



Highlighting the Impact of Your Support

BOARD OF DIRECTORS

We thank these community heroes for lending their passion, expertise and leadership to United Way of the Midlands.

Dear United Way friends and supporters,

This past year was another challenging one for the Omaha-Council Bluffs metro. Even as we start to see hopeful signs of recovery, the COVID-19 pandemic continues to impact thousands of our family members, friends and neighbors. And to meet these increased needs, nonprofits across the metro area keep stepping up their efforts every single day.

These ongoing efforts are made possible because you've graciously offered your support every step of the way. You've been there for our community and United Way, even as many of you deal with your own challenges brought on by the pandemic. As you look through this recap, we hope you'll see how your support has made a difference and helped us accomplish some remarkable things. Together, we have adapted to meet our community's ever-changing needs, raised millions of dollars for our metro area, answered thousands of our neighbors' calls for assistance and support and helped people get back on their feet and start moving forward.

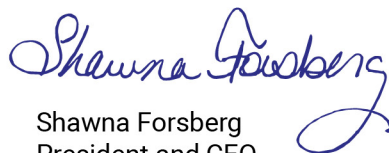
And even though we've made great progress, the challenges aren't yet completely behind us. Recovery doesn't happen overnight, and for some families and businesses, it may take months or years. But with the determination and generosity of the Omaha-Council Bluffs metro, we're confident we will continue the work needed to get individuals and families back on track. If nonprofits, government agencies, organizations and people like you continue to work together, we will continue making a difference in people's lives.

Thank you for caring so deeply about this community, and thank you for giving so generously when many in our community need a helping hand. United together, we will continue to lift each other up and do great things.

With gratitude,



Timothy J. Burke
Retired, President and CEO, OPPD
United Way Board Chair



Shawna Forsberg
President and CEO
United Way of the Midlands



Avi Atholi
Vice President
Enterprise Data Management
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Superintendent
Omaha Public Schools



Paul Maas
CEO
Scoular



Clark Ponthier
Senior Vice President
Supply Chain &
Continuous Improvement
Union Pacific Railroad



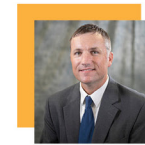
Jim Richardson
Partner and Nebraska
Audit Leader
RSM US LLP



Cory Shaw
Executive Vice President
Chief Operating Officer
Nebraska Medicine



Joseph Sullivan III
Regional President of Nebraska
and Southwestern Iowa
U.S. Bank



Dan Waters
Board Secretary
Partner
Lamson, Dugan & Murray LLP



Randy Wood
President and CEO
Lindsay Corporation



Brian Woolfolk
Head of Institutional Division
Pacific Life

TOP 100 CAMPAIGNS

It is truly humbling to see the many ways in which our 600 corporate partners champion the work of United Way of the Midlands. We'd like to extend a special thank you to the companies who went above and beyond this past fiscal year.



Community Investments

We are so honored to partner with these amazing organizations who have been on the front lines of the COVID-19 pandemic. We thank them for their heroic commitment to this community and our neighbors.

Community Investment Partners





Year-End Giving
UWM's year-end giving efforts for 2020 resulted in \$48,194 including the FNBO Share Joy program. This promotion gave those who do not participate in a workplace campaign an opportunity to provide support.

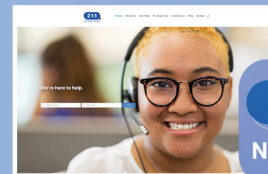
Nearly 10 years ago, a community-led strategic planning process resulted in a significant shift in United Way of the Midlands (UWM) priorities and structure, with the goal of being a more efficient and effective organization. Together with a task force of community leaders and partners, UWM spent the last year revising our strategic plan to ensure we remain responsive to community and donor interests as we look to 2025 and beyond.

To view the executive summary of the updated strategic plan, please go to: UnitedWayMidlands.org/Strategic-Plan.

Special thanks to our 14 strategic task force members for lending their time and talents to this important endeavor: **Gail DeBoer**, Retired, President & CEO, Cobalt Credit Union; **Scott Binder**, Executive Vice President & COO, Farm Credit Services of America; **David Brown**, President & CEO, Greater Omaha Chamber of Commerce; **Tim Burke**, Retired, President & CEO, Omaha Public Power District; **Dr. Carrie Carr**, Principal, Norris Middle School; **Jerry Crouse**, Vice Chairman & CEO, Tenaska; **Joel Falk**, Regional President, UMB Bank; **Dr. Mark Foxall**, Professor, University of Nebraska-Omaha; **Jamie Gutierrez**, CEO & Owner, Midwest Maintenance; **Alison Ingunza**, Architect, HDR, Inc.; **Steve Kaniewski**, President & CEO, Valmont Industries; **Brenda Mainwaring**, President & CEO, Iowa West Foundation; **Cory Shaw**, Executive Vice President & COO, Nebraska Medicine; **Tom Warren**, Chief of Staff, Mayor's Office, City of Omaha.

