ANNUAL REPORT JULY 2021 - JUNE 2022



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BOARD CHAIR AND CEO LETTER

United Way friends and supporters,

Last year, as many people continued to face challenges related to the pandemic – coupled with the highest rate of inflation we've seen in decades - the demand for services from nonprofit organizations in the Omaha-Council Bluffs metro continued to grow. And just like local nonprofits across the metro stepped up their efforts to meet these increased needs, our generous community stepped up, as well.

In a true testament to the giving, caring spirit that runs deep in the Omaha-Council Bluffs metro – we were able to raise more than \$36 million this past year. Powered by our 2021 Campaign Chairs, Lance and Julie Fritz, and our amazing Board of Directors, we were encouraged to think bigger. Thanks to this leadership, United Way of the Midlands has expanded our community partnerships. We continue to work with organizations across our community who share our commitment to making a difference in the lives of individuals and families struggling to make ends meet.

By bridging the business and not-for-profit sectors, we're able to raise the funds needed to invest in programs and deliver direct services to our community. We focus on addressing social and economic disparities and meeting families' essential needs such as healthy food, safe and stable housing, physical and mental health services, career preparation, job training and so much more.

Looking ahead to next year and our 100th year of helping others, we know we'll be able to address the challenges ahead with the support of generous community members like you.

We are grateful for your partnership.

Shawna Jousberg

Shawna Forsberg President and CEO United Way of the Midlands

Cory Shaw, Board Chair Executive Vice President & COO Nebraska Medicine



Fiscal year July 2021 - June 2022 FINANCIAL STATEMENT

REVENUE IN MILLIONS

Gross Revenue*	\$36.5
Other Revenue Items (Grants, Fees, Investments, etc.)	(\$0.4)
Program Revenue	<u>\$19.7</u>
Campaign Contributions	\$17.2

DISBURSEMENTS

Funding to Community Programs and Services	(\$27.7)
Community Services Provided by UWM	(\$8.0)
Fundraising and Operating Expenses	(\$3.2)
Total UWM Disbursements	(\$38.9)

EFFICIENCY RATIO

Greater than 95 cents of every dollar invested into the community. **

* After less allowance for collection loss the total net revenue is \$36.1 million.

** Calculated overhead rate, per generally accepted accounting principles is 10.3%. The difference between this and the more than 95 cents of donor dollars going to the community relates to nonprofit accounting requirements to include such things as in-kind gifts in both revenue and expense. Neither of these adds to or detracts from community investment, and when they cancel each other out from the calculation, the greater than cents reflects the true donor impact.



Fiscal year July 2021 - June 2022 UNITED WAY OF THE MIDLANDS HIGHLIGHTS

Thanks to the giving spirit that runs deep in the Omaha-Council Bluffs metro, and with the support of our 2021 Campaign Chairs Lance and Julie Fritz and the Union Pacific team, United Way of the Midlands (UWM) raised more than \$36 million for the 2021-22 fiscal year to give back to our community.

CIRCLE OF SUPPORT

By working with more than **600 organizations** and bridging the business and not-for-profit sectors – UWM is able to build awareness of community needs and form a circle of support to address those needs. As we've seen through recent floods and the pandemic, a strong network of human services is essential. We've been investing in this safety net since 1923 to ensure community members can access opportunity and provide the essentials for themselves and their family.

AN AGENT FOR CHANGE

UWM is proud to serve as a trusted agent for change, supported by volunteers who direct dollars where they are needed most. In fact, the community is one of the loudest and strongest voices in our funding decisions. More than 100 volunteers participated in the Community Investment Review Team process this year – reviewing a record 273 applications totaling over \$30 million in requests.

UWM was also honored to partner with Mayor Stothert and the **City of Omaha** team to invest \$5 million in ARPA funds for basic needs support into 34 programs over the next two years. In partnership with additional investments led by the Omaha Community Foundation, these funds will accelerate economic recovery, and serve high-need populations disproportionally impacted by COVID.

Additionally, and as part of our strategic plan, UWM launched the **Diversity Equity and Inclusion Fund** – with investments in 12 programs focused on racial equity as equity remains a key area of focus within our Community Care Fund. We also renewed our commitment to seven programs through **The Karnett Trust** and continue our longstanding partnership with 23 agencies through the **Combined Health Agencies Drive (CHAD)**.





A Circle

of Support

Because of the community's generosity, UWM increased the number of programs we were able to support through our traditional investment process. We are especially proud to offer these grants as multi-year funding as we return to two-year grants to provide stability and continuity in funding for programs.

Through all of these unique funding streams, UWM is investing in over 150 programs across the metro area. And across our investment portfolio we've focused our effort to address social and economic disparities – removing barriers, creating opportunity and strengthening the systems that people rely on in times of need.



