



2024 ANNUAL REPORT



United Way of
Eastern New Mexico

CHANGING LIVES FOR 65 YEARS





Message From Our Board President Sara Williams

Dear Friends of United Way of Eastern NM,

What a year! I am thankful for ALL OF YOU. Because of the work that YOU do with United Way of Eastern New Mexico, we can support and care for so many in our communities. We can serve the needs of 4 surrounding areas: Curry, Roosevelt, Quay and De Baca counties.

I remember many years ago, I was introduced to Erinn and United Way and was intrigued on how they can do what they do. I decided that I wanted to be a part of the amazing work, and I was welcomed with open arms. Over my years on board, I have been able to help with fundraising, recruiting volunteers from Cannon AFB, and being part of all the amazing events; be a recipient of the Presidents Volunteer Service Award for the last 3 years and be the blessed recipient of the Volunteer award of the year. What an honor!

I am amazed every day when I see the impact the United Way has on our local area and am thankful to be part of it. Being the president of the board, this last year has been such a realistic experience to dig deep and know the true meaning of United Way to be able to share with the community in the future. I would encourage YOU ALL to volunteer, to donate, and to talk about United Way of Eastern New Mexico with your friends, coworkers and relatives. Everything we do is possible because of YOU!

In closing, I would like to thank each of you for your time, your donations, and your efforts. I would like to thank our Board, our staff, and community members for giving your time and talents. The efforts that you invest does not go unnoticed. YOU make this all possible! Thank you for an amazing year!

Sara Williams
President - UWENM Board of Directors 2024-25



The United Way Board & Staff sincerely thank all of our great partners and volunteers for your dedication, hard work, and collaboration.



**YOUR \$364,000 IN DONATIONS TO
UNITED WAY OF EASTERN NEW MEXICO
WILL CHANGE LIVES --THANK YOU!**

**GIFTS TO SPECIFIC
CHARITIES**

**CORPORATE
CORNERSTONE**

**YOUR
GIFT**

**211
CONNECTING
COMMUNITY**

**COMMUNITY
INITIATIVES**

*211 Referral to
Agencies
*Game Changers
*Winter Warmth
*Charity Tracker

*HOMe Meetings
*Disaster
Response &
Recovery

*Volunteer
Action Center

**VITAL
LOCAL
GRANTS**

9 GRANTS
IN CURRY
COUNTY

6 GRANTS IN
ROOSEVELT
COUNTY

5 GRANTS IN
QUAY
COUNTY

2 GRANTS IN
DE BACA
COUNTY

*Diaper Drive
*Early Childhood
Resource Fair
*Dolly Parton's
Imagination
Library

*Stuff the Bus
*Summer
Activity Guide
*Reality Check
Day
*No Worries
Wall

*100% Community
Curry/Roosevelt



CHANGING LIVES FOR 65 YEARS



Vision & Mission

Mission

United Way of Eastern New Mexico
UNITES neighbors and CHANGES lives in
Curry, Roosevelt, Quay, and De Baca
Counties by seeking partners who Give,
Advocate, and Volunteer to benefit our
local community--especially through work
that promotes Child Well-Being and Youth
Success.



Vision

United Way of Eastern New Mexico
envision a community that comes
together to encourage families that
are working to become financially
stable; reach out to and support
young people at every educational
stage; and encourage individuals to
make healthy decisions while we
reduce the barriers to healthy living.

**Uniting Neighbors,
Changing Lives**

Connecting Our Community



211 Referral Help Line

In 2024 our specialist connected 2,212 individuals and families to vital help in 15 areas including disaster response, food, housing & utilities, legal aid & documents, mental health, and transportation.

Game Changer

Our Women United Community Allies and those who designated their donations to our Game Changer Fund allowed us to help 78 with birth certificates & ID's, 73 bus passes, 3 vital home repairs, and 176 utility/rent assistance. In 2024, with your contributions, we were able to move 7 families out of homelessness and into housing.



