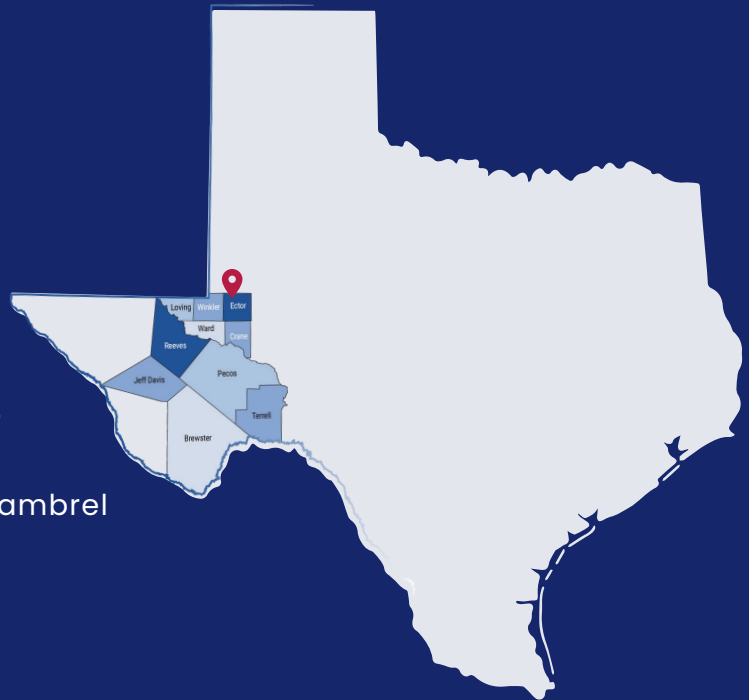
Serving Our Community Since 1951

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 Healthy Community, Youth Opportunity, and Financial Security initiatives. To achieve this goal, United Way of Odessa collaborates with 12 community partners, funding 18 local programs.

- **Healthy Community**
- **Youth Opportunity**
- **Financial Security**
- **Community Resiliency**



UNITED WAY TEAM

Executive Director, Christina Escobar
Finance Director, Edny Gonzalez
Community Impact Director, Katie Gambrel
Campaign Associate, Payton Hand
Campaign Associate, Kariza Fierro
Office Administrator, Alicia Ellis



MESSAGE FROM BOARD PRESIDENT

As I reflect on 2025, I am filled with pride and gratitude for what the United Way of Odessa has accomplished. Together, with our Partner Agencies, we demonstrated the power of community, collaboration, and shared purpose, making a lasting impact on the lives of those we serve.

One of the most exciting milestones of the year was the 1st Annual Women United Luncheon. This inaugural event brought together passionate leaders and advocates committed to empowering women and strengthening families in our community. The overwhelming support and enthusiasm affirmed that Women United will be a powerful and enduring force for good in Odessa.

Our signature fundraising events were a highlight throughout the year. We celebrated a sold-out Phillips 66 Live United Golf Tournament, which exceeded expectations and showcased the generosity and engagement of our community partners. The Glazer's Boo-ling For Charity Bowling Tournament brought families, teams, and local businesses together for a fun and festive experience, blending friendly competition with meaningful impact. Adding to the excitement, the Halliburton Taco Throwdown energized our supporters and reinforced the creativity and community spirit that define the Odessa community.

Beyond our events, 2025 marked a transformative year for our organization with the completion of a rebranding initiative and the launch of a new website. This important work better reflects who we are today --modern, inclusive, and forward-looking --while positioning United Way of Odessa to more effectively share our story, connect with supporters, and expand our reach.

Through these collective efforts and the generosity of our community, United Way of Odessa raised over one million dollars in donations in 2025. These critical funds will be used to support and strengthen our 12 Partner Agencies, ensuring vital programs and services continue to reach individuals and families across our community when they need it most.

None of these accomplishments would have been possible without the dedication and generosity of our donors, the commitment of our volunteers, the collaboration of our community partners, and the tireless efforts of our hard-working staff, whose passion and professionalism drive our mission every day.



Julia Tarin

First Basin Credit Union

I would also like to extend my sincere appreciation to our Board of Directors. Their leadership, guidance and steadfast commitment to our mission are instrumental to our success. The board's thoughtful stewardship, and willingness to serve have helped guide United Way of Odessa through a year of growth and opportunity.

As President of the Board, I am deeply grateful for the trust placed in our organization and inspired by the momentum we have built together. The accomplishments of 2025 remind us that when we unite around a shared vision, we can create meaningful and lasting change. Thank you for being part of the United Way of Odessa Family. I look forward with optimism to all we will accomplish together in the year ahead.

With gratitude,

A handwritten signature of Julia Tarin in black ink. The signature is fluid and cursive, with the first name 'Julia' being more prominent than the last name 'Tarin'.