SERVING OUR COMMUNITY OVER THE LAST YEAR, UNITED WAY AND OUR PARTNERS:



Provided more than **214,000 behavioral and physical health services** with 77% of clients achieving measurable improvements



Helped 5,000 families stay in their homes



Served **18,000 children** through out-of-school-time, mentoring and other supportive academic programs



Distributed 8.6 million lbs. of food including nearly 10 million meals



Provided **383,000 shelter nights, housing prevention services, and housing referrals**



Provided employment, credit or budgeting services to nearly **18,000 people**



ALWAYS EVOLVING

United Way's open, dynamic process ensures dollars are invested wisely, and includes accountability every step of the way. And while our strategic plan directed UWM to return to two-year grants, it also called upon United Way to remain flexible and adaptive as we evolve to meet the demands of the community.

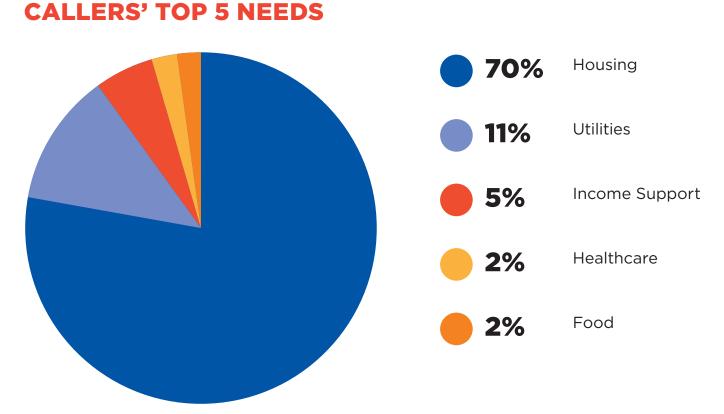
Over the last year, government, business and nonprofit partners have increasingly invited us to the table – not only to invest in programs, but also to lead by filling service gaps that respond to emerging needs.

211 CONTACT CENTER

With more than **320,000 contacts** in the last fiscal year, United Way's 211 Contact Center has responded to the surge in demand and improved navigation for families through strategic partnerships. Our work with Children's Hospital, CyncHealth, Lyft, Metro Area Continuum of Care for the Homeless, Iowa Department of Public Health and Nebraska and Iowa United Ways means that families get the help they need faster.



We are also grateful to **Senator Mike McDonnell** for prioritizing legislation and to members of the Nebraska State Legislature for providing critical funding to support the 211 Contact Center.



HOUSING AND UTILITIES ASSISTANCE

With more than half of 211 callers requesting support with housing and utilities, last year we expanded our work in housing stability, and the need continues to grow.

With the support of **MAACH, MUD, OPPD, Goodfellows** donors and our fabulous partner the **Omaha-World Herald**, we have provided more than **\$18 million** in rental, mortgage and utility assistance to help eligible Nebraskans stay in their homes.





Omaha Morld-Herald





MENTAL HEALTH

Beyond housing, the lingering effects of COVID plus rising inflation, have placed increased stressors on families.

- 1 in 3 in our area are now experiencing symptoms of chronic depression
- Access challenges have doubled across income categories
- The demand for mental health services continues to grow

To help with these challenges, **Women United** have put their energy behind the **Mental Health First Aid (MHFA)** initiative. In partnership with Region 6 Behavioral Healthcare, this initiative will increase awareness and teach skills to respond to mental health challenges and substance abuse. To meet the increased need and demand, by the end of this year, we will provide MHFA training to **600 people.**

We are so grateful to Women United for their support and leadership on this important initiative.









MENTAL HEALTH FIRST AID United in Heart and Mind

JAG NEBRASKA

As we keep our fingers on the pulse of our community needs, we recognize the continuous impact COVID has had on our youth and young adults. In the Omaha-Council Bluffs metro area, the number of estimated disconnected youth has increased from 8,900 to approximately 12,000.

United Way's **Emerging Leaders** have stepped up to champion the **Jobs for America's Graduates (JAG)** program. JAG helps students develop skills and overcome challenges. During class, students build relationships with local employers, engage in project-based learning and do career research to lay the foundation for future work.

In the last year, JAG doubled the number of students served, achieved a **98% graduation rate** and exceeded all five national JAG standards. We are grateful to **Governor Ricketts**, **Commissioner Albin**, Emerging Leaders and more, as the program continues to grow annually. Our team of incredible in-school specialists now operate **24 programs** statewide, and we are working to ensure JAG is available to any student in need across the state.

JAGINE UNITED WAY OF THE MIDLANDS EMERGING LEADERS

We have personally seen JAG Nebraska change lives as students become the first in their family to attend college and/or get living-wage jobs. To learn more about JAG Nebraska, please visit our new website, **JAGNebraska.org**, created by our friends at Smith Kroeger.