2.1.1

Get Connected. Get Help.™



2.1.1
NE | SW | IA

211 Launched New App and Website
Assistance is available to those in need in Nebraska/southwest Iowa thanks to the 211 Helpline. To ensure more people can access this vital service, United Way launched a new 211 app and website on "211 Day," Feb. 11.



New 211 Work Space

Our 211 Helpline unveiled a new work space with accommodations for 18 Community Resource Specialists. Special thanks to the **Robert Daugherty Foundation**, **Google** and our **Iowa partners** who provided funding for this project and to **HDR** and **C2 Building Company** for making this a reality!

211 Growth

During the pandemic, 211 Helpline specialists had more than 250,000 contacts helping people who didn't know where to turn. They connected individuals to vital resources like safe and stable housing, food pantries, rent and mortgage assistance and so much more. And we'd like to extend a special thank you to **Senator Mike McDonnell** for his ongoing advocacy and support of 211 and the work we do throughout our community.



211 Supports Vaccination Efforts

The Iowa Department of Health contracted the 211 Helpline to help individuals schedule COVID-19 vaccinations, in partnership with **Iowa State University** and **United Way of Central Iowa** in Des Moines. And in partnership with **Lyft**, the 211 Helpline locally launched the Ride United Vaccine Access Campaign to give eligible residents in the Omaha-Council Bluffs metro, Lincoln and Lancaster County access to free/discounted Lyft rides to COVID-19 vaccine appointments.

Thank You to CIRT

Community Investment Review Teams (CIRT) are an essential part of UWM's community investment process. Volunteers evaluate each nonprofit program before making investments to ensure donations fund programs that make the biggest impact in our community. Thank you to the **150 CIRT volunteers** who helped with funding recommendations for the year!

Health Hero Giving Day

We partnered with **Physicians Mutual**, **Great Western Bank**, **Hancock Dana**, **Lindsay Corporation** and **KETV** on Health Hero Giving Day to support the 21 Combined Health Agencies Drive (CHAD) organizations! With the support of our sponsors, super donors, **Nebraska Medicine** and **Election Systems & Software**, and more than 100 individual donors – we raised **\$42,870!** Additionally, we received \$17,180 of media in-kind to help promote Health Hero Giving Day.



Spread the Love

We showed love to our many partners and donors and thanked them for their amazing generosity.



Books for Local Students

For **Read Across America Day**, United Way's Emerging Leaders group hosted **Fill the Shelves!** to help fill local students' bookshelves. With the support of donors, we put books/literacy kits in the hands of **525 children** at **Boys & Girls Clubs of the Midlands**. Special thanks to lead sponsor **Blue Cross Blue Shield of Nebraska** and supporting sponsors **Nelson, Van Denburg & Campbell** and **The Next Chapter**.



UNO Food Drive

The University of Nebraska-Omaha, **Omaha Sports Properties** and **Building Omaha** hosted a food drive to support families impacted by the pandemic. UNO basketball and hockey fans brought non-perishable items to **Baxter Arena** and nearly **300 food items** were collected for the **Intercultural Senior Center**.



Annual Meeting Celebrates Community Generosity

Thanks to sponsors **fnbo**, **American National Bank**, **Lindsay Corporation** and our 13 community sponsors, we celebrated the successes of this past year with more than 400 attendees, donors and partners at our Annual Meeting on Oct. 29 at Hilton Omaha. With the support of Campaign Chairs **Clark and Emily Lauritzen**, UWM is investing in more than 100 agencies and 150 local nonprofit programs and initiatives that are addressing pressing social and economic disparities and meeting families' essential needs in the Omaha-Council Bluffs metro. To learn more, visit: UnitedWayMidlands.org/2021-annual-report.



Campaign Recognition Awards

We were honored to present the fourth annual Campaign Recognition Awards to six organizations that went above and beyond to support the 2020 United Way Campaign: **Buildertrend**, **Facebook**, **Diversified Financial Services**, **Ag Processing**, **American National Bank** and **fnbo**.

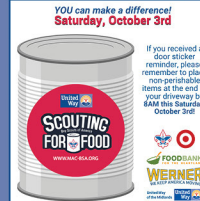
Citizens of the Year

Jim and Diny Landen were honored with the "Citizens of the Year" Award for their commitment to United Way of the Midlands and the Omaha-Council Bluffs communities. **Mary and Rodrigo Lopez**, the 2020 "Citizens of the Year" recognized the Landens with the award.