VolunteerENM.org

Through our FREE volunteer website in 2024 we connected 235 volunteers to 605 needs logging over 2,879 volunteer hours

100% Community

The truth is simple. Our children and students are enduring adverse childhood experiences and trauma, leading to our most costly health, safety, and educational challenges. We know the solution. Ensure that 100% of our families have access to the ten vital services for surviving and thriving. Refer to our Action Team Members.



CHANGING LIVES FOR 65 YEARS

Changing Lives

Reality Check Day



During the 2024-2025 school year 700+ 9th grade students participated in our financial readiness simulation over ten dates. Every school in our 4-county district participated, as well as the welcome addition of Clovis Christian Schools. Students learned how to budget not only their money but also their time. This was made possible by 74 volunteers giving over 550 hours and our **Sponsors: Bank of Clovis, Citizens Bank of Clovis, Western Commerce Bank, JP Stone Community Bank, First Financial Credit Union, US Bank, American Heritage Bank, & Taco Box.**

No Worries Wall

In 2024, we installed 19 additional No Worries Walls in all the elementary schools in 13 school districts: Clovis, Portales, Tucumcari, Dora, Elida, Floyd, Melrose, Texico, Ft. Sumner, Grady, House, San Jon, and Logan. That is in addition to the 33 already hanging in middle & high schools for a total of 52 personal care "Walls" supplying FREE hygiene items for students in need. Last year over 24,000 items were utilized. **Sponsored by Pattern Energy, Roosevelt Co Health Council, & Optimum Nutrition**



4-County Behavioral Health Partnership

Funded by a HRSA grant, UWENM is working with 12 school districts, mental health providers, detention centers, EPCOG, hospitals, colleges and universities. **UWENM is strengthening the mental and behavioral health environment for students and families.** 4CBHP is supporting social work students with stipends, adding professionals to rural schools and hospitals, covering costs of training for local mental health providers & educators in **Play Therapy, Mental Health First Aid, Resiliency, and Anti-Vaping**, providing students with text based a **positive psychology intervention** program, conducting behavioral health symposiums for professionals & career days for high school students, and improving referral and client tracking for collaborating organizations.



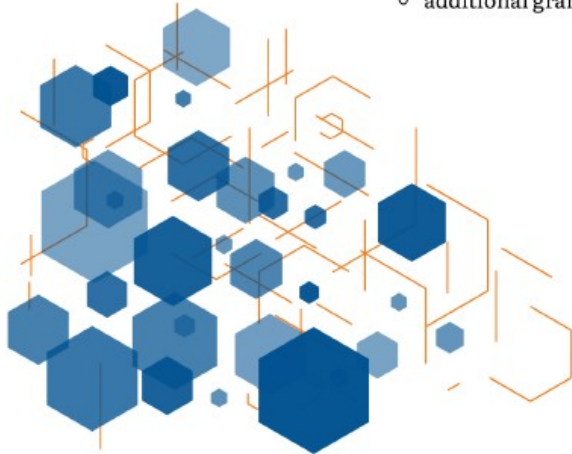
Local Grants

Curry

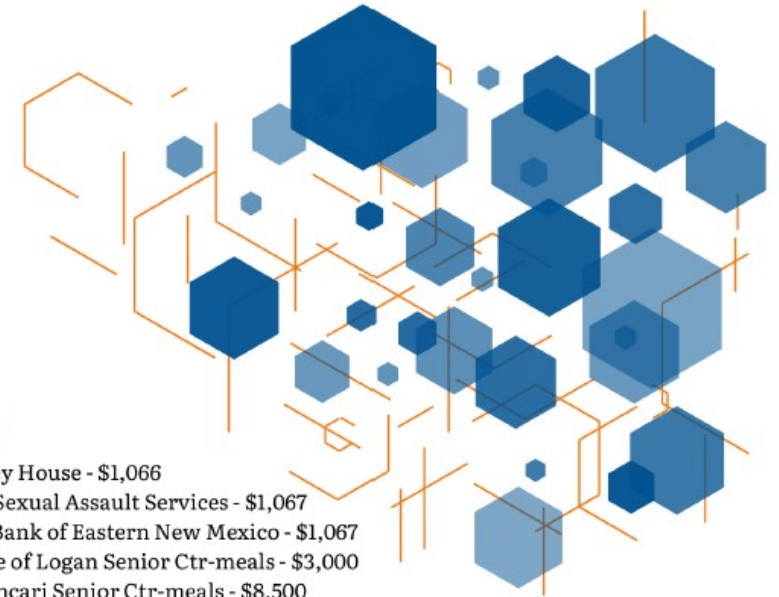
- Food Bank of Eastern New Mexico - \$12,000
- Habitat for Humanity - \$5,000
- Arise Sexual Assault Services - \$6,500
- Hartley House - \$7,500
- Special Olympics of Clovis - \$5,000
- Operation Warm Heart - \$1,500
- Clovis Meals on Wheels - \$3,000
- Girl Scouts of New Mexico Trails - \$1,500

