

2014

United Way of the Midlands'
ANNUAL REPORT
July 2013 – June 2014





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Agencies represented in cover photos: American Red Cross-NE/SW Iowa, Boys and Girls Clubs of the Midlands, Completely KIDS, Lutheran Family Services of Nebraska, Inc., and YMCA of Greater Omaha

A COMMUNITY'S STRENGTH

A community's strength can be measured in many ways, and by a variety of methods. But at the heart of every approach, you'll find *people* making the difference.

United Way of the Midlands exists because people gathered more than 91 years ago, to help those in need. They came together to bring that caring to the next level, a larger scale, and make it more efficient.

It has grown and changed in those nine decades, thanks to the donors, corporate and civic leaders, and community volunteers who believed in the power of people to find solutions for problems. They believed in the power of creating positive change for our neighbors.

Every year, a committed team of our neighbors carefully invests donor dollars in the best programs across the greater Omaha-Council Bluffs metropolitan area, in pursuit of a positive impact.

Over the past two years, thousands of people gathered for neighborhood and community conversations, and took part in surveys. They talked about local human challenges, and some of their own. They suggested and debated possible solutions. They spoke loud and clear about the need for people and groups to work together to make positive, permanent change that reduces poverty.

People are still our community's strength, and United Way's as well. They always will be. This annual report shows where we are today, and how we plan to put the community's collective response into action – for the benefit of all who live and work here.



PEOPLE ARE OUR
COMMUNITY'S
STRENGTH



BOARD CHAIR LETTER

United Way of the Midlands has been a constant in our community since 1923. But exciting changes are taking place. In fact, 2013-2014 was a pivotal year, in which we set the course for our future work and community investment.

Built by the community, for the community, United Way of the Midlands is rooted in Basic Need services for our most vulnerable neighbors, and supported by donors who encourage positive change. Together, we've helped tens of thousands gain access to food, shelter, health and safety.

Anchored by this strong foundation, we've begun to evolve, to meet an even bigger challenge: to focus efforts on lasting change for those who have only known poverty in their life.

Our strategic research indicates that empowering children to become Classroom Ready and providing the tools and resources for teens and young adults to become Workforce Ready is a step toward that goal. We call this "United By Strength" and we are thrilled with this new direction. The evolution began in 2011, with an inward-focused

strategic plan. Volunteers and staff asked what United Way should be in today's world. United Way then turned outward with a community assessment, asking people to share their opinions, talk about our community's challenges, and how the organization can best use its strengths to address generational poverty.

The result of this comprehensive process was unveiled at the UWM annual meeting in late May by Karen Bricklemeyer, President of United Way of the Midlands, and is outlined within this Annual Report.

Karen initiated the strategic planning upon her arrival in 2011 and gave it a voice as a bold work plan for the future. In tribute to Karen, who passed away suddenly in July, United Way, its volunteers and staff dedicate their efforts to achieve measurable and positive community transformation. This new direction is the reason Mary and I agreed to chair the Fall 2014 Campaign.

The change United Way is proposing is big and purposeful, and we have the kind of leadership from Interim President Shawna Forsberg, and 2014-15 Board Chair Lance Fritz, who are implementing it with care, thought and meaning.

Amid this change, we hope the generosity of people and companies in the greater metropolitan area will remain a constant. That giving spirit – of time, expertise and financial support – is the heart and soul of United Way. It is what makes United Way and our community strong.

Sincerely,

Rodrigo Lopez
Board Chair, July 2013-June 2014



Rodrigo Lopez

REMEMBERING A LEADER

United Way President and CEO Karen Bricklemeyer passed away on July 28, 2014, after suffering an aortic dissection. Karen was 47 years old, and left behind husband, J.B., and twin daughters, Hannah and Emma. She is also survived by her parents, sister and brother, nieces and nephews, an aunt and cousins.

2014-2015 United Way of the Midlands Board Chair Lance Fritz said that Bricklemeyer quickly determined upon her arrival here in early 2011 that the greater Omaha metropolitan area was a caring one, and she learned from the recently-completed community assessment that there is indeed a strong will to break the cycle of poverty that plagues a number of metro-area neighborhoods. The board president said Bricklemeyer set a strategy in motion to achieve that goal.

"It will be Karen's legacy that more children will get the additional support they need to be Classroom Ready and graduate from high school, and for all young adults to be Workforce Ready and achieve financial independence," said Fritz. The organization's historic support for Basic Need services for the most vulnerable will continue to be a priority.

"I am confident the United Way team will bring Karen's work to fruition, and her vision to life, for the benefit of our entire community," Fritz is President and Chief Operating Officer of Union Pacific Railroad.

Bricklemeyer's involvement in the Omaha metro area included membership on the Greater Omaha Chamber of Commerce Board of Directors and its Omaha Executive Institute, 2011 Building Bright Future's Community Advisory Network and

Omaha Business Ethics Alliance Board of Trustees. She also participated in a superintendent search committee process for Omaha Public Schools, the Omaha Network, and was a member of a key group of female CEOs and top executives here in the Omaha metro area. Bricklemeyer also was a member of United Way Worldwide's Membership Accountability Committee.

Donations made in Karen's memory can be addressed to the Karen G. Bricklemeyer Fund, which resides with the United Way of the Midlands Foundation. As of October 2014, \$44,583.90 has been donated to make our community stronger.



Karen Bricklemeyer

OUR COMMUNITY & UNITED WAY: EVOLVING TOGETHER, IN STRENGTH

United Way honors its past. Recognizes today's challenges. It's working toward an even stronger community tomorrow.