SHINE BRIGHT



There are many factors that influence student success. One affecting many students in struggling households is having to bathe without soap, or not being able to afford washing their clothes on a regular basis.

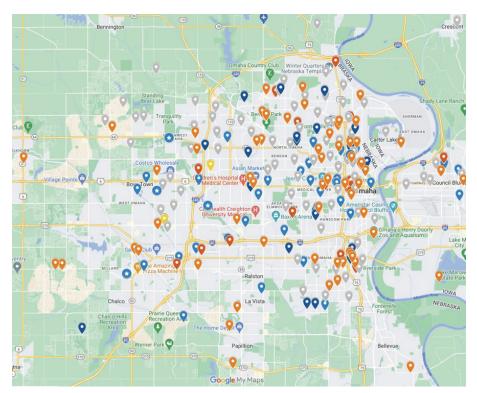
When **OPS Superintendent Dr. Cheryl Logan** invited United Way to partner with OPS to help students with hygiene, our volunteer network and the business community stepped up in a big way!

With the help of **American Enterprise Group, Penske, Turner Construction, Weiners LTD, Werner Enterprises** and hundreds of volunteers – we distributed **5,000 hygiene kits** to students in the Omaha and Council Bluffs Schools, JAG Nebraska programs and we expanded this year into the Papillion-La Vista school district. With inflation stressing families, we know these full-sized kits are making a difference!

EMBEDDED IN OUR COMMUNITY

From our numerous partnerships to our work through Shine Bright, 211 and more, we have been so humbled that our community trusts United Way to execute these life-changing programs. It's proof of our community's caring spirit, the value they place in United Way and our responsibility to build partnerships and deliver results when we face hard times.

We are embedded in our community through program investments, direct services and critical partnerships. United Way continues to connect communities, and also leverage our unique capacity to serve statewide.



Embedded in our community through funding, direct services and partnerships

Community Care Fund	DEI Investments
ARPA 💡 H	Karnett Trust
Shine Bright	IAG
Other Partnership 💡 🤇	Court Referral
Shine Bright 💡 J	IAG

DEMOGRAPHICS OF CLIENTS SERVED BY UWM-FUNDED PROGRAMS DURING FISCAL YEAR 2021-2022



OUR MISSION

As community needs change and evolve – United Way of the Midlands will be here. We have seen our community battle wars and depression, and we've rallied together to respond to natural disasters and health crises.

Looking ahead, United Way will continue to UNITE our community in response to our toughest challenges – building a stronger tomorrow.



RECOGNIZING EXCELLENCE

We recognize this year's Citizens of the Year and our Corporate Partner Award winners for going above and beyond to help our neighbors in need during the 2021-22 campaign.



JULIE AND LANCE FRITZ CITIZENS OF THE YEAR

Julie and Lance Fritz received the Citizens of the Year Award for their commitment and dedication to our community.



Lance M. Fritz is Union Pacific chairman, president and chief executive officer. He previously served as president and chief operating officer of Union Pacific Railroad, a position he had held since February 2014, after serving as executive vice president-Operations and vice president-Labor Relations, respectively. He began his Union Pacific career in July 2000 as vice president and general manager-Energy in the company's Marketing and Sales department.

Before joining Union Pacific, Fritz worked for Fiskars Inc., Cooper Industries and General Electric. He is a graduate of Bucknell University and earned a master's degree in management from the Kellogg School of Management at Northwestern University.

Fritz serves as a member of the board of directors of Parker-Hannifin Corporation. He is chair of the Business Roundtable trade and international committee, a member of the board of directors

for the Association of American Railroads, the Business Council and the Georgia Institute of Technology president's advisory board. He is also deeply involved with organizations in his local community. He is a member of the board of directors for Nebraska Medicine and Omaha Zoological Society and a previous board chair for United Way of the Midlands. He serves on the STRATCOM consultation committee and is the Omaha Business Ethics Alliance trustee chair.

A native of Rye, New York, Julie Fritz attended Bucknell University – graduating with a B.S. in mechanical engineering. She moved to Omaha in 2000, where she is active with many community organizations and causes: as a current and former board member for Habitat for Humanity, The Joslyn Art Museum and Film Streams; as a member of the Salvation Army's DJ's Hero selection committee and the Women's Auxiliary; as a member of United Way of the Midland's Women United steering committee and the Tocqueville Women's Advisory Council; and she is also actively involved with the Food Bank for the Heartland, Omaha Symphony, A Time to Heal, Creighton Prep, and All Saints Episcopal Church.

Lance and Julie have two children and are committed to helping women and children at risk in the Omaha community. The couple graciously served as the United Way of the Midlands campaign chairs in 2021.







