



# 2023 ANNUAL IMPACT REPORT



**"REMOVING BARRIERS AND IMPROVING ACCESS SINCE 2017"**

# A LETTER FROM OUR FOUNDER & EXECUTIVE DIRECTOR



As we reflect on another impactful year at Modus, I am delighted to share with you our annual impact report, highlighting the strides we've made in our work to ensure **equitable access** to transportation in Tulsa, create a more inclusive Tulsa, and foster thriving communities, one ride at a time.

Since our inception in 2017, Modus has been dedicated to serving the community, recognizing the pivotal role transportation plays in creating a level playing field for all. We are proud to announce that, to date, we have provided over **27,000** rides to Tulsans facing challenges or confined to their homes, forging pathways to a brighter and more accessible future.

In the last two years alone, Modus has given nearly 15,000 rides, showcasing our commitment to consistently expanding our reach and making a difference where it's needed most. This growth is a testament to the hard work and dedication of our team, as well as the unwavering support from our community and partners.

Our 2024 goal is to sustain this experienced growth while maintaining our client satisfaction ratings, currently averaging an impressive **4.9 out of 5**. This reflects the quality and reliability of our services, as well as our commitment to creating a network of support and empowerment that extends beyond transportation, touching the lives of those we serve.

At Modus, we firmly believe that transportation is not just a means of travel; it is a **catalyst** for positive change and improved quality of life. We go beyond providing a simple ride; we function as a **crucial lifeline**, linking our community members to the life-changing services provided by our partner agencies. We are privileged to be the bridge that facilitates access to essential resources and opportunities, empowering individuals to lead fuller and more independent lives.

As we move forward, we express our deepest gratitude to everyone who has played a role in Modus' journey – from our dedicated team and supportive partners to the resilient individuals we have had the privilege of serving. Together, we are making a lasting impact on the fabric of our community.

Thank you for your continued support and for contributing to the transformation of lives through the power of accessible transportation.

Sincerely,

**Leslie Neal-Emery, M.A.**  
Executive Director and Founder





## OUR MISSION

Modus removes barriers through innovative transportation solutions, education, and advocacy.

# 6 YEARS OF DRIVING CHANGE

Modus was born out of a commitment to confront transportation inequity. Unlike traditional transit systems, our mission goes beyond transportation; we aim to break down barriers and empower communities.

Modus achieved a monumental milestone in 2023, surpassing over **27,000 rides** and reaffirming our commitment to transforming lives through reliable transportation in Tulsa.

By offering safe and reliable transportation solutions, Modus catalyzes positive change, ensuring equitable access to healthcare, social services, education, employment, and occupational opportunities.

Modus is the only nonprofit in the nation that exists solely to provide access to the social services provided by nonprofit organizations, remove obstacles for folks who experience transportation vulnerability, and reduce transportation costs for nonprofit organizations.

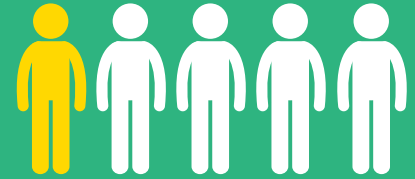
Since 2017, Modus has been breaking down barriers and connecting individuals to healthcare, social services, education, employment, and occupational opportunities.



# WHY MODUS EXISTS



In Tulsa, **1 in 8** people live in transit deserts and **1 in 5** people struggle finding reliable transportation to access social service appointments, jobs, and school.



**Sometimes the only thing standing in the way of a job, medical appointment or getting to class is simply a ride.**

**Did you know that more than 100,000 people live in poverty in Tulsa County\*?** People living in poverty often work low-wage jobs and struggle with paying for food, rent, and other bills. Owning and operating a car costs \$6,500-\$10,000 a year. For many, owning a car is simply out of reach financially.

Additionally, many areas in Tulsa and Osage Counties are considered **transportation deserts**, where the ability to use public transit is a hardship for many. Common issues with the transit system include bus lines only running once an hour and buses often running late, causing some trips to last hours. For families that do not have reliable transportation, it can often take several hours on a city bus to attend one appointment. With young children, this creates a situation that can be stressful for both the child and adult.

Low-income Tulsans with transportation instability become isolated in their communities, cut off from access to healthcare, social services, educational opportunities, and employment-related services. They struggle to get to work, school, and appointments on time. Missed appointments and lost employment opportunities can lead to an inability to meet basic needs.

