



***Building a Path Forward:
UWM's 2022-2024 Goals***

**United Way
of the Midlands**



COMMUNITY STRONG

For the past 98 years, United Way of the Midlands has 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.

Whether we're helping someone through everyday struggles or serving our community during recessions, natural disasters or the current pandemic, we are committed to bringing together community partners to help those in need. Currently, we invest donor dollars into more than 150 local nonprofit programs that form a circle of support around our community. These programs address pressing social and economic disparities and provide the essentials families need to thrive — such as healthy food, safe and stable housing and physical and mental health services. We fund out-of-school time and academic programs to ensure local children come to school prepared to learn. And we support the development of essential interpersonal, academic and technical skills so people can gain and sustain a living wage job.

United Way works to foster an integrated and coordinated circle of support to help individuals and families attain their full potential.

- Healthy meals
- Domestic violence services
- Physical and mental health services, including medical research
- Safe and stable housing
- 211 Helpline
- Early childhood education programs
- Mentoring
- Out-of-school time programs
- Asset development
- Job training
- Upskilling and reskilling through workforce programs
- Personal finance classes
- Post-secondary education support



COMMUNITY CHALLENGES:

Knowing the challenges our community is facing right now, it's more important than ever to address social and economic disparities and ensure community members can access the many things they need to grow, thrive and provide for themselves and their families.

Current data highlights the ways in which the COVID-19 pandemic has widened social and economic gaps. The road to recovery will be longer and harder for some, as our economy will recover at different rates and magnitudes for different populations.

We UNITE our community's CARING SPIRIT to build a STRONGER tomorrow.

UWM's PERFORMANCE GOALS:

To ensure we are driving impact and change in the most efficient and effective way possible, UWM has established new goals. By strengthening current partnerships and forging new ones, we will provide approximately **8 million services** over the 2022 to 2024 investment period. And because we are committed to holding ourselves and our partner agencies accountable, we will collect program outcomes, measure impact and share the results with you.



Sources:
 Compiled by UWM's Community Impact and Analytics Team in partnership with UNO Center for Public Affairs Research.
 1) American Community Survey 5-year Estimates 2015-2019; Table B17016.
 2) American Community Survey 5-year Estimates 2015-2019; Table DP04.
 3) COVID-19 Census Gov Community Resilience Estimates.
 4) Survey of U.S. Households by GoBankingRates, May 2021.
 5) The Impact of Coronavirus on Food Insecurity, Feeding America, March 2021.
 6) American Community Survey 5-year Estimates 2015-2019; Table B25003.
 7) Federal Reserve; Report on the Economic Well-Being of U.S. Households in 2020 - May 2021 Nebraska Health Disparities Report in 2020.
 8) The Omaha World-Herald analysis comparing 2019 to 2020 for remote and overall learners.
 9) COVID-19 and student learning in the United States: The hurt could last a lifetime. McKinsey & Company, June 1, 2020.
 10) The Implications of COVID-19 for Mental Health and Substance Use, Kaiser Family Foundation, February 2021.
 11) Federal Reserve; Report on the Economic Well-Being of U.S. Households in 2020 - May 2021.
 12) 211 contact reports compiled by UWM staff from helpline software.

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