50TH ANNIVERSARY CITIZENS OF THE YEAR

Louis E. Lipp, 1972 Kermit Hansen, 1973 James O. Bosworth, 1974 Charles D. Peebler. 1975 Jack L. Wilkins, 1976 Morris F. Miller, 1977 J.D. Anderson, 1978 Leo A. Daly, 1979 Ben R. Morris, 1980 V.J. Skutt. 1981 Willis Strauss, 1982 Eugene A. Conley, 1983 Del D. Weber, 1984 R. Jerry Hargitt, 1985 Jack R. Childs, 1986 Harold W. Andersen, 1987 Helen Cherniak. 1988 Donald A. Tollefson, 1989 Margre H. Durham, 1990 Charles M. Harper, 1991 Thomas R. Burke, 1992 Walter Scott, Jr., 1993 Marian Andersen, 1994 Richard K. Davidson, 1995 Roy Smith, 1996

Milton Abrahams, 1997 Sharon Marvin Griffin, 1998 John. G. Bookout, 1999 John Gottschalk, 2000 Suzanne Scott, 2001 John Nelson, 2002 Charles W. Durham, 2003 Ken Stinson, 2004 Terry Moore, 2005 Mogens & Cindy Bay, 2006 Howard L. & Rhonda A. Hawks, 2007 William & Barbara Fitzgerald, 2008 Bob & Judy Bates, 2009 Richard Holland, 2010 Dan Neary, 2011 Mike & Gail Yanney, 2012 Mike & Nancy McCarthy, 2013 Susie Buffett, 2014 Gary & Kathy Gates, 2015 Steve Martin & Dr. Amy Haddad, 2016 Bruce & Gerry Lauritzen, 2017 Paul & Annette Smith, 2018 Barbara & Wally Weitz, 2019 Mary & Rodrigo Lopez, 2020 Jim and Diane "Diny" Landen, 2021

50TH ANNIVERSARY VIDEO





2021 CAMPAIGN RECOGNITION AWARD WINNERS

The 2021 Campaign Partner Awards recognize businesses that went above and beyond to support United Way of the Midlands during the 2021-22 campaign.

Last year, more than 600 organizations supported United Way of the Midlands during the 2021-22 campaign, empowering us to create lasting change across our community. We believe the following awards capture the unique and varied nature of our partnerships: Volunteer Organization of the Year, New Business Partner of the Year, Corporate Partner of the Year – Leadership Donors and Corporate Partners of the Year. Because we know small organizations can still make a big impact, the Corporate Partner of the Year awards will once again be presented to companies within four different employee-size categories.

Our intent is to award a single winner in each category, but sometimes more than one organization merits receiving this award.

VOLUNTEER ORGANIZATION OF THE YEAR

This award recognizes companies who consistently strive to improve our community through volunteerism. The winning company was chosen based on the percentage of their employees who participated in UWM volunteer events during the 2021 campaign year.



Werner Enterprises was an essential partner for United Way's volunteer efforts and events this past year. For both Shine Bright events in August 2021 and March 2022, the Werner Blue Brigade came to help with clean-up duties at the end of the busiest days. And for our latest Shine Bright event in August - Werner trucks and drivers moved 50,000 hygiene items from the storage facility they graciously

donated to UWM to the event site. In addition, they hosted a Good on the Go event where Werner employees put together healthy snack packs for young people at Completely Kids. Founded in 1956, Werner Enterprises is now one of the five largest truckload carriers in the United States and a transportation and logistics leader, with more than 8,000 trucks, 24,000 trailers and nearly 13,000 employees.

NEW BUSINESS PARTNER OF THE YEAR

This award recognizes businesses that recently chose to invest in our community through United Way of the Midlands and did not donate to United Way in the prior campaign year. As a first-time campaign partner in 2021, **Hudl** leveraged a corporate match to encourage employee giving and they were able to raise over \$8,950 for United Way.



Founded in 2006, **Hudl** is a Lincoln-based organization and a leading performance analysis company that's revolutionizing the way coaches and athletes prepare for and stay ahead of the competition. They offer a complete suite of products that empower more than 180,000 global sports teams at every level to gather insights with video and data.

CORPORATE PARTNER OF THE YEAR - LEADERSHIP DONORS

This new award recognizes organizations who achieved significant growth with leadership donors - Tocqueville Society and Bridgebuilders.



Nebraska Medicine and the University of Nebraska Medical Center placed a great emphasis on leadership donors – crafting specific messages to their employee base and encouraging those who could to give at a significant level – leading to their campaign raising more than \$450,000.

During their campaign, Nebraska Medicine's

Dr. Linder created a matching program where employees who gave \$5,000 would be matched at this level, granting them membership in the Tocqueville Society. Through their efforts, Nebraska Medicine and UNMC were able to secure 70 leadership donors, including 49 who did not give at this level in 2020.