Ultimately, transportation instability leads to poorer education, lower employment rates, increased food insecurity, and poor health, resulting in extreme consequences for families. Modus recognizes the pivotal role of transportation in ensuring equitable access in Tulsa and is devoted to fostering thriving communities, one ride at a time.

Modus provides equitable access to the services and opportunities that our community members need to thrive so low-income Tulsans can focus on overcoming obstacles and raising healthy families.

\* [www.census.gov](http://www.census.gov)

\*\*AAA's "Your Driving Costs" study



# JESSICA'S JOURNEY



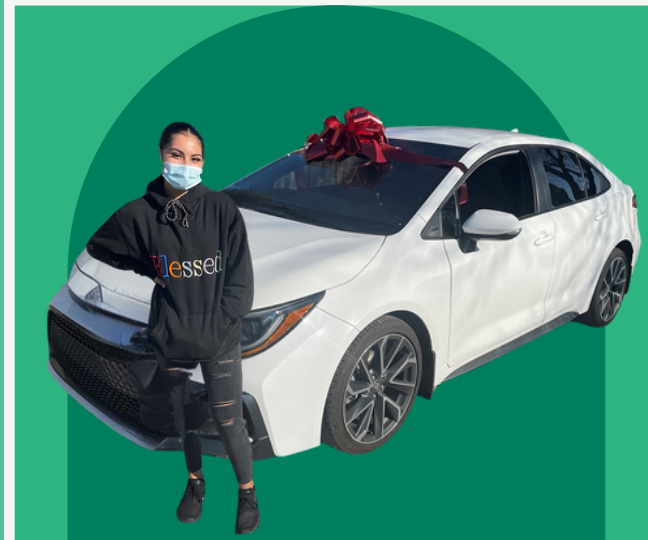
Jessica's journey with Modus is a testament to the transformative impact of accessible transportation. Over 200 times, Jessica relied on Modus to navigate her way to crucial social service appointments, GED classes, and work commitments. Without Modus, the alternatives were daunting – an almost 8-mile round trip on foot or a lengthy two-bus journey, each leg taking nearly an hour, had she used public transit. Modus, with its efficiency, became Jessica's preferred mode of transportation, ensuring she reached her destinations on time and safely.

In a significant turn of events in 2022, Jessica was chosen as the inaugural recipient of a vehicle through Modus Gives, a pilot program by Modus that not only provided her with a vehicle but also covered the first year's insurance and operating expenses. This eliminated the challenges Jessica faced in commuting and provided Jessica with newfound freedom and opportunities.

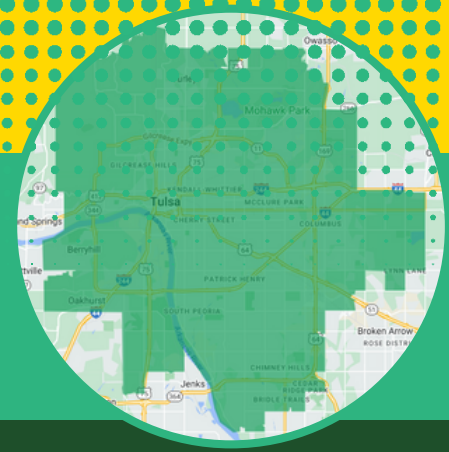
Inspired by her own experience, Jessica decided to pay it forward. She applied to become a Client Transportation Specialist with Modus, eager to assist fellow Tulsans facing similar challenges. Over the course of approximately a year, Jessica provided around 450 rides, ensuring that others had the same accessibility and convenience that Modus had granted her.

Reflecting on her time with Modus, Jessica shared a heartfelt testimonial: "I am so grateful for everyone I got to build connections with... Modus is the best thing that happened to me during my times of desperate need to get around. I don't know what I would've accomplished without Modus. I had lost motivation, but when Modus showed up, I felt capable again."

Jessica didn't stop there. She pursued new opportunities and joined the Navy, where she is currently being trained in the medical field. Jessica's journey exemplifies the profound impact of accessible transportation and community support, as Jessica, once a recipient, now serves as a beacon of inspiration to others.



# MODUS DRIVE



Modus understands that a community need requires a community response. We aim to provide solutions to transportation needs by collaborating with organizations and individuals with that necessary knowledge and resources.

