

WHAT MAKES OUR

**COMMUNITY
STRONG**

United Way
of the Midlands



Annual Report

July 2014 – June 2015

MISSION

We focus the efforts of many to help our neighbors stand strong – by addressing basic needs, and fostering success in the classroom and the workplace.



A proud history. A bold future. A stronger community.

This report is dedicated to those who give so much to make our community stronger.

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The Key to United Way's Strength

Fiscal year 2014-15 was a remarkable period in United Way of the Midlands' history, the year we mobilized the hard work of many who helped create a new strategic plan. After four years and countless hours committed by donors, agencies, foundations, community volunteers, the Board of Directors and those served by local human service programs, it was time to turn plans into action.

Recognizing the organization's strengths and considering our community's challenges, United Way of the Midlands refined its efforts to help the community achieve a singular goal: to reduce poverty in a measurable way. We will continue to address our neighbors' urgent Basic Needs, providing program funding and support for those in critical need, and we will add to that, helping them develop Classroom and Workforce Ready skills that will sow the seeds of their future success.

With the focus areas set, United Way assembled task forces in 2014-15 – teams of community leaders and human service professionals who considered the organization's strengths and ultimately defined the work of United Way going forward.

The attention would be directed to the most vulnerable of our neighbors. Even here in our strong community, 12% of the population lives in poverty; that's more than 103,000 people who live right here in our metro area, according to the 2009-2013 American Community Survey. It's a statistic too alarming to ignore, one that demands our attention here, in a caring community.

To address that harsh reality and to ensure funding for the programs with the biggest positive impact, United Way conducted its first open grant process for the Community Care Fund, inviting all metro agencies working in the focus areas to apply for funding. The programs of 28 previously-funded non-profits and 28 new ones were approved to receive support from United Way's generous and caring donors – programs that demonstrate results that point toward their clients' future economic stability.

We have taken the first step on this journey and there is much more work ahead. United Way of the Midlands is collaborating with partners old and new to address other critical issues, like those who are known as "opportunity youth" – teens and young adults who are not working or going to school. Their future depends on making connections to both. We are working with key groups to help children who can't yet read at their grade level and continue to fall further behind in class.

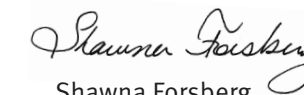
Through these and other projects that strengthen individuals, families and neighborhoods, United Way is prepared to take on new roles in addition to Funder and Fundraiser when the situation demands it – that of Coordinator, Information and Data Source, Coordinator, Innovator and Convener. To better fulfill these roles, United Way moved to a new location, recruited new talent and has positioned the team for future success.

Thank you for being a part of this journey toward an even stronger community. It takes many partners to accomplish great things, including donors, volunteers, community leaders and funders. We look forward to working for you, and with you, in the year ahead.




Lance Fritz
UWM Board Chair




Shawna Forsberg
UWM President & CEO

What Makes Our COMMUNITY STRONG



The greater Omaha-Council Bluffs metropolitan area is strong in so many ways. The employment rate is one that many communities, and our nation, would envy. It regularly lands on the “best cities” list for families and children. We are host to nationally-recognized, innovative healthcare facilities, and have our own growing “silicon prairie” with well-known tech companies establishing businesses here.

Truly, ours is a great community. And the spirit of “partnership” is a solid foundation for our strength.

When United Way of the Midlands set out to examine our work and assess the community’s needs, our community responded with plenty of feedback.

A 16-member strategic planning committee, led by Ken Stinson and Terry Kroeger, scrutinized UWM’s processes, surveyed the nonprofit field and suggested potential new roles for the organization. Members also commissioned a community assessment of needs.

The survey of local conditions undertaken with the Omaha Community Foundation, Iowa West Foundation and ConAgra Foods Foundation, helped us define our focus areas of Basic Needs, Classroom and Workforce Ready. In pursuit of even greater impact on community conditions and measurable results, United Way’s investment process was updated from an agency focus to a program focus.

Key volunteers are also focused on the vision for the future, encouraging charitable investments that will benefit individuals and organizations for many years to come. The UWM Foundation continues to move forward, ensuring the availability of strong helping programs into the future, through planned giving and endowed Tocqueville Society gifts. The foundation, with the leadership of longtime and key volunteer John P. Nelson, also makes meaningful connections between funders and programs that change lives today, like the Karnett Trust that supports the care and education of children with intellectual and developmental disabilities in the Omaha metro area. Foundation volunteers are also careful stewards of the funds that came with the sale of United Way’s building on Harney Street.

Strategic Planning Committee

Kenneth E. Stinson, Chair
Terry J. Kroeger, Board Chair

Deborah Bass
Mogens Bay
Karen Bricklemeyer
Susan A. Buffett
Henry A. Davis
Lance M. Fritz
Donna Garst
Kathleen Gerber
Brian L. Keck
Rodrigo Lopez
Steven S. Martin
Michael R. McCarthy
Terry Moore
Susan L. Morris
Daniel P. Neary
John P. Nelson
Dan O’Neill
Thomas Warren, Sr.
Lyn Ziegenbein

At the helm, leading the UWM Board of Directors for two years, is Lance Fritz. His guidance has been critical as we navigated through an evolution that will benefit many people and neighborhoods across the metro area for years to come.