Nebraska Medicine and UNMC can trace their roots back to 1869 with the founding of Omaha's first hospital. Today, they have over 9,000 employees, including 1,000 affiliated physicians. They operate two hospitals and 88 specialty and primary care clinics, have become a regional leader in cardiovascular and neurosciences, and have developed an international reputation in oncology, transplant and biocontainment.

CORPORATE PARTNERS OF THE YEAR

These awards are presented to companies in four different size categories. The selection criteria include year-over-year campaign growth, average gift per donor and participation rate.

Under 100 Employees – Greater Omaha Chamber



The Greater Omaha Chamber had an incredible 75% participation rate in their campaign and were able to raise more than \$25,000 for United Way. They have also been a significant partner for over 30 years and have played a role in much of our work, including the Strategic 4Sight initiative, and their employees are

heavily involved and have served on our Campaign Cabinet, Community Investment Review Team, and Emerging Leaders Steering Committee.

The Greater Omaha Chamber's mission is to champion a thriving business community and a prosperous region through visionary leadership and collaboration. It is one of the country's largest, strongest chambers, serving as an advocate, catalyst, and partner to its more than 3,000 member businesses.



Under 100 Employees - Holland Basham Architects

Holland Basham Architects

For last year's campaign, Holland Basham was able to grow their participation percentage to more than 70% and raised over \$18,000 for United Way - and this partnership that has been going strong for over 25 years.

Founded in Omaha in 1989, today Holland Basham operates locations in Omaha, as well as Denver, and are proud to offer a comprehensive range of architecture and design services. At their core, they are an architecture and design firm that puts clients first. They pair their talent, expertise and industry experience with the unique vision of each client, resulting in a superior design that works and lasts.

100-199 Employees - Scoular



Scoular's 2021 campaign saw their participation rate grow...and this, along with a corporate match, led to their campaign growing by more than \$60,000 from 2020 to 2021. A partner of United Way of the Midlands for over 30 years, their commitment to UWM has always been strong. Their growth from 2020 to 2021 resulted in \$190,000 raised for our community!

An Omaha-based corporation, Scoular was founded in 1892 and they are dedicated to the buying, selling, storage, handling and processing of grain, feed and food ingredients. Today, they've grown to over \$6 billion in annual sales with more than 1,000 employees operating from over 100 offices, grain elevators and processing facilities in North America and Asia.

200-799 Employees – American National Bank



American National Bank has generously donated to our community through UWM for over 30 years, and they won this category in 2020. During the 2021 campaign, they continued their growth in a **MERICAN Significant** way by developing a Tocqueville step-up program. This helped secure new leadership donors and more than doubled the amount raised in 2020 from \$45,000 to over \$90,000.

American National was established as The Bank of Florence Territory in Nebraska in 1856. Since that time, they have grown to become one of the largest banks in the region with major operations in Nebraska, Iowa and the Twin Cities in Minnesota. They employ over 440 employees and remain headquartered in Omaha.

200-799 Employees – Tenaska



Tenaska has been an incredible partner of United Way of the Midlands for over 30 years. During the 2021 campaign, they continued their history of strong participation and also heavily emphasized leadership giving. Through these efforts, they were able to grow their leadership donor base with 11 new members.

Together, they grew by more than \$65,000 year-over-year, and were able to raise more than \$430,000 for our community.

Tenaska was founded as a five-person operation in 1987 in Omaha with plans to build one or two power plants. Today, Tenaska is one of the largest privately held companies in the United States, a 700-person-strong organization that's adept in natural gas marketing, power management, development and acquisition of generation assets, operation of power plants and more.

Over 800 Employees - Union Pacific Railroad



Union Pacific Railroad has been an essential partner of United Way of the Midlands for many decades. This year they continued their traditional campaign efforts and were also able to increase the participation percentage among their Omaha-based employees. U.P. also became funders of JAG Nebraska and hosted

their first Golf for Good Charity Golf event, with UWM as the beneficiary. Altogether, Union Pacific was able to raise over \$1.3 million for the 2021 Campaign.

Founded in 1862, Union Pacific has been building America for more than 150 years. Starting with the construction of the first transcontinental railroad, through multiple economic crises and conflicts – Union Pacific remains a trusted mainstay on America's landscape. Today, they are North America's premier railroad franchise, covering 23 states, operating over 7,000 locomotives, serving over 10,000 customers, and employing over 30,000 individuals.



LEADERS IN GIVING

Because of the generosity of these donors and companies, thousands of people received support to get back on their feet.