The desire to gather our community's feedback made fiscal year 2013-2014 a very busy one for United Way.

The Community Assessment was underway, conducted in partnership with Omaha Community Foundation, Iowa West Foundation and ConAgra Foods Foundation.

Together, we wanted to hear the community's voice – to get a snapshot of current conditions, identify the most urgent needs, and to better understand how each of the nonprofits could use their unique strengths to serve people and work toward even greater community strength.

In addition to online and mailed public surveys in Spring 2013, our neighbors shared their opinions with us in a variety of ways, including:

- Community conversations with residents in North, South and West Omaha and Council Bluffs
- Solutions-oriented World Café brainstorming sessions, with community leaders, human service providers and others
- Surveys and focus groups targeted to those with household incomes below \$35,000 and those considered to be “vulnerable populations” – to gain greater understanding of their challenges.

More than 4,700 of our neighbors raised their voices. Even in our thriving metro area, poverty was mentioned time and again – how its grip on families and entire neighborhoods had a negative impact, not only at the personal level, but the community's as well.

This confirmed the findings of UWM's strategic planning team, led in 2011-2012 by Ken Stinson, Chairman Emeritus of Peter Kiewit Sons', Inc. and Omaha World-Herald Publisher and CEO Terry Kroeger, whose members agreed United Way should continue to provide critical support for the local “safety net” of basic need services.

The process had also resulted in a call for UWM to become a proactive catalyst for long-term solutions for local challenges, and to unite with other nonprofit, public and civic organizations to solve some of the critical root causes of our neighbors' hardships. This directive would later help guide United Way in 2014, in an evolution of its service to the Greater Omaha metro area.



Community Assessment
Douglas, Sarpy, and Pottawattamie Counties



1. PREVIOUS COMMUNITY RESEARCH EFFORTS

Findings from over 50 previous studies were leveraged to identify key learnings and to assist with development of the study methodology.



2. COMMUNITY NEEDS SURVEY

Two surveys were available: A mailed survey that included a representative sample of our community, and a web survey open to all adults.



3. COMMUNITY CONVERSATIONS

Four community conversations used audience polling technology to hear more in-depth feedback from a wide cross-section of residents.



4. TARGETED SURVEY

This survey of participants with household incomes below \$35,000 provided a deeper understanding of the themes identified in the broader community survey.



5. FOCUS GROUPS

13 focus groups were held exploring themes identified in the community needs survey. Participants were recruited who met a specific set of criteria, ensuring they represented a subset of a vulnerable population.



6. WORLD CAFÉS

Four World Café-style facilitated meetings were held with service providers, community leaders, policy makers and other stakeholders. During these sessions, the list of possible solutions to the prioritized needs, identified through the Community Needs Survey, were refined and the group explored opportunities for community partnerships and collaboration to more efficiently and effectively develop solutions.