Roosevelt

- Food Bank of Eastern New Mexico - \$7,500
- Hartley House - \$8,300
- Arise Sexual Assault Services - \$6,500
- Portales Meals on Wheels - \$4,500
 - additional grant \$2,000



In addition, over \$19,000 goes to 26 other non-profits per our donors' wishes.



Quay

- Hartley House - \$1,066
- Arise Sexual Assault Services - \$1,067
- Food Bank of Eastern New Mexico - \$1,067
- Village of Logan Senior Ctr-meals - \$3,000
- Tucumcari Senior Ctr-meals - \$8,500

De Baca

- Fort Sumner Senior Ctr-meals - \$3,500
- Village of Fort Sumner - AED Defibrillators - \$4,500

United Way donations impact our communities by providing Community Grant Funds to non-profit agencies that improve Child Well-being & Youth Success, Income, and Health in Curry, Roosevelt, Quay, and De Baca Counties.

United Way of Eastern New Mexico Grants provide financial support to local organizations that families depend on every day. Our competitive grant process utilizes volunteers from the local community to review agency applications and recommend funding amounts. We partner with great organizations that help fight hunger; stop abuse, sexual assault, & domestic violence; provide affordable housing, take care of our elders, and empower our youth.

Leaders in Workplace Giving

Pacesetters

Curry

1. Clovis Municipal School - \$37,925
2. Xcel Energy - \$31,460
3. Citizens Bank of Clovis - \$26,626
4. Plateau - \$15,103
5. Bank of Clovis - \$12,445
6. Plains Regional Medical Ctr - \$11,961
7. Cummins Gas Engines - \$11,576
8. New Mexico Gas Co - \$11,508
9. BNSF - \$11,020
10. City of Clovis - \$10,515

Roosevelt

1. Roosevelt Co Electric Coop - \$24,460
2. Eastern New Mexico Univ. - \$24,120
3. Roosevelt General Hospital - \$18,186
4. Portales Municipal School - \$14,455
5. La Casa Family Health Center - \$5,664

Quay

1. Logan Municipal Schools - \$960
2. Tucumcari Municipal Schools - \$776
3. Mesalands Community College - \$560.00

We are grateful for the support and trust of so many companies and organizations in Curry, Roosevelt, Quay, and De Baca counties. These businesses allow their employees to give to United Way.