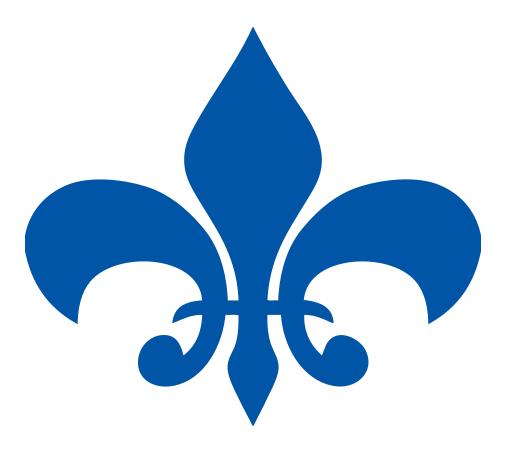


TOP 100 COMPANIES

United Way of the Midlands recognizes the companies that raised the most for our community during the 2021-22 campaign.

We are truly grateful to the Omaha-Council Bluffs community and how they come together each year to support United Way of the Midlands. And we are extremely thankful for the more than 600 partner organizations we have the privilege to work with. We'd also like to extend our special gratitude to the top 100 companies who raised the most during the last fiscal year.





TOCQUEVILLE SOCIETY

The Alexis de Tocqueville Society is comprised of those donors who give at a level of \$10,000 or more annually.

Since the Tocqueville Society was first founded in 1988, they have been championing the work of United Way, giving to those who need it most and encouraging others to do the same. It's because of their generosity that to date, more than **\$117 million** in Tocqueville donations have been invested back into our community.

Thanks to the leadership of our 2021 Campaign Chairs, Lance and Julie Fritz, UWM surpassed Mr. Warren Buffett's Tocqueville Membership Challenge - reaching **373 members** and increasing his generous match of United Way of the Midlands' campaign. We are truly grateful to Mr. Buffett as this remarkable achievement resulted in an additional \$367,000 being invested into the Omaha-Council Bluffs metro.

TOCQUEVILLE SOCIETY

Million Dollar Circle - \$1,000,000 or more

Warren Buffett Robert B. Daugherty Foundation Carmen and John Gottschalk Ellen Karnett Trust Peter Kiewit Foundation Peter Kiewit Endowment Ronald M. Lewer Suzanne and Walter Scott Ann and Kenneth Stinson Sheila and R. Ted Weschler And 2 Anonymous Donors

Investor - \$100,000 to \$249,999

Robert A. Risk and Karen G. Risk Trust

Siemer Institute for Family Stability

Pacesetter - \$75,000 to \$99,999

Henry A. Davis Matt Dwyer Gerry and Bruce Lauritzen John and Elizabeth Lauritzen Foundation

Builder - \$50,000 to \$74,999

Lyle Kline Mammel Family Foundation Joan Gibson and Donald Wurster And 1 Anonymous Donor

Patron - \$25,000 to \$49,999

Judy and Jack Baker Cindy and Mogens Bay Carl Riley Brodersen Charitable Trust Ann and Jerry Crouse Marshall E. Faith Julie and Lance Fritz Rhonda and Howard Hawks Addie and Robert Hollingsworth Donna and Matthew Johnson Julie and Eric Keen Steph and Jack Koraleski Susan and Michael Lebens Julie and Paul Maass Kathy and Calvin Meyer Ruth and William Scott Betiana and Todd Simon Annette and Paul Smith Deb and J. Keith Spackler Robert H. Storz Foundation

Guardian - \$20,000 to \$24,999

Krista and Mickey Anderson Cassie and Eric Arneson Andrea and Trevor Barton Dennis P. Circo Diane Duren and Drew Collier Kim and Tom Egan Deryl F. Hamann Joan Squires and Daniel Hamann Gilbert M. and Martha H. Hitchcock Foundation Wende and John Kotouc Patty and C.L. Landen Emily and Clark Lauritzen Linda and Larry Pearson Stacie and Robert Reed Carole and Mark Sandeen Stacy A. Scholtz Kathy and Jim Simpson Martha and D. David Slosburg Elizabeth and Kelvin Whited And 2 Anonymous Donors



Advocate - \$15,000 to \$19,999

Ann and Ed Batchelder Susan Beeghly Paula and James Blackledge Susan and Irvin Blumkin Chris and Ronald Blumkin Maureen and Nicholas Borman Esther and Daniel Brabec Susan and Pat Courtney Dr. C.C. and Mabel Criss Memorial Foundation Linda Daugherty Sandra and Drew Fossum Karen and Kim Hawkins Lori and Paul Hogan Larissa L. Johnson Patricia and Stephen Kaniewski Diny and Jim Landen Nancy and Michael McCarthy The Noddle Family Charitable Foundation Rita and Don Otis Loretta and Douglas Patterson Robert A. Reed Debra and Thomas Sanders Kristi and Cory Shaw Fred and Eve Simon Charitable Foundation Polly and Jack Struyk And 3 Anonymous Donors