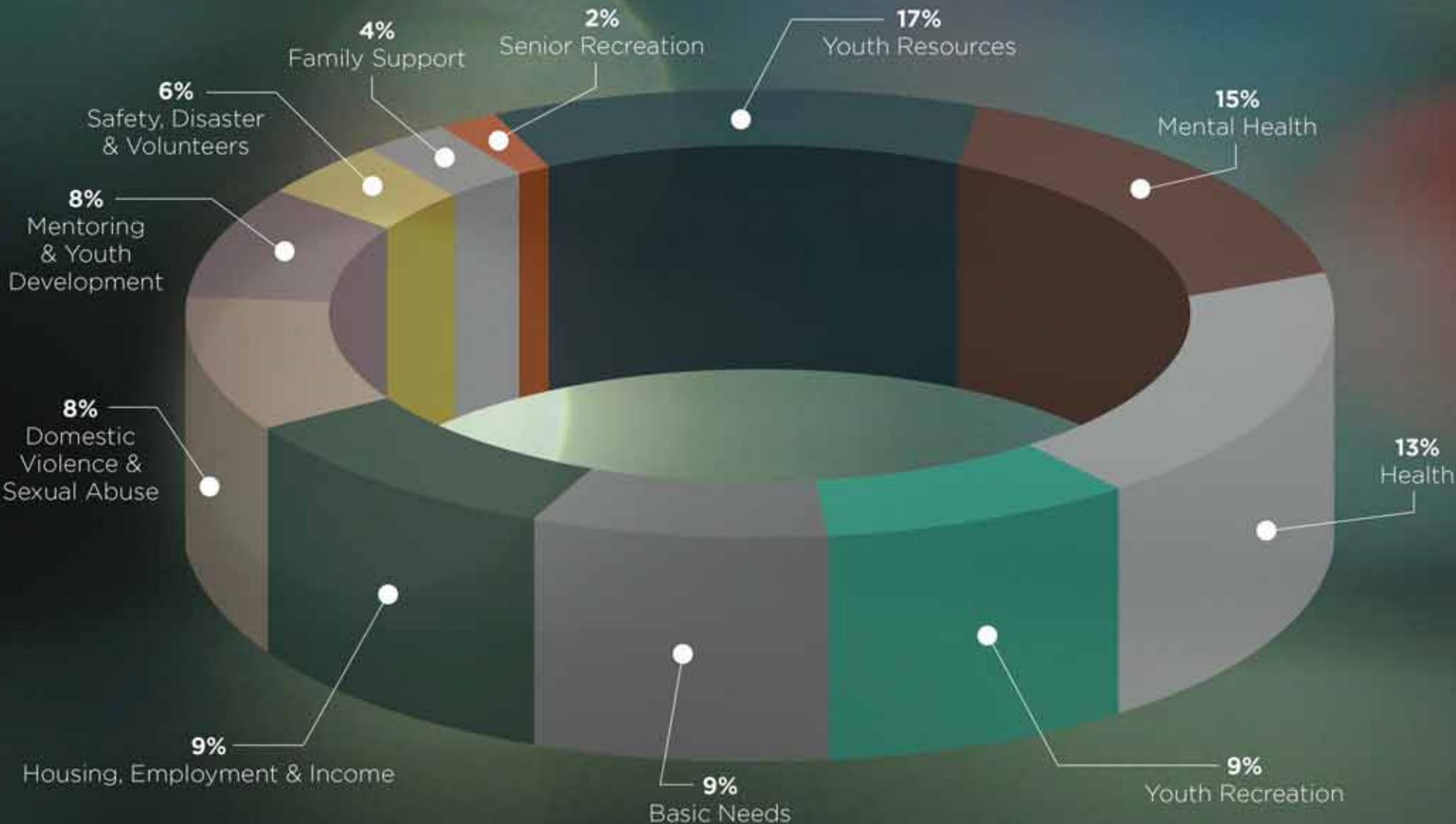
7. INVENTORY OF PROGRAMS

An inventory of provider services and existing community funding was developed to understand the current landscape and “gaps” in programming and funding.

IMPACT: CAREFUL COMMUNITY INVESTMENT

United Way is proud to build a connection from our community's generous donors and volunteers to those of our neighbors who struggle to maintain their well-being and independence. Funded programs also provide a hand-up for people who are working to stabilize their living situation to begin building a better life for themselves.

On July 1, 2013, United Way of the Midlands' Board of Directors approved the release of campaign contributions for the 2013-14 fiscal year in 11 areas of human service:



CAMPAIGN



Number of individual donors

80,000



Organizations that support UWM

800



Individual services provided to our neighbors

448,000



Programs donors support through CIRT process

121

PROGRAM STATS

Neighbors Served:



Clients who had household incomes less than \$20,000

148,138



Clients who had household incomes between \$20k and \$50k

59,985



Number of people served who were under age 18

203,271



Percentage served:
47% Female, 49% Male, 4% Unreported

CIRT

Community Investment Review Teams



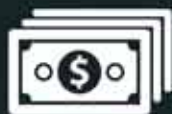
Number of CIRT volunteers

138



Hours of service provided by CIRT volunteers

1,574



Dollars invested in agency human service programs

\$12,169,726



Dollars invested in our community's human service network

\$20,384,663

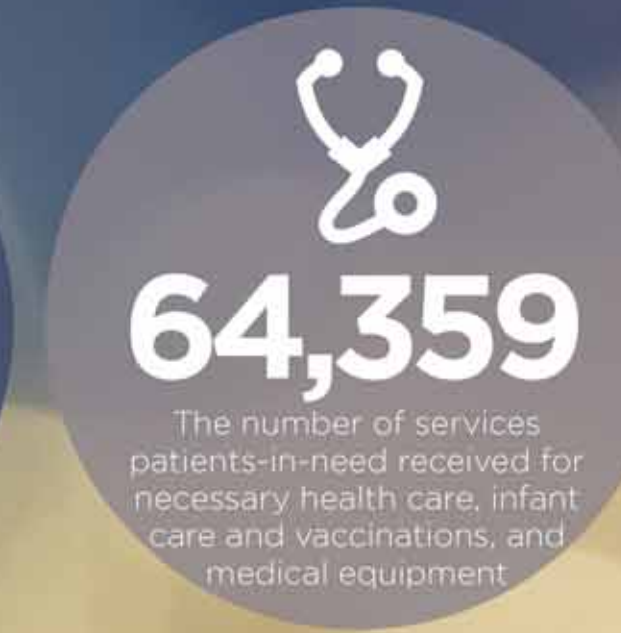
IMPACT: HOW YOUR CONTRIBUTION CHANGES LIVES

You've heard the saying "there's strength in numbers." It's true in more ways than one at United Way. Sure, there are tens of thousands of donors who share millions of dollars to provide support for great human service programs. Thousands of people volunteer for UWM, or find great service opportunities with our assistance. Dozens of organizations receive financial support through our comprehensive funding process, and we collaborate with many more on all kinds of community-strengthening projects.

But the numbers here are some of the most important ones. They represent the people who've received help, the services provided

to individuals and families, and the lives they've changed. These are the numbers United Way's community investment volunteers pay close attention to, when it's time to distribute the proceeds of the annual campaign. They're good numbers, but we continue to seek even greater results, in the quest to make our community even stronger.

** These figures represent highlights from some of the programs that received UWM donor support in FY 2013-14.*



COMMUNITY-BASED. COMMUNITY IMPACT.

Funding for local health and human service programs has long been a community-based process at United Way. Staff and local volunteers have spent countless hours considering the best use of donor dollars.

Through the years, the process and timelines have gone through changes.

In 2013-14, the robust Community Investment Review Teams (CIRTs) created in the previous year continued to represent a powerful re-dedication to the citizen-volunteer's involvement.

139 people were recruited in early 2014 for CIRT teams. The volunteers included individual donors from some of the companies and organizations that participate in the annual campaign, as well as members of the Women's Leadership Council – a highly-engaged group already committed to United Way's community-building mission.