\$5,000-\$11,000

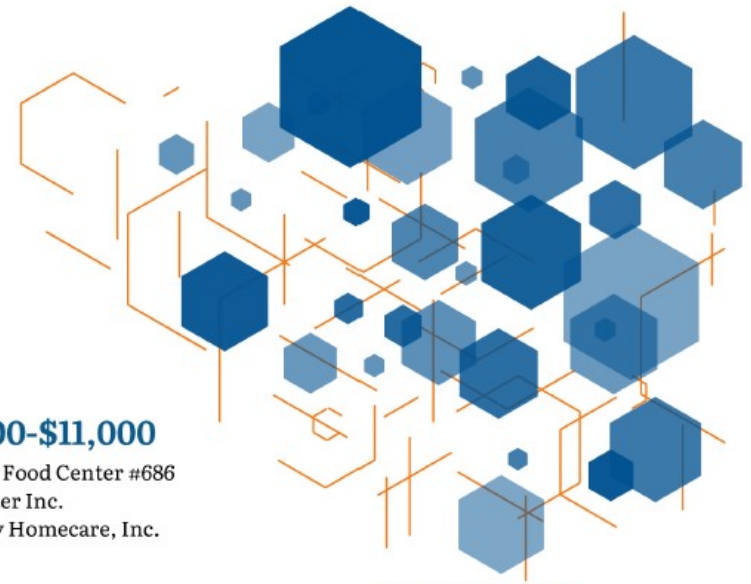
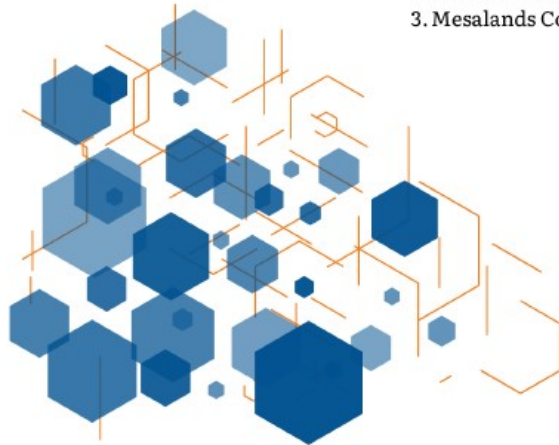
Albertson's Food Center #686
EPCOR Water Inc.
Community Homecare, Inc.

\$2,500-\$4,999

C & S, Inc.
New Mexico Bank & Trust
American Heritage Bank
Texico Municipal Schools
AAA Appliance Service - Young Rental
Taco Box
James Polk Stone Community Bank

\$1000-\$2499

Mark Carpenter Plumbing
Western Management LLLP
Burns Do It Center
Kiwanis Club of Portales
McDonald's Restaurants
Western Commerce Bank
Curry County
Farmer's Electric Coop.
Honetreat Company
United Way of Eastern NM
Eastern Plains Council of Gov't
Eric D. Dixon, Attorney
Java Loft
Wheeler Mortuary
WWRC, INC



Leaders in Personal Giving

Thank you for generously supporting your community through United Way's 2024-2025 Campaign. When you give at the Leadership level, you are not only giving back to your neighbors in a significant way, you are also inspiring those around you to do the same.

Alexis de Tocqueville Society

Ordre de Societé ~ \$10,000 - \$24,999

Leadership Circle Givers

Gold ~ \$5,000 - \$7,499

Anonymous Giver
Amy Corbin

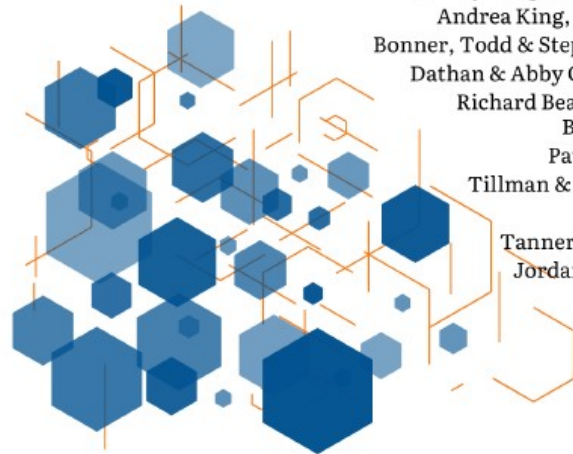
Gerald & Missy Simnacher
Kaye Ezzell Quintana
Mark & Diane Carpenter
Kent & Becky Carruthers
Paul Nelson