2025 BOARD OF DIRECTORS

Executive Committee

President, Julia Tarin
President Elect, Carol Cates
Past President, Crystale Castillo
Treasurer, Carol Cates
Secretary, Carla Hartwig
Campaign Chair, Corporal Steve LeSueur
Campaign Co-Chair, Jonathan Brisco
Community Impact Chair, Stephanie Latimer
Communications Chair, Michael Adkins

Crystale Castillo
ISA Architects

Julia Tarin
FBCU

Carol Cates
ORMC

Kristi Clemmer
Odessa College

Jonathan Brisco
Barnett & Company
Landscape

Cpl Steve LeSueur
OPD

Andrea Martin

Stephanie Latimer
LIFETIME MEMBER
Sivalls, Inc.

Michael Adkins
Ector County ISD

Albert Anchondo
Sewell

Bernadette Barragan
syGlass

Guadalupe Castaneda
Saulsbury Industries

Jeremy Rankin
Phillips 66

Jarrold Fletcher
United Supermarkets

Carla Hartwig
Odessa Chamber of
Commerce

Chris Jerez
Halliburton

Elma Reyes
Odessa College

Jimena Sanchez
City Bank

Dr. Brian Jones
Odessa College

COMMUNITY PARTNERS

2025-2026



UNITED IS THE WAY

2025 COMMUNITY IMPACT REVIEW PANEL

STEPHANIE LATIMER
Community Impact Chair

Chris Jerez
Health Chair

Crystale Castillo
Education Chair

Julia Tarin
Self-Sufficiency Chair

Panel Members:

Kristi Clemmer
Jarrod Fletcher
Jonathan Brisco
Joyce Medina
Ana Melendez
Brandy Abila
Carla Hartwig
Carol Cates
Dr. Brian Jones
Maria Garza
Kamille Vega

Panel Members:

Guadalupe Castaneda
Jill Enriquez
Jimena Sanchez
Teresa Burnett
Randy Wilson
Lori Acosta
Reagan Saffle

Panel Members:

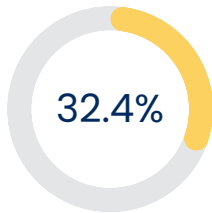
Steve LeSueur
Albert Anchondo
Andrea Martin
Amanda Holley
Giselle Acosta
Cruz Castillo, III
Connie May



2025-2026 IMPACT RESULTS

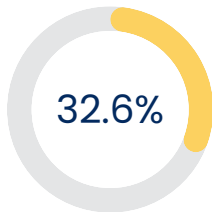
Total Lives impacted in 2024:
88,914

Health
\$ 204,624



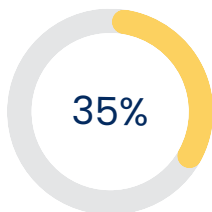
Boys & Girls Club of Odessa	\$ 22,750
CASA of the Permian Basin	\$ 20,000
Centers for Children and Families	\$ 45,000
Harmony Home CAC	\$ 74,874
SHARE	\$ 32,000
Mission Center Adult Day Service	\$ 2,580
Redesignated	\$ 7,420

Education
\$ 205,888



Boys & Girls Club of Odessa	\$ 70,350
Catholic Charities of Odessa	\$ 25,800
Girl Scouts of the Desert Southwest	\$ 13,588
Harmony Home CAC	\$ 29,850
Odessa Day Nursery	\$ 66,300

Self-Sufficiency
\$ 221,045



Catholic Charities of Odessa	\$ 35,000
Harmony Home CAC	\$ 7,000
Odessa Christmas in Action	\$ 52,000
Odessa Links	\$ 45,000
Permian Basin Mission Center	\$ 53,045
The Salvation Army	\$ 29,000



2025 GLOBAL REBRAND

As 2025 came to a close, we had much to celebrate - most notably, United Way's global rebrand. While we are proud to introduce a new logo, this transformation represents far more than a new visual identity. A logo is not just what people see; it reflects what people feel about United Way and the purpose that drives our work every day.

United Way has been reintroduced with a simple yet powerful message: United is the Way. This message captures who we are and how we create change, by bringing people, resources, and solutions together to strengthen communities.

Our primary focus is on the ALICE population—individuals and families who are Asset Limited, Income Constrained, and Employed. These community members work hard yet struggle to make ends meet, often living paycheck to paycheck and just one unexpected expense away from financial crisis. This group also includes those living at or below the poverty line.

As part of this evolution, our impact areas have also been refreshed to better reflect today's challenges and opportunities. We have transitioned from Health, Education, and Self-Sufficiency to four interconnected focus areas: Healthy Community, Youth Opportunity, Financial Security, and Community Resiliency. These pillars guide our efforts and ensure we remain responsive, innovative, and united in building a stronger future for all.

Healthy Community

Everyone deserves the opportunity to live their healthiest life.

Youth Opportunity

Every young person deserves the opportunity to thrive.

Financial Stability

Everyone deserves the opportunity to earn a living that can sustain a family and build security for future generations.

Community Resiliency

Every community deserves the opportunity to prosper.



UNITED WAY
of Odessa

2025 CAMPAIGN AWARDS



WORKPLACE CAMPAIGNS & COMMUNITY CONTRIBUTIONS

\$90,001-\$200,000

Saulsbury Industries

Odessa College

\$30,001-\$60,000

Sivalls, Inc.