Another key group of volunteers were recruited for their knowledge and experience in specific areas of health and human services – “content experts” who could provide valuable context for the larger group.

Over the course of five months, CIRT volunteers reviewed funding requests, visited the site of each funded program, examined the results, and had candid discussions with the

nonprofit partners on the front lines of local human care. Their recommendations were reviewed and vetted by the Community Impact Cabinet, led by Dr. Mary Hawkins.

This thorough process enables UWM to invest in the most effective services available across the community. It guarantees the biggest impact possible with donors' contributions, and the greatest opportunity to help our neighbors get back on their feet.

The CIRT's funding decisions were voted on and endorsed by the United Way of the Midlands Board of Directors, and funding was distributed to the 121 programs starting July 1, 2014 to run through June 30, 2015.

In late 2014, United Way will accept the first applications from new and currently-funded nonprofit organizations for the Basic Needs and United By Strength priorities. CIRT volunteers will review the requests in early 2015, making decisions on United Way support that will begin July 1, 2015.



2-1-1: THE POWER OF INFORMATION

In addition to supporting a network of human services that provide help for those in need across the greater Omaha-Council Bluffs metropolitan area, United Way offers our neighbors a free, confidential call that can connect them with local resources to help stabilize their life and grow stronger. This assistance is particularly helpful for the most vulnerable populations, including the elderly, disabled, and those affected by crisis, including events like the tornado in Pilger, Nebraska.

2-1-1 provides callers with valuable referrals 24 hours-a-day, to a wide variety of public and nonprofit programs, including the Omaha World-Herald Goodfellows Charities and the U.S. Marine Corps' “Toys for Tots.”

Information and Referral Specialists identify the agencies and services best suited to each caller's situation and location. The call can

be made any time of day or night, free of charge from anywhere in Nebraska and eight counties in Southwest Iowa.

More than 70,000 calls came into the center from July 1, 2013 through June 30, 2014. Requests for help with housing and utilities accounted for 53% of the calls. Online, people searched for helpful services 67,400 times at www.ne211.org during the same time period. (Southwest Iowa residents can access their online information on the Nebraska site and at www.211iowa.org)

Tele-interpreter services are available for non-English-speaking callers.

About 92% of all U.S. residents can now dial 2-1-1 in their communities, too.



Boys and Girls Clubs of the Midlands

“CIRT MEMBERS ON WHY THEY VOLUNTEER

“I wanted to get a more in depth look at some of the people behind the organizations, their mission, their vision, their values. I always like to give back so this was another opportunity for me to do that.”



Rob Trebilcock,
Blue Cross and Blue Shield of Nebraska

“I never really understood how many people are involved in this type of decision making, and I didn't have a clear understanding of that. Through this process, I've gained a much clearer understanding of how those decisions are made, and a greater understanding of what the community needs are across all the different areas that United Way serves.”



Athena Ramos,
University of Nebraska Medical Center

A KEY RESOURCE
THAT BENEFITS OUR
COMMUNITY IN VERY
PERSONAL WAYS:
THE VOLUNTEER



Big Brothers Big Sisters of the Midlands

VOLUNTEER ENGAGEMENT: COMMITMENT TO COMMUNITY

There's a key resource that benefits our community in very personal ways: the volunteer. One-time or ongoing projects give individuals, families and corporate teams the chance to see local human services in action, and provide support for people who are trying to build a better life for themselves.

United Way of the Midlands is proud to marshal volunteer resources, by connecting hundreds of people each year to service opportunities, including our Community Investment Review Teams.

DAYS OF SERVICE:

Day of Caring: October 18, 2013: 800 people, 82 projects across the Douglas, Sarpy and Pottawattamie county metro area, including cleaning and painting for nonprofit groups, stocking food pantries, and engaging children in study and play at after-school agencies.

Holiday Helpers: November/December 2013: Individuals, groups and families donated their time to help nonprofits spread some holiday joy to their clients. Projects included serving meals, sorting Christmas donations of food and toys, and providing cleanup support at busy local agencies.

Martin Luther King Jr. Day: January 20, 2014: Women's Leadership Council members and other community volunteers read to children at youth-serving agencies around the metro area.

Community Investment Review Team (CIRT) Process/UWM Board: January to April 2014: 139 volunteers in the inaugural group of Community Investment Review Team members reviewed agency funding requests, determined which would receive UWM donor support, and how much. Their recommendations were approved by the UWM Board of Directors.

YEAR-ROUND VOLUNTEERING:

Women's Leadership Council (WLC): The WLC is a powerful network of caring women who invest their time, talent and resources to explore and address critical issues facing the metro area. The group's call-to-action is "Educate. Volunteer. Invest." Its unique model of targeted volunteer and educational opportunities helps members gain first-hand knowledge of the issues that face our metropolitan area. The generous support of a Tocqueville Society (\$10,000+) or Bridgebuilders Society (\$2,500+) contribution automatically qualifies female donors for membership in the WLC.

Eastern Nebraska-Western Iowa Medical Reserve Corps: On behalf of our community, United Way thanks the 655 health professionals who train annually to serve in the critical "first hours" of a disaster or public health emergency. MRC members volunteered on the ground in tornado-ravaged Pilger, Nebraska, providing, among other things, psychological support for survivors. To strengthen the Corps' working relationships and community connections, members also provide first aid and health services at a wide variety of area events throughout the year.