Silver ~ \$2,500 - \$4,999

Matthew Kauffman
Mary Collins
David & Margaret Briseno
Steve Kent

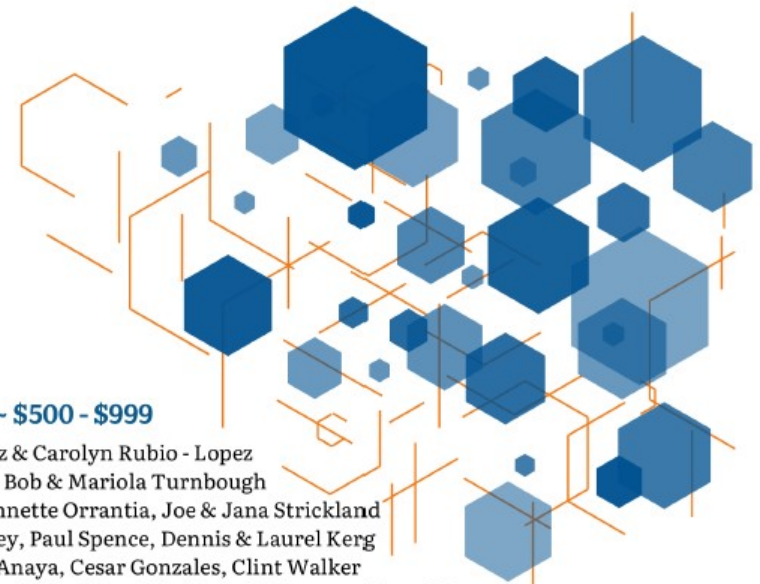
Bronze ~ \$1,000 - \$2,499

Dr. Cindy Benge, Jessica Camacho, Susan Larsen
Andrea King, Jeremy Neal, Don & Gustenia
Bonner, Todd & Stephanie Spencer, Justin Brozek
Dathan & Abby Culpepper, Sammy Villanueva
Richard Beaman, Dr. Jeff & Cindy Gentry
Barney Jaramillo, Charles Lott
Patricia Hill, Michael Hendricks
Tillman & Sarah Stevens, Janice Castillo
Diane Miller, Colt Banister
Tanner Rawdon, Dr. Patrice Caldwell
Jordan Jasso, Lance & Carisma Pyle
Dr. Mary Hockaday
Bill & Gail Kinyon
Bob & Maria Waters
Timothy Harkins



Pewter ~ \$500 - \$999

Michael Lopez & Carolyn Rubio - Lopez
Andy Galvan, Bob & Mariola Turnbough
Rojelio & Jeannette Orrantia, Joe & Jana Strickland
Richard Hadley, Paul Spence, Dennis & Laurel Kerg
Marcy & Ray Anaya, Cesar Gonzales, Clint Walker
Leslie Roberts, Justin Liles, LeighAnn Melancon, Cheryl Hamner,
Andres Sosa, Brian Gonzales, Debbie Lambirth, Alan Wofford, Dr. Manuel & Ann
Varela, Jeromy Baldrige, Terri Chavez, Shawn Miller, Tyler & Brendi Cabeldue,
Brittany Lenon, Randa Jesko, Isidro Duran, Pete & Tammy Salas, Adrian Alvarez,
Kristen Holmes, Dustin Knapp, Joshua Potocki, Royden Lopez, Kim Viscaino, Kim
Garcia, Dawn Bendzus, Sara Wiest, Trent Crow, Sam Tapia, Leo & Nikki Lovett,
Noma Ramos, Dr. Elizabeth Lynch, Dr. Melissa Moyer, Donna & Kevin Bond,
Randy & Cindy Harris, Robert & Leticia Schneider, Claire Burroughes, Carrie
Nigreville, Melissa Parkin, Todd Fuqua, Scott & Jane Christensen, Erinn Burch,
Octavio Zertuche, Betty Williamson, John & Judy Underhill, Lisa Hale, Stacy Ciano,
Cessna Washburn, Raul Lopez, Kandi Hall, Anthony Montoya, Andrew Garcia,
Alondra Rodriguez, Alyssa Hall, Melodye Thomas, Christina Drake, Juanita
Mondragon, Deanne Forshee, Erika Grenko, Michelle Gaut, Brian Carpenter,
Quannah Saiz, Rebecca Roach, Reba Benavidez, Suzanne Thomas, Colten Grau,
Daphne Gonzales, Dr. Kathleen Salter, Jeff Skarda,
Wayne & Rebecca Anderson, Mackenzie Taylor