Partnership Provides Emergency Rental Assistance

UWM continues to provide housing assistance through the **Omaha – MACCH Emergency Rental Assistance Program**. This past year, UWM distributed more than **\$4.25 million** in rent/utility assistance for nearly 1,000 individuals in Omaha who have been impacted by the pandemic. **MACCH** and the **City of Omaha** are working with **UWM**, **Community Alliance**, **Lutheran Family Services** and **Together, Inc.** to distribute these funds.



Scouting for Food

UWM partnered with **Mid-America Council**, **Boy Scouts of America** to host "Scouting for Food," a food drive for **Food Bank for the Heartland**. With the support of sponsors, **Werner Enterprises** and **Target**, the Scouts collected **156,000 non-perishable food items**.



#UWMDayofAction a Success

Day of Action was created to give individuals the opportunity to support local United Way partners on the frontlines of COVID-19 by making a donation and/or volunteering their time. **Thank you to the donors who raised more than \$210,000 for our community**, and to **Blue Cross Blue Shield of Nebraska**, **Facebook**, **fnbo**, **KMTV**, **Omaha World-Herald**, **Cox Communications**, **Militti Sales & Promotions**, **RTG Medical**, **Pete Festeren for City Council** and **Steamfitters & Plumbers Union Local 464**.

And additional thanks to **ACCESSbank**, **Alvine Engineering**, **Arnold Air Society Group**, **Blue Cross Blue Shield of Nebraska**, **Buildertrend**, **Columbia Insurance Group**, **fnbo**, **FNIC Trusted Insurance Advisors**, **JE Dunn Construction**, **Novozymes**, **Offutt AFB Volunteer Task Force**, **Scoular Company**, **TitleCore National**, **U.S. Bank** and other community members for volunteering throughout April!



19th Annual Day of Caring

On Sept. 17, volunteers spread out across Douglas, Sarpy and Pottawattamie Counties to share their time and talents with 17 agencies and 27 projects during UWM's Day of Caring. Thank you to **Alvine Engineering**, **Blue Cross Blue Shield of Nebraska**, **Buildertrend**, **OPPD**, **Prime Communications** and **Union Pacific** for supporting this important day of service.

2022-2024 Goals

To ensure we are driving impact and change in the most efficient and effective way possible, we have set new goals for this work. By strengthening current partnerships and forging new ones, we will provide approximately **8 million services** over the 2022-2024 investment period, including:

- 4 million meals** by investing in food distribution, meal services, pantries, backpack programs and more.
- 500,000 health services** by investing in high-quality physical, mental and social services for different ages.
- 500,000 shelter nights and other housing services** by investing in safe shelter, transitional housing, rent and utility assistance, supportive referrals and case management.
- 3 million services to remove barriers and create opportunity** by facilitating access to resources and training to support job placement, academic attainment, financial empowerment and other essential skills.



BBQ at the Governor's Residence

We were delighted to be invited to attend a BBQ luncheon hosted by **Governor Ricketts** for students in our **JAG program!** The lunch was held at the Governor's residence and was part of **JAG NE's** Legislative Day in Lincoln. The Governor celebrated the **JAG** students and spoke about the success of the program. We're grateful for the tremendous support of the Governor for this program.



JAG Leadership Conference

Seventy students and 10 career specialists participated in the **JAG NE Leadership Conference** held at **Buildertrend**. The event featured speakers throughout the day, and **UMÓ^{HO}** Nation students from Macy sang their **Flag Song**. The **JAG Nebraska** program is growing rapidly and positively affecting hundreds of lives in the process!



JAG NE Visits UMÓ^{HO} Nation

UWM and **JAG NE** representatives, along with **Governor Pete Ricketts** and **DOL** Commissioner **John Albin**, visited **UMÓ^{HO}** Nation Public Schools in Macy with superintendent **Stacy Hardy**. The group had a walking tour of the 7-acre plot utilized by students to plant and grow vegetables, and also toured the medicine garden and new career academy building.



Raised \$24.8 Million

Thanks to our community's caring spirit and the leadership of our 2020 campaign chairs, **Emily and Clark Lauritzen**, and **UWM's Board of Directors**, we raised **\$24.8 million** during the fiscal year that ended on June 30. UWM invests **93 cents** of every donated dollar into the community to help people recover and rebuild from COVID-19.



Karnett Trust

A one-year extension to the **Karnett Trust** investments was approved by the UWM Board, to support programs that provide care, education and training to children with intellectual disabilities and their caregivers. Partners supported include **Legal Aid of Nebraska**, **Ollie Webb Center**, **HETRA**, **Easter Seals Nebraska**, **Goodwill**, **Sheltering Tree** and **Autism Action Partnership**.



New Campaign Chairs

Welcome to UWM's 2021 Campaign Chairs, **Lance and Julie Fritz**. We're thankful for their passionate leadership of this year's campaign, and we extend our gratitude to the **Union Pacific** team for their collaboration and zealous support.



