



INVESTMENTS

Together, we can UNITE our community's CARING

For a single donor, addressing all the challenges metro-area residents are facing can be difficult, requiring research, time and funds that may be in short supply.

That's where we can help.

For the past 98 years, we've used our community-wide perspective to identify local needs that are going unseen or unmet—and we've partnered with businesses, nonprofits, government organizations and people like you to tackle them.



Downtown Omaha looking east from approximately North 30th and Farnam Streets circa 1914. The image is in the Public Domain.

SPIRIT to build a STRONGER tomorrow.

When you donate to United Way of the Midlands, you're joining together with thousands of others to create a circle of support around our community.



This past year, we were all reminded of how quickly our situation can change—how stability, health and even life can be lost in the blink of an eye. But in an incredible testament to this community's caring spirit, we still found ways to rally together and make a difference in thousands of lives.

Now, we need your help to carry this sense of community forward. When you make a gift, you're investing in more than 100 local nonprofit programs alongside thousands of other donors.

That means, with just one donation, you are creating a circle of support around our community. Together, these programs are addressing pressing social and economic disparities and meeting families' essential needs, such as healthy food, a safe place to go after school and job support.

How can you trust your donations are *actually* making

Trust is important. You want to be assured your dollars are going to help people who need it. That's why we're committed to being transparent about how we are investing your donations, 100% of the time.

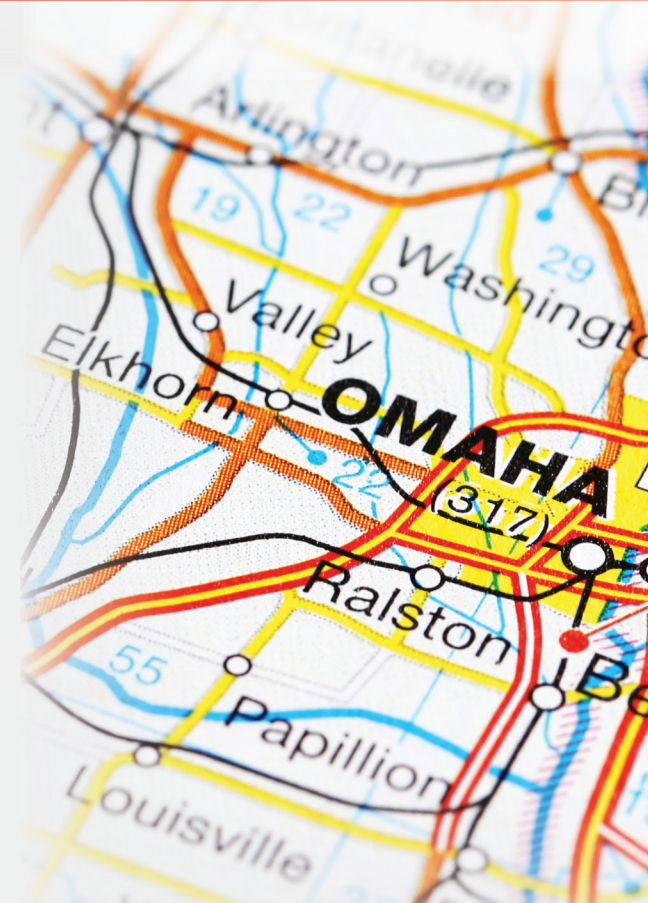
Local

Your donations are invested in the most impactful nonprofit programs right here in the Omaha-Council Bluffs metro. Together, they lift our neighbors up and build an even stronger tomorrow for our community.

Efficient

Your dollars go further when you donate to United Way of the Midlands (UWM). We meet the Better Business Bureau's standard for nonprofit efficiency, meaning we keep our costs low and invest more of your dollars back into the programs that help those who need it most. UWM invests **93 cents*** of every donated dollar back into our community.

*This calculation is based on fiscal year 2020-2021.



a real difference?



Impact-Driven

You can rest assured your donations are funding nonprofit partners who efficiently address our community's most pressing needs. A dedicated, diverse team of experts *and* community volunteers review and vet local nonprofit programs to recommend which ones receive UWM funding.