Modus' flagship program, Modus Drive, provides safe and reliable transportation by utilizing trained and vetted volunteers and staff drivers. Modus drives clients who have been referred by an authorized partner agency. Unlike other rideshare services, youth 13 and older do not need an adult to accompany them. At no cost to clients, we provide safe, consistent, and punctual transportation to individuals and families in the Tulsa area.

In addition to being the only sustainable, non-profit transportation solution in Tulsa, Modus also stands out from other transportation options by having a Certified Car Seat Technician on staff and by being voluntarily HIPAA compliant. We even have child safety seats available, upon request, for our clients who are traveling with their child or children. With a client satisfaction rating of 4.9 out of 5, Modus goes above and beyond to offer exceptional service to our clients.

**6,329**  
Rides provided  
in 2023

**27K**  
Rides provided  
since 2017

**469**  
Clients served  
in 2023

**1,524**  
Clients served  
since 2017

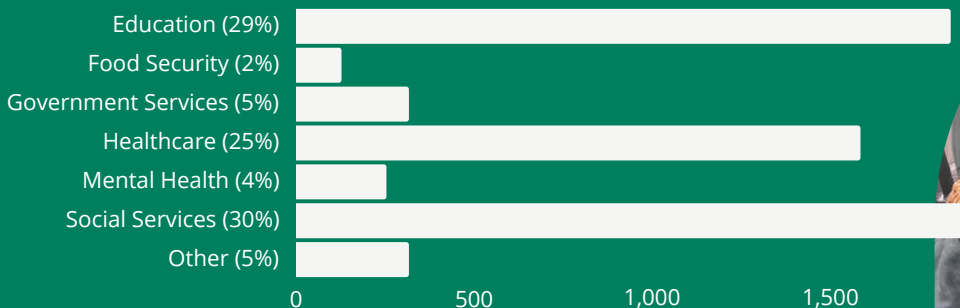
**22**  
Agencies served  
in 2023

**4.9/5**  
Average client  
satisfaction rating  
since 2017

## Partner Agencies Served in 2023

Amplify Tulsa - Blessings to Share - Catholic Charities of Eastern OK - Domestic Violence Intervention Services - Supporting Healthy Initiatives for Tulsa- Housing Solutions - Hunger Free Oklahoma - J.A.M.E.S. Inc. - KIPP Tulsa - LIFE Senior Services - The Parent Child Center - Strong Tomorrows - Tulsa Birth Equity Initiative - Tulsa CARES - Tulsa Community WorkAdvance - Tulsa Girls Art School - Tulsa Public Schools' Homeless Education - Urban Coders Guild - Youth Services of Tulsa - YWCA Tulsa

## Rides by Service Type in 2023





# MODUSED

Surveying thousands of high school students unveiled that 50% refrained from using public transit due to a lack of knowledge or perceived safety concerns. Additionally, with a diminishing number of drivers' education programs in Tulsa public schools, only 70% of juniors and seniors possess a driver's license, underscoring the importance of alternative transportation education through ModusEd.

ModusEd, our educational initiative, strives to equip individuals with the necessary knowledge to utilize Tulsa's current transit options for accessing educational opportunities, part-time jobs, and higher education.

**50%**  
OF STUDENTS WHO  
WANT TO RIDE THE  
CITY BUS, SAID  
THEY JUST DON'T  
KNOW HOW

# MODUS DELIVERS

BRIDGING GAPS, DELIVERING DIGNITY

In partnership with Catholic Charities and LIFE Senior Services, Modus proudly launched Modus Delivers, a groundbreaking service supported by the Tulsa Area United Way's Innovation Grant. This initiative aims to provide both *dignity* and *nutrition* to homebound seniors in our community by delivering nutritious food directly to their doorsteps.

Recognizing and addressing the transportation and financial challenges faced by seniors, particularly the **80%** affected by limited transportation options, Modus Delivers goes beyond addressing food insecurity to enhance the overall well-being of Tulsa's seniors.



**2,500**  
BAGS OF FRESH  
PRODUCE DELIVERED



**"This project will get nutritious food right to their doorsteps. I believe it will be so positive for both their physical and mental wellbeing."**

*- Eileen Bradshaw, LIFE Senior Services CEO*

\*Modus Delivers was a pilot program from June 2022- June 2023. Modus will be reevaluating the service in 2024 to assess the launch of the full-scale program.