Champion - \$10,000 to \$14,999

Daun and Leonard Adams Marian Andersen Tali and Avner Applbaum Shirley Young Armitage and Dr. James Armitage Kimberly S. Arnold Danielle and Dr. Michael Ash Jamie Barker Megan Belcher Jean C. Bell Jacqueline and Mark Bendon Gail and Dr. Raymond Bergan Dr. Samuel M. Bierner and Joseph W. Pinson Teresa and Scott Binder Annie and Dr. Kenneth Bird Dr. Sabin R. Bista Tammy and Andrew Blossom Lisa Freifeld and James Boles Prentiss Bolin. Jr. Malorie J. Bolton Danielle and Dana Bradford Linda and Matt Brandl Joanne and Gerald Brav Tracy and Ted Bridges Crystal and Brian Brislen Tami and Patrick Brookhouser Maggie and David Brown Lori Bruck and Dave Neubauer Dr. Anne and Stephen Bruckner Terri and Timothy Burke Renee and John Campbell Dr. James T. Canedy Lynda and Ted Carter Elizabeth and Michael Cassling **Cassling Family Foundation** Doreen and Joseph Catapano Nancy and Tony Chacon Chanda and Carlo Chacon

Joan and Brvan Clark Patricia and Richard Cornish Laura and Jason Covle Anna L. Cramer Nancy and Gregory Crawford Mary and Timothy Crockett Stephanie and Howard Daubert Elisa and Drew Davies Gail and John DeBoer Leslie and Matthew DeBoer Carolyn and David Diamond Mariana and Josh Dixon Meg Lauritzen Dodge and Nate Dodge Kate and N. P. Dodge, Jr. Jan and Michael Doiel Tim Donahue Ana and Rafael Dorador Kay and Jon Doyle Amy and Kyle Droescher Lori and Tom Druse Melissa and Patrick Duffv Pamela and David Duzik Rae and William Dyer Danielle and Grant Empson Elizabeth and Dr. Max Engel Alison and Quint English Dr. Debra Esser Jan M. Evans Nathan Ewert Jill and David Faith Stephen J. Farrell Kenneth D. Feaster Darlynn and Tom Fellman Deb and Rex Fisher Jason Fisher Shawna and Grant Forsberg Shellev and Michael Foutch Elizabeth and Timothy Francis

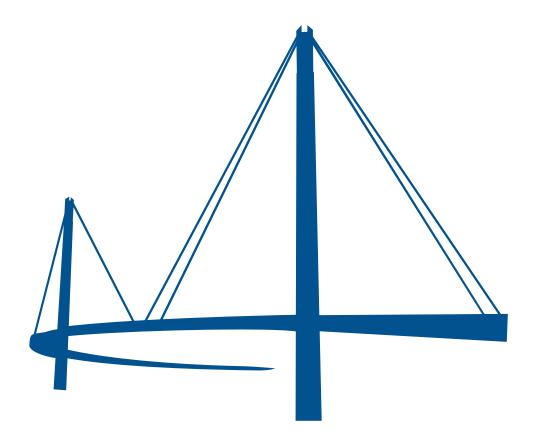
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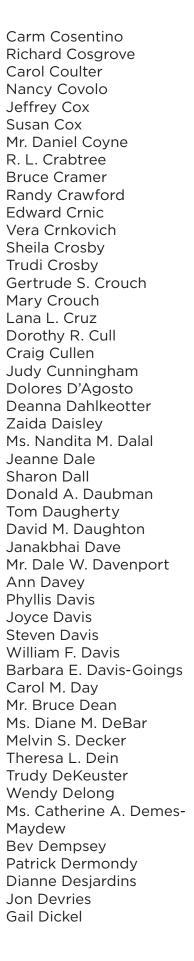
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CELEBRATING 100 YEARS OF GIVING BACK AND LOOKING FORWARD

Looking back at our rich history and how we plan to move forward for the next 100 years.



A CENTURY OF HELPING OTHERS

1923

Local citizens and community leaders banded together to create United Way of the Midlands' prototype, The Community Chest. We were, and still are, dedicated to responding to the community's needs, by investing dollars in local health and human service programs that make the most impact. In our first year, funds were allocated among 30 participating nonprofit agencies in Douglas County.

1933-34

With the introduction of federal relief programs, the Community Chest changed its focus to those unable to receive government aid. The organization's 1934 annual campaign lasted 10 days with a goal to raise \$554,800.

1941

Built upon a mutual desire to create a better, stronger and more vibrant community - a partnership is established with the Omaha Federation of Labor, AFL-CIO to work together and strengthen the metro area for generations to come.

1950

Omaha was one of the few communities to pioneer a national model for a single organization dedicated to all facets of nonprofit fundraising and program investment...and the organization started calling ourselves United Community Services. Also, the Red Feather became a symbol of the annual campaign.