Results-Based

You'll see your donations at work right here in our community. To hold ourselves and our partner agencies accountable, we collect program outcomes, measure impact and share the results with you.

Who does the circle of support help?

The simple answer? All of us, right here in our community.

When people in our community have what they need to grow and thrive, we build a stronger tomorrow for the Omaha-Council Bluffs metro.

Today, your donations are lifting up people like. . .

Maralynn* is a 67-year-old woman who ended up in the hospital after a COVID-19 diagnosis. After returning home, she was very weak and needed assistance managing her medications, monitoring her breathing and more. Visiting Nurse Association nurses conducted home visits to ensure her condition continued to improve, and she soon regained her appetite and strength so she could attend medical visits outside the home.



With your help,
approximately
200,000
health services
were provided last
year to people like
Maralynn by United
Way partners.



**The following results are estimated based on projections from funded agencies.

*This client's photo has been changed to protect her privacy.



**These clients' names and photo have been changed to protect their privacy.*

John and Emma* were expecting twins during COVID-19. After John was laid off, he called United Way's 211 Helpline and was connected to the food and rental assistance his family needed.

The 211 Helpline responded to nearly **177,000 requests for assistance** from people like John and Emma. In 2020, calls to 211 increased by 129 percent.

Top 3 areas of need:



HOUSING



UTILITIES



FOOD

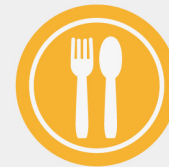
Your donations help people like. . .

Melvin is a single father to a son who is disabled. When the pandemic hit, his son's daycare closed, so he had to stay home with him. Heartland Hope Mission provided support when Melvin found himself struggling to put food on the table and buy other needed items, like hygiene supplies and clothing.



As many as **1 in 4 kids under 18** in our local community didn't know where their next meal was coming from during the pandemic.

You helped United Way partners provide approximately **3.75 million meals** to Melvin and other community members in need.

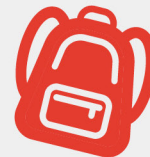




Nickolas is an elementary student who found remote learning extremely challenging. Kids Can Community Center helped establish a routine that allowed him to grow and excel in the remote environment.

Because of you, approximately **10,000 children** like Nickolas were served through United Way donor-funded out-of-school-time programs.

90% of students experienced an increase in literacy, STEM, sports or coping skills thanks to the support they received.



You are changing the lives of people like . . .

Bobby is a military veteran who had to miss extended amounts of work after being diagnosed with COVID-19. United Way's Housing Stability program helped him cover two months of mortgage payments so his family could stay safely in their home.



Nearly **1 in 4** Nebraskans said they missed a housing payment or were unconfident they would make next month's payment during the pandemic.

With your support, UWM directly helped approximately **2,000 individuals and families** stay in their homes in 2020, including Bobby's—and through a partnership with MACCH, we are on track to support thousands more.





**This client's name and photo have been changed to protect her privacy.*

Tabitha* is a mother who lost her job while leaving her abusive marriage. She found herself in need of mental health support, rental assistance and help finding a new job as the unpaid bills mounted. Nebraska Children's Home Society helped her connect with a domestic violence survivors' support group, secure rental assistance, hone her interview skills and find a new full-time job.

Our metro area has comparatively low unemployment rates and poverty levels, but 300,000 people are still living paycheck to paycheck.

While the unemployment rate has largely rebounded, the economy recovers at different rates and magnitudes for different populations. Our long-term financial resilience as a community depends upon a qualified workforce with living wage jobs that align with business needs. UWM works collaboratively across sectors toward this goal.

You helped approximately **8,100 individuals and families** like Tabitha's find and keep jobs, grow their savings and other assets and/or increase their ability to pay for unexpected, emergency expenses with help from United Way partners.



You are making a difference for people like. . .



Jamal first came to Omaha when foster care workers were able to reunite him with his aunt, who adopted him in 2016. While in middle school, he was struggling to keep passing grades in all of his classes. After receiving extra support through JAG Nebraska, Jamal was able to bring up all his grades. He shines in the classroom and is enthusiastic about learning, sports and developing close relationships with other JAG members.

JAG programming helps junior high and high school students like Jamal overcome hurdles and build skills so they are set up for success in the classroom and workplace.