Court Referral Community Service Program: In partnership with the Douglas County and District Courts, United Way matches court-ordered offenders with volunteer opportunities at a wide variety of local nonprofits and community organizations. By completing their service hours, offenders avoid jail time and in doing so, save the taxpayers money. The program managed the volunteer service of 473 new court clients from July 2013 through June 2014; their court-ordered service translated into nearly \$569,000* in saved labor costs for the host agencies and organizations. The personal impact of the program is reflected in one offender's testimonial: "The best part of this service was the opportunity to 'give back', to help others and to not make the same mistakes again."

Local residents can browse available opportunities online, and the search starts at www.UnitedWayMidlands.org/volunteer.

*Based on Independent Sector's estimated hourly rate for Nebraska of \$20.13



Day of Caring



Holiday Helpers



WLC at Martin Luther King, Jr. Day



CREATING POSITIVE
COMMUNITY **CHANGE**

RAISING FUNDS FOR A STRONGER COMMUNITY

The United Way of the Midlands drive is the community's single-largest individual fundraising campaign for local health and human services. It's an effort that includes thousands of volunteers, and gifts large-and-small, from thousands of donors. United Way's metro area-wide effort, including local federal workers who give through the Combined Federal Campaign (CFC), brings people and organizations together in a common cause – to create positive community change.

2013

The 2013 United Way drive kicked off in late August, with an army of corporate leaders standing with Chairs Kirk and Teresa Kellner. The Kellners and volunteers on their campaign cabinet reached out to companies and individuals across Douglas, Sarpy and Pottawattamie counties, inviting them to support services that address basic needs and give our neighbors access to programs that increase their independence.

80,000 people pledged their financial support, and 800 organizations participated. The drive raised \$22.7 million, including \$903,813 for the CFC, making our community 40th in revenue support among 1,400 United Ways in the U.S. and around the world. These contributions are supporting health and human service programs across our community through June 30, 2015.*

2014

At the Community Engagement Center on University of Nebraska at Omaha's campus – a brand new center dedicated to community collaboration – the chairs of the 2014 UWM Campaign, Rodrigo and Mary Lopez, kicked off the annual drive on August 26. They set a high bar: \$23.7 million dollars, to be pledged by individuals, foundations, and the employees of companies, nonprofit organizations and government agencies over the weeks ahead.

Already by launch day, a record \$3 million was accounted for, thanks to a record number of early contributions from Tocqueville Society leadership givers and local companies. The campaign runs through March 2015.

**As the Principal Combined Fundraising Organization (PCFO), United Way of the Midlands is required to report that its federation members are charged no member dues and/or service fees.*



2013 Campaign Kickoff



2013 Campaign Kickoff
Campaign Chairs Kirk & Teresa Kellner



2014 Campaign Kickoff
Campaign Chairs Rodrigo & Mary Lopez



2014 Campaign Kickoff
Shawna Forsberg, Interim President; Lance Fritz,
Board Chair; Mary and Rodrigo Lopez

EXPLORING COMMUNITY CHALLENGES: LEADERS IN GIVING

United Way of the Midlands' leadership giving groups value and promote community awareness of local health and human service challenges through events that feature experts in the field and vigorous question-and-answer sessions.

These highly-engaged groups held three such events from Fall 2013 through June 2014:

November 21, 2013 – Hosted by UWM Women's Leadership Council

"Violence in the Metro Area: Causes & Prevention Strategies"

Photo at left

MODERATOR & PANELISTS: Mark Foxall, Ph.D., CJM and Director of the Douglas County Department of Corrections; Francisco "Paco" Fuentes, Unit Director of the South Omaha Boys and Girls Club; Sgt. Teresa Negron, Omaha Police Department; Thomas Warren, President and CEO of Urban League of Nebraska, Inc.

April 22, 2014 – Hosted by UWM Tocqueville Society & ConAgra Foods, Inc.

"Food Insecurity"

Photo at left

SPEAKERS: Dr. Craig Gundersen, University of Illinois Economist and Professor of Agricultural Strategy; Kori Reed, VP of Cause and ConAgra Foods Foundation

April 28, 2014 – Hosted by UWM Women's Leadership Council

"Mental Health and Its Impact on Our Community"

Photo at left

MODERATOR & PANELISTS: Rhonda Hawks, WLC member, Vice President of the Behavioral Health Support Foundation and co-founder of Lasting Hope Recovery Center; Carole Boye, CEO of Community Alliance; Jeff Wibel, Assistant Divisional Social Service Director for The Salvation Army; Kristy Gustafson, local mental health advocate.



November 2013 Lunch & Learn



Tocqueville Society Lecture, Food Insecurity



April 2014 Lunch & Learn

FOR A
COMMUNITY
TO BE STRONG,
ITS **PEOPLE** NEED
TO BE STRONG



UNITED WAY: FORWARD-FACING PRIORITIES

BASIC NEEDS
As it has since 1923, United Way of the Midlands will continue to provide support for the basic needs of our most vulnerable neighbors. Hundreds of local residents live in emergency mode every day of their lives, seeking critical services currently defined by UWM in the broad categories of food, shelter, health and safety. Members of our community made it clear basic needs support should remain a United Way priority, as it helps people prepare to take steps toward greater stability and provides strength for the local network of human services.

Basic need services will help stabilize their situation. But United Way must do more – to help them succeed.