1966

"Volunteerism" was added to the organization's mission, increasing opportunities for the community to participate in supporting our cause.

1972

The "Citizens of the Year" award was established to recognize individuals for their commitment and dedication to our community.

1975

We officially became "United Way of the Midlands."













1987

UWM combined forces with United Way of Council Bluffs to expand fundraising efforts in the greater metro area.

The Tocqueville Society was established. The charter group included 12 members whose vision and belief in the community spurred others to join and give. Since its inception, the Society has notably raised over \$117 million for the Omaha-Council Bluffs community.

1998

The Court-Referred Community Service Program (CRCSP) was created. This program, with support from Douglas County, refers criminal offenders to agencies for completion of judge-ordered community service. The CRCSP assists an average of 300 clients annually.

2002-10

UWM's 211 Helpline expanded from four counties in 2002 to covering the entire state by 2010. The 211 Helpline is a free service that provides information and referrals to people

who may not know how to find or access local programs to address their needs. It also provides multiple points of access for those looking to receive assistance easily and confidentially via phone, text, email or online chat.

2012

Led by Ken Stinson, a committee of local leaders explored the area's needs and UWM's role in the community. This

led to a transformational strategic plan that called for expanded fundraising and the establishment of an open grant process – allowing more local nonprofits to apply for funding and partner with UWM to meet defined goals and community needs.

2015

The Corporate Partners of the Year awards are established to recognize organizations that go above and beyond to support UWM and our community and meet families' essential needs such as healthy food, safe and stable housing, physical and mental health services, career preparation and job training.

2019

JAG Nebraska is established in collaboration with Governor Pete Ricketts and the Nebraska Dept. of Labor. An evidencedbased, for-credit classroom elective, JAG helps students develop their skillsets to overcome the many challenges they face – all while setting them up for success in the classroom, workplace and life.





Get Connected. Get Help.™

2020

UWM partnered with the Omaha World-Herald to administer the Goodfellows program. Also in 2020, we expanded our partnership with MUD and OPPD through the 211 Helpline for utilities assistance and secured CARES funding for housing stability – allowing us to provide support for a variety of housing-related needs.

2022

Through a partnership with Mayor Jean Stothert and the City of Omaha, UWM was selected to distribute \$5 million in American Rescue Plan Act (ARPA) funds to agencies in the metro area.

Today, UWM continues to serve the Omaha-Council Bluffs metro by bridging the business and not-for-profit sectors to create a Circle of Support that helps our neighbors overcome difficult challenges and start building a better future. For fiscal year 2021-22, UWM raised \$36 million to support programs and direct services that address social and economic disparities



United Way of the Midlands





FOREVER UNITED FUND YOUR LEGACY, OUR COMMUNITY'S FUTURE

To celebrate our 100-year history of making a difference in the Omaha-Council Bluffs community and ensure we can continue supporting our neighbors in need for the next 100 years – we've created the *Forever United Fund*.

An endowment program designed to deliver a perpetual source of funding to help United Way of the Midlands (UWM) give back to our community for many years to come – the *Forever United Fund* is a meaningful way to support organizations you believe in and help make sure their work will continue in the future.

PARTNER WITH US TO BUILD YOUR LEGACY

Through the *Forever United Fund,* there are several ways you can make a gift and build your legacy of community change and support. For Ron Lewer, his legacy is a dedication to work, family, frugality and giving back to charities close to his heart.

Born and raised in Council Bluffs and an employee of Union Pacific for more than 30 years, Lewer was a member of UWM's Tocqueville Society – for which he paid his life insurance premium each year as his gift. Upon his passing in November 2021, his generous legacy gift will now generate \$36,000 every year to assist UWM in helping those who need it most. Ron was "without a doubt, the most frugal individual I ever met...and at the same time, the most generous," said his older brother, Larry. "He never made a lot of money, but he saved everything and prioritized giving back to the community."



If you're interested in preserving your legacy and supporting our community's future, or you'd like additional information about the *Forever United Fund*, please contact:

Laura Tatten – Senior Vice President, Donor Engagement Itatten@uwmidlands.org 402-522-7962

United Way of the Midlands Board of Directors MEET OUR 2022-23 BOARD OF DIRECTORS

Our Board of Directors has ensured United Way of the Midlands grows in the right direction, offering their thoughtful leadership and guidance every step of the way. And we are so thankful to have Cory Shaw, executive vice president and chief operating officer at Nebraska Medicine, now chairing the board.



Cory Shaw, Board Chair Executive Vice President, Chief Operating Officer Nebraska Medicine



Shawna Forsberg President and Chief Executive Officer United Way of the Midlands



Avi Atholi Vice President, Enterprise Data Management First National Bank of Omaha



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Dina Tilgner Chief Operating Officer NP Dodge Company



Randy Wood President and Chief Executive Officer Lindsay Corporation



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