# VOLUNTEERS

The dedication of our incredible Volunteer Action Committee, which meets regularly, provides invaluable insights on enhancing our services for both clients and volunteers. Volunteering with Modus is a simple yet powerful way to make a significant impact in your community.

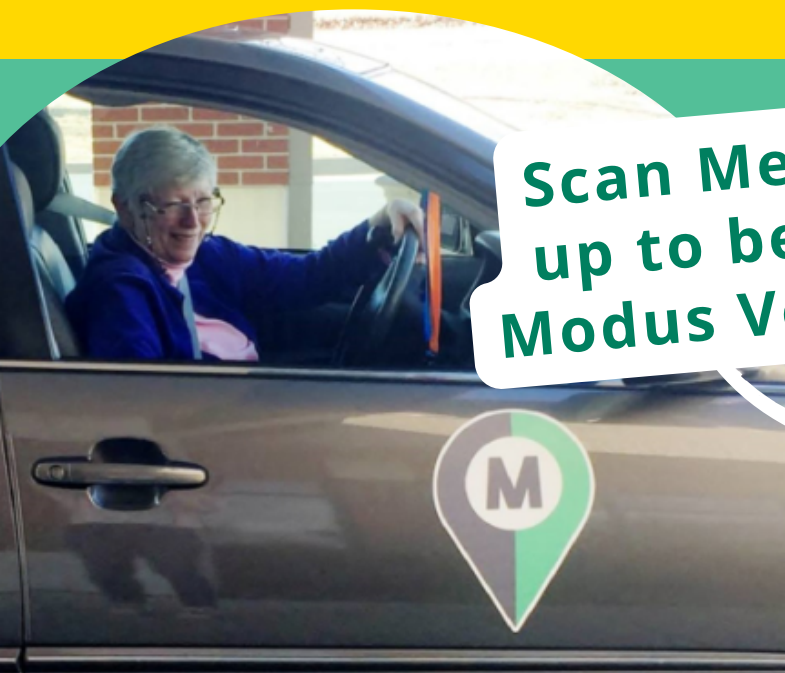
At Modus, our remarkable team of volunteers is the driving force behind the change we aim to achieve. Volunteers play a pivotal role in providing rides, delivering groceries, assisting with events, and collaborating to explore innovative ways to spread the Modus mission.

When you become a Volunteer Modus Driver, you're not just providing rides or delivering essential items; you're actively bridging gaps in our community. By connecting the most vulnerable individuals to opportunities and resources, volunteers at Modus are instrumental in fostering a thriving community.



**"Clients are always so appreciative of me giving them a ride! It's a simple gesture that makes a huge difference in their everyday life."**

*-Keely, Volunteer Modus Driver*



Scan Me to sign up to become a Modus Volunteer!

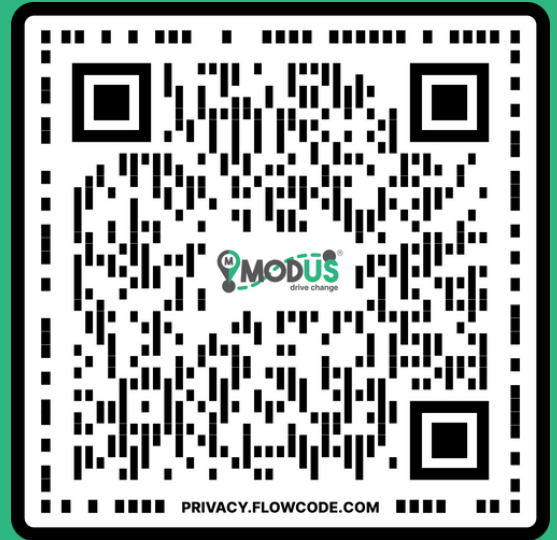




# CONNIE'S JOURNEY

Enter Connie's world, a senior citizen navigating life with a vision impairment. For medical appointments, Modus is not just a ride; it's a lifeline. Without it, costly alternatives like Lyft or Uber would strain her budget. Connie values Modus for more than affordability—she finds comfort in the safety and reliability of our drivers. Background checks and visible badges create a secure space, making each Modus journey more than transportation; it's a dependable connection that transcends barriers, providing solace and assurance on the path to health and well-being.