UNITED BY STRENGTH
To not only serve needs but to solve problems, United Way is targeting some of its organizational strength and resources to help people succeed. To escape poverty that haunts their families and neighborhoods, and to help more



of our neighbors become financially-stable and independent members of our community. The new focus, called United by Strength, includes two approaches to empowerment:



• **CLASSROOM READY** means removing the barriers that local children face in learning, and helping them build skills that lead to school success and a high school diploma. The purpose is to:

- Make sure children have a safe place outside of the classroom to practice what they've learned, and get extra help on challenging subjects.
- Provide parents the tools to help their children succeed, and address the experience gap that many children-of-poverty face.
- Work on common goals with school districts and youth-serving agencies to improve student outcomes.

• **WORKFORCE READY** is United Way's effort to collaborate with other community organizations to provide young adults with a choice of high-quality paths to train for and join the workforce. That means:

- Helping teens and young adults build the right skills, confidence and personal commitment to succeed on-the-job – today and tomorrow.
- Preparing them for opportunities in college, apprenticeships and rigorous on-the-job training.
- Empowering more of our neighbors to secure good jobs, increase their financial stability and achieve economic independence.

With this new foundational work, United Way of the Midlands will issue an open call for program and initiative proposals from new and currently-funded nonprofits in late 2014. Funding aligned with the new priorities begins with the July 2015-June 2016 investment cycle.

NEXT STEPS: COMMUNITY INPUT CONTINUES

Keeping “community” at the center of this new work, local volunteers are helping United Way determine the way forward. As always, UWM will seek out the very best programs with the strongest outcomes among new and currently-funded organizations.

BASIC NEEDS
To ensure we are using UWM's resources in the most effective ways, and in the right areas, a task force led by community volunteers Diny Landen and Dr. Mary Hawkins has begun its important work to review the very definition of basic needs, as well as United Way's vision, strategy and objectives. By spring of 2015, the panel will also help

determine the organization's scope and direction for future fund investment in this critical area.

UNITED BY STRENGTH-CLASSROOM READY & WORKFORCE READY
United Way's Classroom Ready efforts will be informed through its participation in a collaborative team of public, corporate and nonprofit organizations called the Regional Educational Data Working Group, assembled by the Greater Omaha Chamber of Commerce. The group's work over the winter will bring greater clarity to the state of education in our region, helping to identify gaps in service and opportunities for improvement. Wise use of the member

groups' strengths and resources – and the community's – is a priority.

Those findings will help inform a second UWM task force, led by Kate Dodge and Kathy Gerber, as its volunteer members spend the coming year considering important questions about Classroom and Workforce Ready goals and how best to focus on efforts that produce positive results for individuals, families and our community.

Thanks to the guidance of the task forces, United Way's work in the areas of Basic Needs and United By Strength will evolve over the next two to five years.

KEEPING
“**COMMUNITY**”
AT THE CENTER
OF OUR
NEW WORK



Family Housing Advisory Services, Inc.



Latino Center of the Midlands



Kids Can Community Center

STORIES OF CHANGE

DUSTIN + MARIAH

When Dustin and his daughter Mariah found themselves homeless, they didn't know where to turn for help. As a single dad, there were few shelter or temporary housing options available to them. But Dustin found help, and hope, after calling 2-1-1.

United Way's call center referred them to Family Housing Advisory Services, Inc. and within a week, they were living in their own apartment. The nonprofit's Family Support Program also helped Dustin with budgeting, financial management strategies and connected him with a list of job opportunities.

The team at Family Housing helped them become more financially steady and created a safe and stable environment for Mariah, which also improves her opportunity for success in school.

It's an ongoing process, but one that gives them the skills and support to build a brighter future.

SHARLING + ARTURO

As a young adult, Sharling decided she wanted to make up for lost time, and complete her education. Without a high school diploma, she and her husband Arturo enrolled in the GED program at Latino Center of the Midlands, a United Way-funded program designed for Spanish speaking adults.

The couple received instruction from a dedicated teacher, and studied for their exams alongside other motivated students.

Now, they've both earned their GEDs. Arturo helps others prepare for their exams and is looking forward to college one day, and a career.

Sharling is committed to continuing her education too, and looks forward to teaching their newborn daughter that education is the key to success.

BEN + DARIUS

Ben, a college student, was looking for a way to volunteer in our community. He signed up for a mentoring program at Kids Can Community Center, supported by United Way of the Midlands, where he could be a positive role model for a young person.

He was matched with Darius, who wanted a mentor – a friend he could look up to and hang out with. They do homework together, play football, and they say baking is a big favorite, too. Ben says he encourages Darius to work well with others; Darius has helped him develop stronger leadership skills, and become more open-minded.

They both agree that their friendship has changed their lives in positive and lasting ways.