Leaders in Advocacy & Volunteering

Reality Check Day Sponsors

- Bank of Clovis
- Citizens Bank of Clovis
- Western Commerce Bank
- JP Stone Community Bank
- First Financial Credit Union
- American Heritage Bank
- US Bank
- Taco Box

Reality Check Day Volunteers

- | | | |
|----------------------|--------------------------|-----------------------------|
| • Marcy Anaya | • Kandy Hutchins | • Gordan Runyan |
| • Ester Ancira | • Kaylee Jackson | • Twila Rutter |
| • Alyssa Aragon | • Lawrence Johnson | • Catalina Sanchez |
| • Cheyenne Banther | • Jennifer Jowers | • Rosemary Sellers |
| • Laura Bazar | • Lindsay Keller | • Tara Smith |
| • Caitlan Bennett | • Ruthann Kelly | • Katie Thomas |
| • Andrew Bennett | • Scott Key | • Judy Underhill |
| • Janay Boles | • Tina Key | • Sarah Urban |
| • Donna Bond | • Celia Kirkland | • Celia Valois |
| • Richard Bradfute | • Jack Kirkland | • Heavenly Vargas |
| • Lauren Brian | • Brhianna Kirven | • Jamie Vaughan |
| • Tiera Bustamante | • Chrystal Lopez | • Ryan Verge |
| • Patty Buxton | • Tyler Lucas | • Evelyn Vidal Blanco |
| • Jessica Camacho | • Amala Luncheon | • Krystal Williams-Benedict |
| • Toni Chavez-Bonney | • Nicole Madrid | • Timothy Winrow |
| • Ebony Cooper | • Audrey Marsh | |
| • Edith Cope | • Tom Martin | |
| • Vanessa Dirksmeyer | • Trinity Morrison | |
| • Jill Ellsworth | • Eleisa Munoz | |
| • Izzy Elszy | • Donna Nicholas | |
| • Alexis Firm | • Nkechi Obodozie | |
| • Tara Godwin | • Pablo Pena | |
| • Priscila Gonzalez | • Mik Plunkett | |
| • Justin Hagemann | • Lesly Ramirez Gallegos | |
| • Clara Hawkins | • Shayla Rascon | |
| • James Heredia | • Alexis Ricks | |
| • Kristen Holmes | • Chi Robb | |
| • Matt Hunton | • Joyce Runyan | |
| • Tammy Hunton | | |



CHANGING LIVES FOR 65 YEARS



No Worries Wall

Allowing all our Eastern New Mexico kids to feel confident and comfortable at school.

Sponsors

- Pattern Energy
- Optum Nutrition
- Roosevelt County Health Council



Stuff the Bus

Volunteers

- | | |
|---------------------|--------------------|
| • Marcy Anaya | • Celia Kirkland |
| • Jenelle Aquino | • Katelynn Lewis |
| • Jason Autry | • Donna Nicholas |
| • Cassandra Ayers | • Kevin Poulin |
| • Nalani Bernal | • David Shatto |
| • Sonya Bridgewater | • Diane Shatto |
| • Cindy Cicero | • Leanne Stewart |
| • Ethan Didway | • Jamie Vaughan |
| • Jeff Gentry | • Sara Williford |
| • Katie Izaguirre | • Elaine Williford |
| • Elizabeth Kelly | |

Helping teachers & students start the school year with the supplies they need.



Leaders in Advocacy & Volunteering

Women UNITED

Leaders \$500+

- Kim Viscaino
- Jane Christensen
- Ronnie Birdsong

Uplifters \$240+

- Donna J. Mowrer
- Laura A. Leal
- Elaine T. Gard
- Betty S. Mitchell
- Erinn M. Burch
- Kristen Holmes
- Margaret A. Rhode
- Marnee Stratton



Game Changers \$125+

- Jacque S. Ochs
- Betty J. Williamson
- D'Auna Lockmiller
- Sonya Bridgewater
- Christy Mendoza
- Laurie Westerman
- Nataisha McMaster
- Stephanie Spencer

JOIN TODAY !