ECISD

\$15,001-\$30,000

J C Ferguson Family Trust

City of Odessa

United Supermarkets

ConocoPhillips

First Basin Credit Union

QuikTrip

\$5,001-\$15,000

Southwest Heritage Credit Union

H-E-B

Southwest Bank

Capitol Aggregates Inc.

American Momentum Bank

Complex Community Federal Credit Union

Ector County Appraisal District

Atmos Energy

Monahans Chamber of Commerce

Phillips 66



\$1,001-\$5,000

Westech Seal, Inc.	Permian Basin Mission Center
Mighty Wash	Odessa Day Nursery
Odessa Chamber of Commerce	Grande Community Chest
Oncor	Odessa Housing Authority
Landgraf Crutcher & Associates, Inc.	Medical Center Hospital
Harmony Home CAC	Odessa American
Continental Products Resources	HOLT Caterpillar
City Bank	Odessa Links
Ector County	ISA Architects
Standard Sales Company, L.P.	Odessa Christmas in Action
Boys & Girls Club of the Permian Basin	Jones Brothers Dirt & Paving
United Way of Odessa	Turner Industries
Bedford Foundation	Linebarger Goggan Blair & Sampson, LLP

\$1,000 & Under

Truist Foundation
Odessa Rotary Club
Catholic Charities
CASA of the Permian Basin
Centers for Children & Families
West Texas Credit Union
SHARE
Snelling Staffing Services
Border States Electric
Girl Scouts of the Desert Southwest
Southwest 66 Credit Union
Harmony Science Academy
The Salvation Army



2025 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

Amelia Dianne Zugg

PILLARS CLUB

Lori Acosta

Mike & Sharman Adkins

Mike & Barbara Atkins

Steve Brannan

Dan Brazelton

Jonathan Brisco

Shelby & Linda Bogan

David & Cathi Boutin

Richard "Buz" Browning

Dewey Bryant

Marshall A. Burson

Richard & Anita Campbell

Patrick & Julie Canty

Dr. Manuel & Hollie Carrasco

Cruz & Crystale Castillo

Carol Cates

Troy & Karen Chestnut

Chris Cole

Paul & Martha Crump

Shem & Renee Culpepper

John & Sunnye Dinger

Rich & Renee Earls

Kirk & Brenna Edwards

Christina Escobar

Gary Felker

Mark Flowers

Phil & Cindy Fouche

Mark & Jacqui Gore

Ronny Haynes

Emmet V. Headlee

Marita Hendrick

Leldon & Cherie Hensley

Andrew Hernandez

Hank & Tachaunda Herrick

Jane Hext

Dan & Jeanette Hollmann

Chris Jerez

Mickey & Margaret Jones

Grace King

Mark Knox

John & Beverly Landgraf

Lonnie & Janet Lawrence

Matt & Alicia Lippman

Dr. & Mrs. Shai Y Liu

Dane Mahan

Greg & Amy Martin

Tommy & Andrea Martin

Chris Martinez

Oscar Menchaca

Mark & Maribea Merritt

Mayra Moreno

Tim & Missy O'Reilly

Phil Padilla

Tim & Cid Parker

Jimmy & Deborah Peacock

Dr. Udipti Prabhakar & Usha Rao

Suzanne Rathbun

David Sanchez

Stephanie Schoen

Ron & Canda Sewell

Randy Silhan

Greg & Cami Simmons

Richard Sivals

Julia Tarin

Ruben Tarin

Willie Taylor

Toby & Carolyn Tripp

Paula Vaughn

Dr. John Mark Weaver

Paul Weaver

John & Yollie Wilkins

Clint Wilson

Randy Wilson

Leslie Wright

Layne Young

United Way of Odessa

2025 Highlights

Reflecting on a Year of Progress



Building Momentum



Early Kickoff: Fundraising season started earlier than ever.



100+ Workplaces Visited: Expanded into Pecos & Monahans.



Partner Spotlights: Social media highlights with our Partner Agencies.



Training & Growth: Welcomed United Way Texas for Board & ALICE training.



Organizational Excellence



Thriving United Way Assessment Completed.



UWW Global Rebrand Finished on Time.



UW Video: Thank you to OC for their collaboration, **Centers for Children & Families, Christmas in Action, PBMC, SHARE,** and our Board of Directors for participating.



Audit Success: Completed one audit and moved right into the next.



Community Engagement



Growing & improving our events over the past two years.

Standout Achievements! ✨



100+ Workplaces Visited



Expansion into Pecos & Monahans



UW Video Production
with Staff & Volunteers

These accomplishments reflect the collective effort and dedication of our community. Because of your support, lives are being changed and hope is being strengthened across Odessa and beyond.

Thank you for being part of this journey.
United is the Way.

THANK YOU TO ALL 2025-2026 INSPIRATIONAL CAMPAIGN SPONSORS!



SAULSBURY





UNITED WAY of Odessa



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www.unitedwayodessa.org



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