FINANCIALS

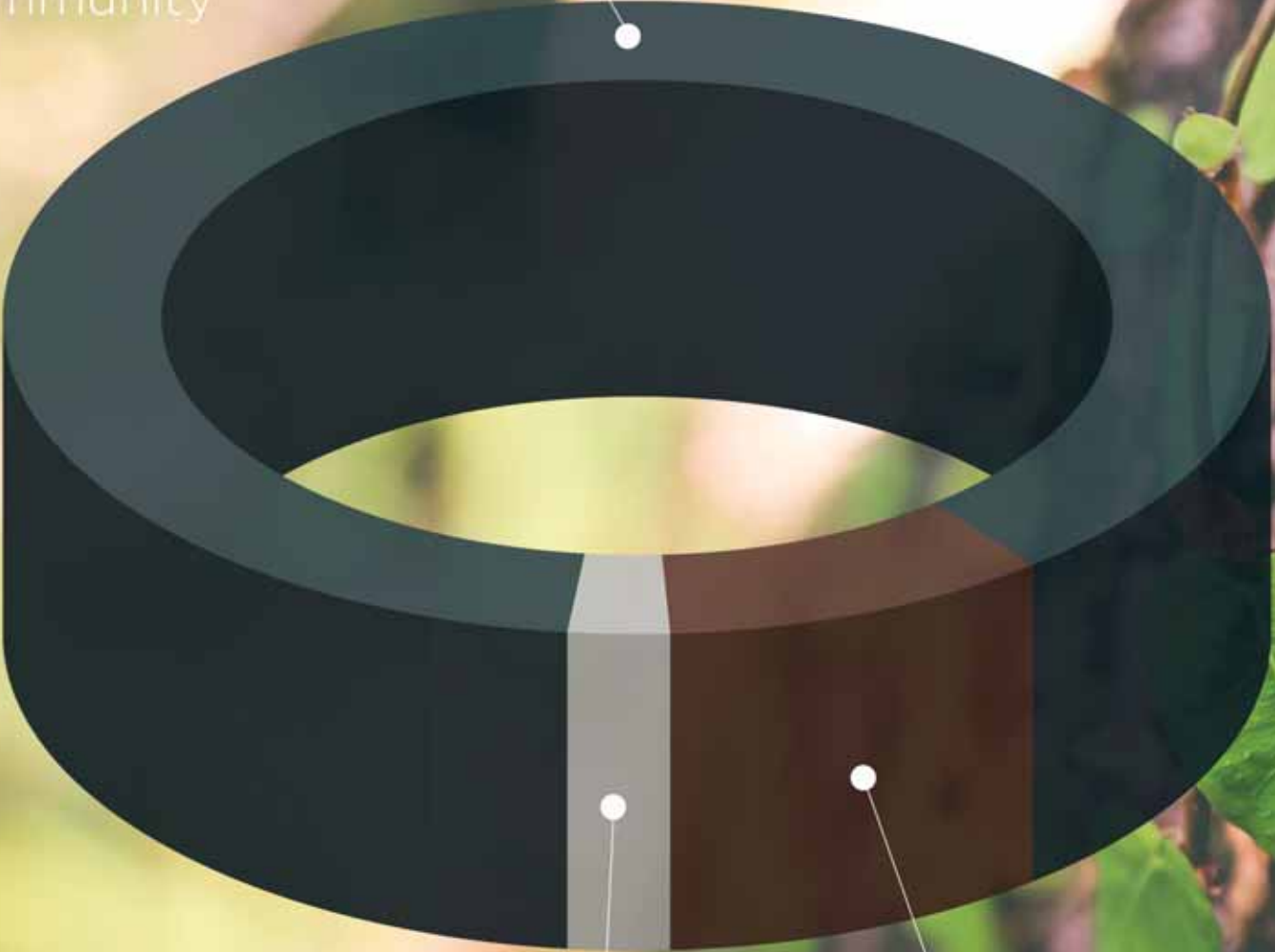
REVENUES	
Fall Campaign Contributions (Net of Collection Loss)	\$21,613,995
Other Revenue Items (Grants, Fees, Investments, etc.)	\$2,189,850
Total UWM Revenues	\$23,803,845

DISBURSEMENTS	
Donor Designations	(\$4,907,161)
Allocations to Community Programs & Services	(\$12,863,796)
Community Services Provided by UWM	(\$2,613,706)
Operating Expenses	(\$2,905,490)
Reserves	(\$513,692)
Total UWM Disbursements	(\$23,803,845)

United Way of the Midlands' audited financial statements and Form 990 are available at www.UnitedWayMidlands.org/Financials.

\$20.3 million
Funding Distributed
to our Community

UWM Audited Financials for 12 months ended June 30, 2014



\$0.5 million
Board Reserve

\$2.9 million
Fundraising &
Administration



TOCQUEVILLE SOCIETY

A community's strength comes from its citizens – those who have vision, who are willing to invest in the future and in the well-being of their neighbors.

Our community's strength comes from members of the United Way of the Midlands Tocqueville Society.

With an annual contribution of \$10,000 or more, Tocqueville donors put their vision into action by strategically investing in a comprehensive network of the Omaha-Bellevue-Council Bluffs area's strongest health and human services. They inspire the thorough volunteer-led process of vetting those services. Tocqueville members provide United Way with leadership to pursue long-term solutions to our community's most difficult human challenges.

Members have a historic commitment to United Way's support of basic needs, and that funding for food, shelter, safety and health will continue in 2014 and beyond. The Society's philanthropic leadership also inspires a focus on efforts that prepare our children, teens and young adults for a rewarding and self-sufficient life.

United Way's work relies upon the determination and passion of Tocqueville Society members to raise the quality of life for the next generation. There is much to be done. Proudly, that work is advancing today.

TOCQUEVILLE SOCIETY RECOGNITION LEVELS

La Table Ronde des Millions de Dollars: Members who have given \$1,000,000 or more cumulatively throughout their lifetime

Ordre de Prospérité: \$750,000 to \$999,999

Ordre d'Égalité: \$50,000 to \$74,999

Ordre de Connaissance: \$500,000 to \$749,999

Ordre de Liberté: \$25,000 to \$49,999

Ordre d'Indépendance: \$250,000 to \$499,999

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For nearly 90 years, United Way of the Midlands has brought people and resources together to find solutions to area human service needs. But what does the future hold for our community? No one can know for sure. That's why United Way created the Foundation in 2003, as a vehicle for you and your family to use when making your charitable and philanthropic decisions – decisions that will impact our community for generations to come.