Scan to hear more client stories



# NATHAN'S JOURNEY

Step into Nathan's journey, where Modus transforms barriers into opportunities. Initially relying on public transit, Nathan faced the challenge of early mornings to make it to Tulsa Tech on time.

Since connecting with Modus in August 2020 through Youth Services of Tulsa, his life has taken a transformative turn. Over 180 Modus rides later, Nathan achieved remarkable milestones—GED completion, Certified Machine Technician status, and a full-time job at a local manufacturer.

The pinnacle of his journey comes with a life-changing gift from Modus Gives – a new car, enabling timely commutes and financial savings. Nathan's aspirations now extend to pursuing a degree in mechanical engineering, a testament to how accessible transportation can pave the way for remarkable achievements.



**YOU'RE INVITED!**

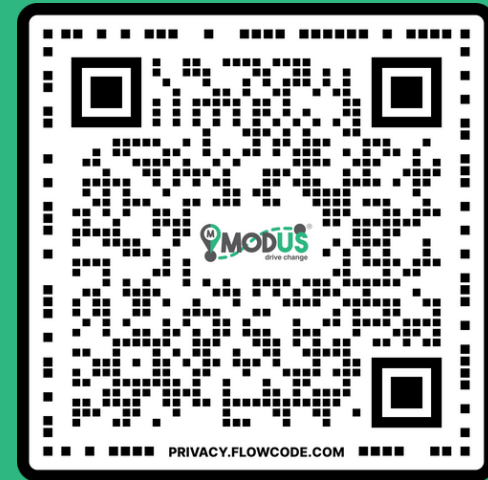
# CARAVAN

DRIVING MODUS FORWARD

Modus would like to invite you to join our new monthly giving program, The Caravan!

If you care about the Modus mission, this is the easiest way to make a great impact. With a monthly gift, you are able to help someone get to school, work or the doctor.

Scan to jump on the Caravan today!



## WAYS TO PARTNER IN DRIVING CHANGE

### Rolling Futures: Propel a Commute, Sponsor a Ride!

With a humble donation starting at just \$25, you have the power to sponsor five crucial journeys through Modus, offering Tulsans the key to unlocking opportunities and essential access. Your support transcends mere contribution; it becomes a tangible force, creating a profound and meaningful impact on the lives of individuals within our community. Join us in making a difference, one ride at a time.

### Chart Your Course: Unlock Opportunities with Our Board of Directors!

Embark on a transformative journey with us as we seek individuals to join our mission of reducing transportation barriers in Tulsa. Consider applying not only for vacancies on our Board of Directors but also explore opportunities to serve on our dynamic committees. Your involvement will not only make a difference but also contribute your unique perspective to shape Modus' policies and programming initiatives, fostering impactful change in our community.

# We'd like to thank all our donors for their generous support



## Community Partners

Anne and Henry Zarrow Foundation - Ascension St. John - BlueCross BlueShield of Oklahoma - Broadhurst Foundation - Carl C. Anderson Sr. and Marie Jo Anderson Charitable Foundation - Charles and Lynn Schusterman Family Philanthropies - Coretz Family Foundation - Cox Charities - Ed Darby Foundation - Flint Family Foundation - George Kaiser Family Foundation - Helmerich Trust - Kaleidoscope Foundation - Mervin Bovaird Foundation - OmniTrax - ONEOK Foundation - QuikTrip Corporation - Ruth Nelson Family Foundation - Sarkeys Foundation - Stuart Family Foundation - The Gelvin Foundation - The Grace and Franklin Bernsen Foundation - The Hille Charitable Family Foundation - The Kerr Foundation - The Mary K. Chapman Foundation - Tulsa Foundation - Tulsa Community Foundation - Whitmire Family Fund

## 2023 Board of Directors

Jim Ogez, Regier Carr & Monroe, LLP, CPAs - Bob Sullivan, Professional Risk - Kate Sullivan, Black Dog Law, PLLC - Dave Thomas, Idea Ranch - Gina Carroll, National Construction Services, LLC - Jimmie Cameron, Camtech - Julius Hughes, Matrix Service Company - Tania Pryce, George Kaiser Family Foundation - Heather Smith, Central State Community Services of Oklahoma - Theresa Kerrigan, The Sustainability Alliance - Chase Phillips, Tulsa Transit