Community Allies \$50+

- Karen Inge
- Margaret Johnston
- Cecilia J. Bullock
- Cindy Cicero
- Debbi Smith
- Dianna K Thompson
- Linda Anderle
- Quaylene Parkey

Women coming together to change lives of families in need throughout Eastern NM



CHANGING LIVES FOR 65 YEARS

Red Nose Challenge

- Amy Sellers Parker
- Road Runner 4H Club
- Jennifer Granthen

\$2,077 raised for our youth.



Golf Tournament 5.3.25

Thank You for In-Kind Help:
Colonial Golf Course, Albertson's,
Texas Roadhouse, ECOLAB, K-Bob's
Dion's Pizza, Big 5

Phillip Salazar- Tournament Chair
Randa Jesko, Jamie Vaughan, Marcy Anaya

\$6,115 raised for our community.

Diaper Drive

Donors--over 17,000 diapers

- Andy Mason-Benefit Concert
- Cummins Natural Gas Engines
- Curry County Health Council
- Roosevelt County Health Council
- Healthy Kids Roosevelt County
- Jasmine Clemons
- Cindy Cicero
- Rhonda Seidenwurm
- Darrell Roe



Leaders in Advocacy & Volunteering

Moo-ve It Truck Pull

Presenting Sponsors

- Curry County Fair
- Southwest Cheese

Super Big Cheese Sponsor

- Dairy Famers of America
- WDT
- Select Milk Producers

Big Cheese Sponsor

- TLM
- MyMar
- TC Jacoby
- Red Stag

By the Whey Sponsors

- Brown's Shoe Fit
- AAA Fire Pro
- BB Wolf & Little Red



Bringing the community together while raising funds for United Way of Eastern New Mexico



CHANGING LIVES FOR 65 YEARS

100% Community

Thanks to our Action Team Partners

- | | | |
|----------------------|---------------------|------------------------|
| • Carolyn Tollett | • Dianna Sprague | • Liz Wooley |
| • Cindy Cicero | • Edna De la Rosa | • Lulu Hita |
| • Claire Burroughes | • James Heredia | • Brian Pickard |
| • Constance Williams | • Sandy Chancey | • Summer Boyd |
| • David Shatto | • Sara Williams | • Juan Carlos Vidaurri |
| • Diane Shatto | • Kaytlin Cannata | |
| • Debbie Gentry | • Celia Kirkland | |
| • Jessica Camacho | • Jennifer Gonzales | |
| • Mike Hailey | • Rosa Hammond | |
| • Carol Flores | • Nereyda Fait | |
| • Serenity Lopez | • Briana Hightower | |
| • Heather Mares | • Teresa Howard | |
| • Christina Fait | • Kathleen Daniels | |
| • Roberta Calderon | • Kris Paulus | |
| • Tammy Hunton | • Lacy Keith | |
| • Diane Delgado | • Laurie Collins | |



100%
CURRY ROOSEVELT
INITIATIVE

Summer Activity Guide

Compiled by Virginia McReynolds, Erinn Burch, and Randa Jesko

Sponsors

- Plains Regional Medical Center
- Citizens Bank of Clovis
- City of Clovis Hillcrest Park Zoo
- Clovis Community College
- Curry County Grants Program
- ENMU Blackwater Draw Museum
- ENMU Department of Art
- ENMU Library
- Plumbing and Mechanical Services
- Just Kiln Me Now
- La Casa Family Services
- Salvation Army
- Zia Elite



40 page publication of summertime information for 12,000 Curry & Roosevelt county families.



United Way of Eastern New Mexico and Eastern Plains Council of Governments were awarded a \$500,000/year four-year grant (2022-2026) to strengthen behavioral healthcare service delivery in our region and improve the health and wellbeing of youth, families, and individuals in our communities.