Campaign Kickoff

On August 26, we launched our annual fundraising campaign at an event hosted by **Union Pacific**, and shared how metro-area residents can help our community continue to rebuild and recover from COVID-19. The program featured an inspirational message from **Trev Alberts**, Vice Chancellor, Director of Athletics at the University of Nebraska, and remarks from **Lance and Julie Fritz**.



Shine Bright Project

More than 250 community members assembled **4,000 "Shine Bright" boxes** for local Kindergarten, sixth- and ninth-grade students in the OPS and Council Bluffs school districts to start the school year. Each "Shine Bright" box contained hygiene items students need to feel good and be ready to succeed in the classroom and in life. Thank you to our presenting sponsor, **Women United**, and community sponsors **Baker's**, **Bridges Trust**, **Medica**, **Mid-America Center**, **Nebraska Total Care**, **Veridian Credit Union** and **Werner Enterprises**.



Hitting the Links for UWM

Many members of the community teed up to support UWM by hitting a local course for a great cause.



fnbo Golf Tournament – On August 20, **fnbo** hosted their annual golf tournament at Bent Tree Golf Course. More than 264 golfers participated and more than **\$60,000** was raised to benefit UWM.



Golf for Good – On Sept. 13, **Union Pacific** hosted their annual **Golf for Good** event at Pacific Springs Golf Course. More than **\$144,000** was raised to support UWM's efforts. Big thanks to UP and the many sponsors they secured in support of the event!



Golf for Grads Tournament – Our third annual **Golf for Grads** golf tournament for **JAG NE** grads was held on Sept. 24 at Tara Hills Golf Course. More than 92 golfers participated and Emerging Leaders raised around **\$12,000!** Big thanks to our many generous sponsors: **Fidelity National Title Group**, **FNIC**, **Broadmoor**, **MUD**, **OPPD**, **Sage Capital**, **Estate Planning Law Group of Blazek and Gregg**, **NextHome Signature Real Estate**, **William Gier**, **Berkshire Hathaway Home Services Ambassador Real Estate** – **Michael May**, **Northwestern Mutual** – **Kurtis Doremus & Cody Eiler**, **Omaha Steaks**.



Goodfellows Investment

In partnership with the **Omaha World-Herald**, the **Goodfellows** program invested **\$1.1 million** this year. This investment was made to agencies providing emergency assistance, holiday food vouchers, shoes and clothing and to other programs assisting our community members who need it most.



Tocqueville Reception

Oct. 1-2 we were honored to celebrate our amazing Tocqueville Society members with an unforgettable experience aboard **Union Pacific's Heritage Fleet**. Special thanks to 2021 Campaign Chairs, **Lance and Julie Fritz**, and 2020 Campaign Chairs, **Clark and Emily Lauritzen**, for graciously hosting this incredibly special event.



Giving from the Heart Award

The Tocqueville Women's Initiative presented **Rhonda Hawks** with the "Suzanne Scott Giving from the Heart Award" during a special luncheon. This event was graciously hosted by **Kim and Karen Hawkins**. Past award recipients include **Marian Andersen**, **Cindy Bay** and **Diny Landen**.



Blue Collar Boxing

Our annual **Blue Collar Boxing** event with the **Omaha Federation of Labor, AFL-CIO** was a big success! On Nov. 24, 22 boxers representing nine local labor unions faced off in the ring in front of nearly 2,000 spectators to help raise more than **\$342,000** – with proceeds benefiting the **Nebraska Center for Workforce Development and Education** and **United Way of the Midlands**. Mark your calendars for next year's event which will be held on Nov. 23, 2022.



Volunteerism in Action

We'd like to extend a special THANK YOU to the following companies whose employees donated their time to help our neighbors in need by rolling up their sleeves and serving meals; assembling hygiene, snack-pack and ready-for-school kits; cleaning stables and so much more: **Alvine Engineering**, **Buildertrend**, **Cobalt Credit Union**, **Cummins**, **Koley Jessen**, **Lamp Rye arson**, **LDI**, **Lincoln Financial Group**, **Lockton**, **Novozymes**, **Pitney Bowes**, **Sirius Computer Solutions** and **Werner Enterprises**.



TOCQUEVILLE SOCIETY

Generous Donors Help Achieve Buffett Match

In the midst of this challenging time, **Tocqueville Society** members rallied together to support our community in an astounding way. Thanks to their generosity, Tocqueville Society membership grew to **295** as of June 2021. As a result of this incredible achievement, **Mr. Warren Buffett** increased his match of the total campaign dollars raised to 8%, and thousands of additional dollars were invested into our community. We are now working toward the next Buffett challenge.

United Way of the Midlands **UNITES** our
community's **CARING SPIRIT** to build a
STRONGER tomorrow.

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