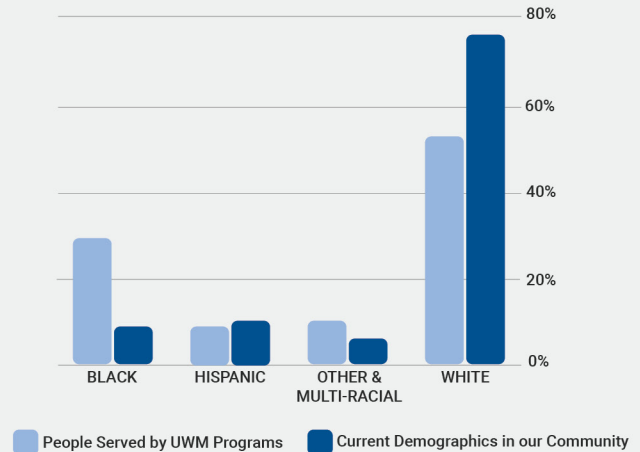
In 2021, the JAG Nebraska program had 100% of its senior class participants graduate.



During the pandemic, United Way of the Midlands (UWM) prioritized funding for programs that serve hard-to-reach populations and those disproportionately impacted by COVID-19—as well as programs that embed equity in their operations.

UWM investments remove barriers for underserved populations, ensuring the path to opportunity is open and accessible for neighbors in our community to prosper and reach their full potential. By addressing social and economic disparities within our community, we work to create equitable access to the building blocks of a good life. We are proud that our efforts to help people facing challenges are directed to people of color—who are nearly twice as likely to experience poverty. Since 2016, people of color represent 48% of clients served by UWM annually.

Demographics of those served by UWM (four-year average):



Thanks to YOU, United Way is investing \$20.6 million

Community Investment Partners:

- African American Empowerment Network, Inc.
- American Red Cross - Omaha-Council Bluffs Metro
- Applied Information Management Institute
- Big Brothers Big Sisters of the Midlands
- Boy Scouts, Mid-America Council
- Boys and Girls Clubs of the Midlands
- C.W. BOXING CLUB Hotline
- Canopy South
- CASA for Douglas County
- Catholic Charities Diocese of Des Moines, Council Bluffs
- Catholic Charities of the Archdiocese of Omaha
- Charles Drew Health Center
- Child Saving Institute, Inc.
- City Sprouts, Inc.
- Collective for Youth
- College Possible
- Community Alliance Rehabilitation Services
- Completely KIDS
- CRCC
- D2 Center
- Family Housing Advisory Services, Inc.
- FAMILY, Inc.
- Father Flanagan's Boys Home
- Friends of Iowa CASA and ICFCRB
- Generation Diamond
- Girl Scouts Spirit of Nebraska
- Girls Incorporated of Omaha
- Goodwill Industries, Inc.
- Greater Omaha Attendance and Learning Services
- Habitat for Humanity Council Bluffs
- Habitat for Humanity Omaha
- Heart Ministry Center, Inc.
- Heartland Equine Therapeutic Riding Academy, Inc.
- Heartland Family Service
- Heartland Hope Mission
- Heartland Workers Center
- Holy Name Housing
- Hope Center for Kids, Inc.
- Housing Foundation for Sarpy County
- iJAG
- InCommon
- Intercultural Senior Center

dollars into our community.

- International Council for Refugees and Immigrants, Inc.
- Iowa Legal Aid
- Jewish Federation of Omaha
- Kids Can Community Center
- Latino Center of the Midlands
- Legal Aid of Nebraska
- Lutheran Family Services of Nebraska, Inc.
- Mercy Housing Midwest
- MICA House
- Midlands Latino Community Development Corporation
- Nebraska Children and Families Foundation
- Nebraska Children's Home Society, Inc.
- Nebraska Urban Indian Health Coalition, Inc.
- New Visions
- No More Empty Pots
- OHB
- Omaha 100
- Omaha Economic Development Corporation
- Omaha Healthy Kids Alliance
- OneWorld Community Health Centers, Inc.
- Partnership 4 Kids
- Project Houseworks
- Rapid Response Omaha's Disaster Relief Team
- Restoring Dignity
- RISE
- Seventy Five North
- Siena Francis House
- Simple Foundation
- Spark
- Stephen Center, Inc.
- Teammates Mentoring Program
- The Life House
- The Salvation Army-NE
- Together, Inc, of Metropolitan Omaha
- Urban League of Nebraska, Inc.
- Visiting Nurse Association
- Wellness Council of the Midlands
- Whispering Roots, Inc.
- Women's Center for Advancement (WCA)
- YMCA of Greater Omaha
- Youth Emergency Services, Inc.
- YouTurn