Catch My Breath - Substance Use Campaign

A team from the National Guard partnered with our HRSA team to bring a Substance Use "Catch My Breath" Campaign to 4 of our Rural schools. Logan, Grady, San Jon, Tucumcari 6th-8th graders participated. Four sessions were held over the course of 4 months from February to May 2025. 258 students attended the sessions. 102 of them were 6th graders, 112 of them were 7th graders, and 44 of them were 8th graders. "Catch My Breath" is an anti-vaping program. 9 teachers and community members from each of our four counties also completed a training to further teach the program in our counties.



CHANGING LIVES FOR 65 YEARS



Community Conversations

Our 4 Community Conversations held in Curry, Quay, and Roosevelt Counties, April 8th - 11th, were attended by 36 people - 17 of those people participated in the additional sessions to become Facilitators.



Rural Schools Career Day

Our Career Day was attended by Dora, Fort Sumner, Elida, Logan, Grady, and San Jon. Involving only the 11th graders from the schools, there was a headcount of 81 students in attendance.



HRSA Symposium

Our HRSA Symposium held on November 15 at the Clovis Community College. had a total of 116 people attend. The Resiliency movie that was featured after lunch was attended by 33 people.

United Way of Eastern New Mexico Board of Directors 2024-25

Officers

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President
Philip Salazar - Dairy Farmers of America
Vice President
Vincent Soule - Eastern Plains Council Govt
Treasurer
Jeff Gentry - Eastern NM University
Secretary
Richard Beaman - Plains Regional Medical Ctr
Campaign Chair
Karla Lee - Western Dairy Transport
Campaign Chair Elect
Niki Madrid - 9th Judicial Court
Past President

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Vickie Gutierrez
Tyler Lucas
Felicia Powell
Amiah Robinson
Quannah Saiz
Joyce Runyon
Laura Lowrey
Shay Lucero
Jovana Gomez
Jodie Marquez
Marcus Gianini

Joining in 2025-26

April Chavez
Julie Surina
Kim Visciano



CHANGING LIVES FOR 65 YEARS

Corporate Cornerstone

Pinnacle Level

\$15,000 and up



Cupola Level

\$10,000 to \$14,999



Rotunda Level

\$7,500 to \$9,999



Keystone Level

\$5,000 to \$7,499



PRESBYTERIAN

Plains Regional Medical Center

Arch Level

\$2,500 to \$4,999

C & S, Inc.
New Mexico Bank & Trust
Western States Insurance
AAA Appliance /Young
Rentals
American Heritage Bank
JP Stone Community Bank
Taco Box

Column Level

\$1,000 to \$2,499

Western Management LLLP
Burns Do It Center
McDonald's Restaurants
Western Commerce Bank
Honetreat Company
KWS Insurance
Eric D. Dixon, Attorney
Java Loft
Wheeler Mortuary
WWRC

Pedestal Level

\$500 to \$999

McKay & Co., P.C.
Community Homecare
Miracle Ear Clovis
Bell Bank Mortgage
Cissell Transfer Storage
Clovis Furniture Exchange
Edward Jones - J. Johnson
Edward Jones - T. Lucas
Hamilton Lawn & Sprinkler

**Thank you to our
Cornerstone Partners
for ensuring that
UWENM has a strong
foundation**

Together, we've achieved remarkable milestones on our path to
ensure that ALL can THRIVE.

Your generosity fuels our mission.
You allow us to touch and change the lives of our neighbors in need.

We are still fundraising to support the grants promised for 2025.
Want to help?

Simply scan the QR code to donate and be a part of our journey
toward a stronger, more resilient community.

Thank you, on behalf of the families of Curry, Roosevelt, Quay, and De Baca Counties.



✉ staff@unitedwayenm.org
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Clovis, NM 88101
🌐 www.UnitedWayENM.org

*We thank all contributors and volunteers for their generous support. Every effort
has been made to achieve a complete and accurate list. If your name was
inadvertently omitted, misspelled, or listed in a manner differently than you prefer,
please accept our apologies and contact the United Way office at (575) 769-2103.