Your gift to the Foundation can impact the lives of thousands of individuals, one at a time. Everlasting contributions through wills, trusts, insurance, general estate plans and outright gifts help us adapt to the changing needs of the community, preparing it to meet the inevitable new, unforeseen challenges tomorrow will bring.

The Foundation's mission is to ensure the future availability and effectiveness of United Way of the Midlands and its local human service programs and initiatives.

Your gift can be tailored to reflect your personal wishes, vision and aspirations. We stand ready to help make your charitable passion become reality.

You've given for a lifetime. Now consider a gift for all time. Give to the United Way of the Midlands Foundation.

For more information on how to make a Foundation gift, call (402) 522-7906 or email foundation@uwmidlands.org.



Dorothy Becker

In 1998, United Way of the Midlands learned we had been named as a beneficiary in the estate of Mrs. Becker, a long-time Omaha resident. We are deeply grateful to Mrs. Becker for her \$1.3 million gift – at that time, the largest one-time gift ever received by United Way of the Midlands.



Peter Kiewit Endowment Fund

Upon his death in 1979, the estate of Peter Kiewit awarded a grant of \$750,000 to United Way of the Midlands to create the Peter Kiewit Endowment Fund. The grant provided that the income from these funds should be applied by the governing body of United Way as if received as an annual contribution. This endowment fund has resulted in total income to United Way of more than \$2.4 million over the 34 years it has been in place.

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The United Way of the Midlands Bridgebuilders Society is a group of individuals who have chosen to set the pace for the rest of the community with an annual gift of \$1,000 or more. The contributions represent a vital part of United Way funding, and they help encourage others to give to the best of their ability.

Membership in the Society represents a high-level commitment to our community, and a desire to help “bridge the gap” for people-in-need...from their dreams of independence, to reality.

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402 donors wish to remain anonymous



LEADERSHIP GIVERS: EDUCATION & ACTION

The power of one. It's very strong. So when many come together and combine their strengths, great things happen.

Philanthropy is a very personal experience, and engaging with an organization like United Way of the Midlands is a great way to utilize the expertise of women from a variety of backgrounds.

Two United Way leadership giving organizations are committed to understanding our community's needs and working together to make a positive impact.

WOMEN'S LEADERSHIP COUNCIL

The Women's Leadership Council (WLC) is a powerful network of caring women who invest their time, talent and resources to explore and address critical issues facing the greater Omaha-Bellevue-Council Bluffs metropolitan area.

The WLC has a unique model of targeted educational and volunteer opportunities that help members gain deeper knowledge of local issues. Prepared with this heightened understanding of not only the needs but the solutions, WLC members strengthen our community and make a positive difference through their investment in the work of United Way.

In late 2014, the group, led by Chair Annette Smith, is launching a targeted fundraising effort for its new initiative to support greater training and professional development for staff members at local out-of-school time youth programs. Studies indicate such training results in greater school success for the children served.

The generous support of an annual contribution to the Tocqueville Society (\$10,000+) or Bridgebuilders Society (\$2,500+) automatically qualifies female donors for membership in the WLC.

TOCQUEVILLE WOMEN'S INITIATIVE

Started by a group of motivated and dynamic Tocqueville women in 2008, the initiative strives to connect and engage women of the Tocqueville Society in the community work of United Way of the Midlands. Chair Karen Hawkins is guiding the group in 2014.

Mission:

The Tocqueville Women's Initiative aims to develop connections between its members and provide them with opportunities for education, input and engagement in local community issues.

Objectives:

- Keep informed on the critical needs of our community
- Provide input on and engage in important local community work through United Way
- Bring local women philanthropists together on local issues

Benefits of Membership:

- Meet and network with other business and community leaders who share a like-minded spirit of philanthropy
- Work together on opportunities to collectively influence community issues

UNITED – LEADING
THE WAY



LEADERS BRING STRENGTH TO OUR COMMUNITY

United Way of the Midlands benefits from the guidance and foresight of highly-engaged local volunteers who share their time and expertise to guide our organization. Members of the United Way of the Midlands Board of Directors bring unique perspectives and considerable experience to the table - from the corporate, civic and nonprofit sectors.

Thanks to their leadership, United Way's donors and volunteers can be assured their support is making the greatest impact possible across the Douglas, Sarpy and Pottawattamie county metropolitan area.

2014-2015 BOARD MEMBERS

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What began more than 91 years ago is still going strong.

But how can an organization remain nimble enough to help people and groups work better together, to serve and empower our most vulnerable neighbors? To work side-by-side with others to alleviate poverty right here, where we live and work?

It's easy to answer, harder to do. But we have a plan, we're setting goals, and we're not going to do it alone.

United Way of the Midlands remains fortunate to have the support of so many donors, the gifts of time and talent from dedicated volunteers, and the partnership of nonprofit and public organizations and companies – all working together toward an evolution of positive community change.

We've had the opportunity to step back for a moment, reassess community conditions, and sharpen the focus on solutions that will have an enduring impact.

The organization is using its strongest resources in the best places. And we're committed to making a lasting change that shines the light of hope and progress across the Omaha-Bellevue-Council Bluffs greater metropolitan area.

United Way continues to provide basic need support for those among us who are vulnerable. And we will join with others to empower children and young adults with the skills and support that will lead them out of poverty, and lift their families into independence and stability.

Together, with like-minded individuals, companies, nonprofits and other organizations, we'll fulfill the goal of making our Community Strong.