Additional Community Investment Partners



Care Kits for Kids

As a part of its Good on the Go program, United Way of the Midlands (UWM) is partnering with Omaha and Council Bluffs Public Schools to raise funds for the purchase and assembly of **"Shine Bright" boxes** for local kindergarten, sixth and ninth grade students. Each "Shine Bright" box contains hygiene items that kids need to feel good and succeed in the classroom and in life.

More information:
UnitedWayMidlands.org/ShineBright



NE211.org • 211Iowa.org • 898211

The **211 Helpline**, housed at UWM, serves people in need across Nebraska and southwest Iowa 24/7. It acts as a single point of contact for thousands of health and human service programs, community services, disaster services and governmental programs.

More information:
NE211.org or 211Iowa.org.



JAG Nebraska helps junior high and high school students overcome obstacles and build skills so they are set up for success in the classroom and workplace.

More information:
JAGNebraska.org



UWM convened and collaborated with more than 50 nonprofit agencies to create the **Housing Stability Program**. Through the program, Nebraskans impacted by COVID-19 received direct assistance to pay their rent, mortgage and utilities. Moving forward, UWM will continue to provide assistance through the **Omaha-MACCH Emergency Rental Assistance Program**.

Siemer's Institute Family Support Program is a collaborative partnership that addresses the needs of families on the edge of homelessness. The program, managed by **Family Housing Advisory Services Inc.**, provides financial education to ensure families can stay in their homes and children can stay in school.



The **Karnett Trust** was created in 1969 by Ellen C. Karnett and entrusted to UWM in 2012. UWM directs Karnett Trust funding to local programs that focus on the care, education and training of children up to age 21 with intellectual and developmental disabilities and their caregivers. Karnett Trust partners:

- Autism Action Partnership
- EasterSeals
- Goodwill
- HETRA
- Legal Aid of Nebraska
- Ollie Webb Center
- Sheltering Tree

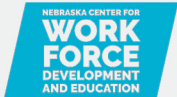


combined health
agencies drive

Through our partnership with the **Combined Health Agencies Drive (CHAD)**, health charities receive funding to conduct innovative research, provide critical client services and offer education and prevention programs to members in our community.

- The ALS Association Mid-America Chapter
- Alzheimer's Association Nebraska Chapter
- American Lung Association in Nebraska
- Arthritis Foundation Nebraska
- Autism Action Partnership
- Brain Injury Alliance of Nebraska
- Crohn's & Colitis Foundation, Nebraska/Iowa Chapter
- Cystic Fibrosis Foundation – Nebraska Chapter
- Epilepsy Foundation Nebraska
- JDRF – Heartland Chapter
- Leukemia & Lymphoma Society – Nebraska Chapter
- March of Dimes, Nebraska & Western Iowa Market

- Muscular Dystrophy Association of Nebraska
- National MS Society – Mid America Chapter
- Nebraska AIDS Project
- Nebraska Chapter of the National Hemophilia Foundation
- Nebraska Community Blood Bank
- Nebraska Health Care Foundation
- Nebraska Hospice and Palliative Care Association
- Nebraska Kidney Association
- Susan G. Komen® Great Plains
- Team Jack Foundation
- United Cerebral Palsy of Nebraska



**Nebraska Center for
Workforce Development
and Education (NCWDE)**

is focused on increasing the qualified workforce in Nebraska by creating opportunities for Omaha's young people to gain exposure to and pursue careers in the trades, while also developing the skills to support the infrastructure of Nebraska.

More information:
NebraskaWorkforce.org



UWM and the Omaha World-Herald are pleased to partner to administer the **Goodfellows program**, which provides help to those in our community who have fallen on hard times, including people between jobs, the elderly, the ill, those who have experienced abuse and those facing a personal crisis with nowhere else to turn.

More information:
GoodfellowsOmaha.com



To enhance our existing commitment to building equity for all, UWM created the **Diversity, Equity and Inclusion (DEI) Investment Fund**.

Selected by experts and community volunteers, funded programs will support people of color and provide equality and hope by creating financial stability, developing sustainable career paths, supporting entrepreneurs, providing educational support and more.



Through the **Mental Health Awareness Campaign**, we aim to bring to light the many resources available to help anyone struggling with mental health concerns and reduce the stigma of asking for help. As part of the campaign, we will invest more than \$1 million in programs that provide mental health supports to community members.

How can you make a difference?

Donate:

With a donation of any size, you create a circle of support around our community so more people can grow, thrive and provide for themselves and their families.

Give through your United Way campaign
or
scan the QR code to give online.



Volunteer:

Scan the code below to learn how you can sign up for an existing volunteer project, organize a customized corporate volunteer project or assemble kits for people in need during a Good on the Go project.



United Way Signature Volunteer Events:

Day of Caring - September 17, 2021
Holiday Helpers - November and December
Day of Action - Spring 2022

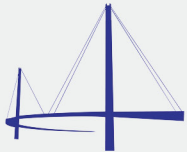


Get Involved:



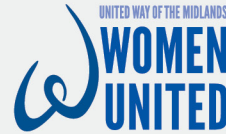
TOCQUEVILLE
SOCIETY

Founded in 1988, the Tocqueville Society recognizes individuals and families making annual gifts of \$10,000 or more. As leaders and advocates for the work of United Way of the Midlands, Tocqueville Society members strengthen our community and leave a legacy for generations to come.



BRIDGEBUILDER
SOCIETY

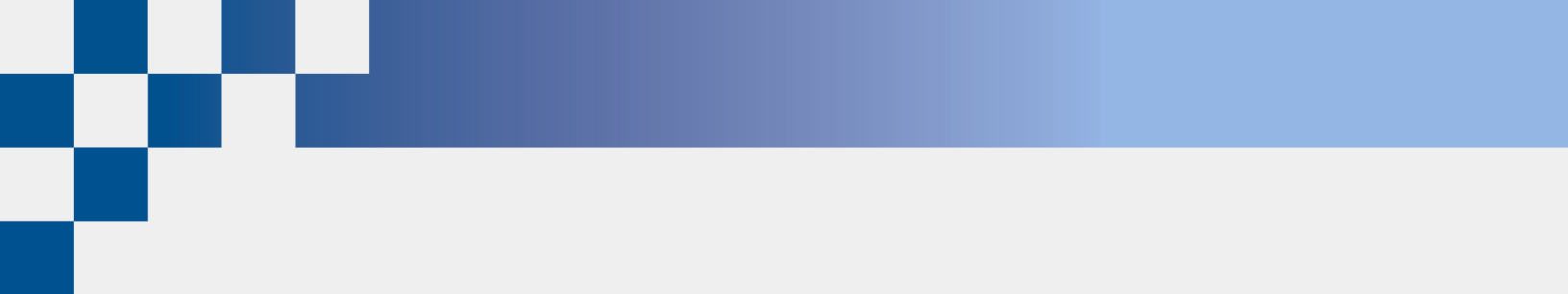
Established in 1989, the Bridgebuilder Society recognizes individuals and families making annual gifts of \$1,000 to \$9,999. Together, their generosity helps bridge the gap between the increasing needs in our community and the services available to meet them.



Women United is a diverse, vibrant group of women leaders, bound together by their desire to advocate, volunteer and give to those who need it most. Currently, Women United is working to ensure local kindergarten, sixth and ninth grade students have everything they need to look and feel their best by raising funds for the purchase and assembly of “Shine Bright” boxes.



Emerging Leaders is a dynamic group all about making connections—with a purpose. Members participate in meetings, events and volunteer projects to create positive change in our community. Currently, the Emerging Leaders support JAG Nebraska, a program focused on helping young people overcome obstacles so they can succeed in the classroom and workplace.



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

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