Our community, United Way and our funded nonprofits have long benefited from dedicated volunteers who lead our fundraising efforts every year. Many thanks are due to Rodrigo and Mary Lopez for their tireless work on the fundraising campaign trail in Fall 2014. Their successors, Dana and Danielle Bradford are building on that success in 2015.

United Way's work is the community's work, and it simply could not be done without the community's help. On behalf of our neighbors, those who dream of a life of good health and economic stability, we share the community's thanks. And we offer our staff's efforts in the coming year as a tribute to our volunteers' incredible commitment.



Rodrigo and Mary Lopez



Dana and Danielle Bradford

United Way of the Midlands is:

- Executing our strategic plan
- Working side-by-side with donors, volunteers and other stakeholders across the greater Omaha-Council Bluffs metro area
- Strategically expanding our role in pursuit of community-based responses and positive community impact

We are COMMUNITY STRONG.



Recognizing Our Community's Assets and Challenges

Our metro area's spirit of giving clearly demonstrates its collective sense of responsibility for each other. Every day, there are kind deeds done by caring people and companies. Local nonprofit agencies engage their expertise and share their compassion to help those who need it most.

There is also great need in almost-hidden zones of poverty that many of us never see. Not far from our city centers, or entertainment districts.

These neighborhoods are home to many people including those who are at risk for or live in poverty. They have limited or no access to food, housing, safety or health care. In some cases, families have had unmet needs, crisis situations, and barriers to school and employment success. A cycle of need that holds back generations of families.

A key awareness derived from our Basic Needs Task Force is that there is a clear disconnect across the community regarding the level, causes and impact of poverty within our community. Unlike many metropolitan areas where poverty is more visible, poverty within the Omaha-Council Bluffs community is concentrated in specific neighborhoods.

There are a significant number of working poor in our community, individuals who are employed but unable to make ends meet on substandard wages or limited capacity. Factors contributing to poverty in our community are diverse while attitudes toward those living in poverty are often based on misperceptions, misunderstandings and fear.

Framing the Community's Challenges

General Poverty

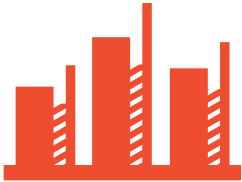
In the Omaha-Council Bluffs metropolitan area, there are more than **38,000** children living at or below the poverty level.¹



More than **103,000** people in the Omaha-Council Bluffs metro area live in poverty.²



32% of Nebraska families live below 200% of the federal poverty guidelines.²



35,796 people in the metro area who are employed either full-time or part time live below the poverty level.²



Only **30%** of Nebraska and Iowa graduates are considered 'college ready.'³



Basic Needs

Over **32,000** families and individuals pay a gross rent that is greater than 30% of their household income.⁴



Housing

One in seven individuals in the Omaha metro region experiences food insecurity.⁵



Food Security

Out of 26,000 births every year in Nebraska, about **6,500** infants do not receive first trimester prenatal care.⁶



Physical Health

61,000 adults and over 20,000 children in Nebraska live with serious mental illness conditions.⁷



Mental Health

10,900 local domestic violence victims sought support during crisis. 721 women and children sought safety in local domestic violence shelters.⁸



Safety

¹ American Community Survey: B17006 Poverty Status in the Past 12 Months of Related Children Under 18 Years by Family Type by Age of Related Children Under 18 Years: 2009-2013 American Community Survey 5-Year Estimates

² U.S. Census Bureau: American Community Survey 5-Year Estimates. 2009-2013.

³ Sum, A., Khatiwada, I., Trubsky, M., Ross, M., McHugh, W., & Palma, S. (2014). The Plummeting Labor Market Fortunes of Teens and Young Adults. Brookings Institution.

⁴ U.S. Census Bureau, 2009-2013 5-Year American Community Survey, Selected Housing Characteristics

⁵ Gretchen Swanson Center for Nutrition. 2015

⁶ Holland Children's Movement. 2015

⁷ National Alliance on Mental Illness, State Advocacy 2010. <https://www2.nami.org/ContentManagement/ContentDisplay.cfm?ContentFileID=93506> accessed on September 16, 2015.

⁸ Domestic Violence Council, 2013-2014 Community Update

Community Impact and New Leadership

A caring and generous community deserves nothing less than United Way's full commitment to a wise use of funds and careful investment in strong local programs.

We are committed to efficient use of all resources and the highest level of effective business practices.

50,000

donors

119

volunteers

650

businesses and organizations run workplace campaigns

2,727

volunteer hours (valued at \$56,246)

56

agencies

\$12,100,000

invested in human service programs

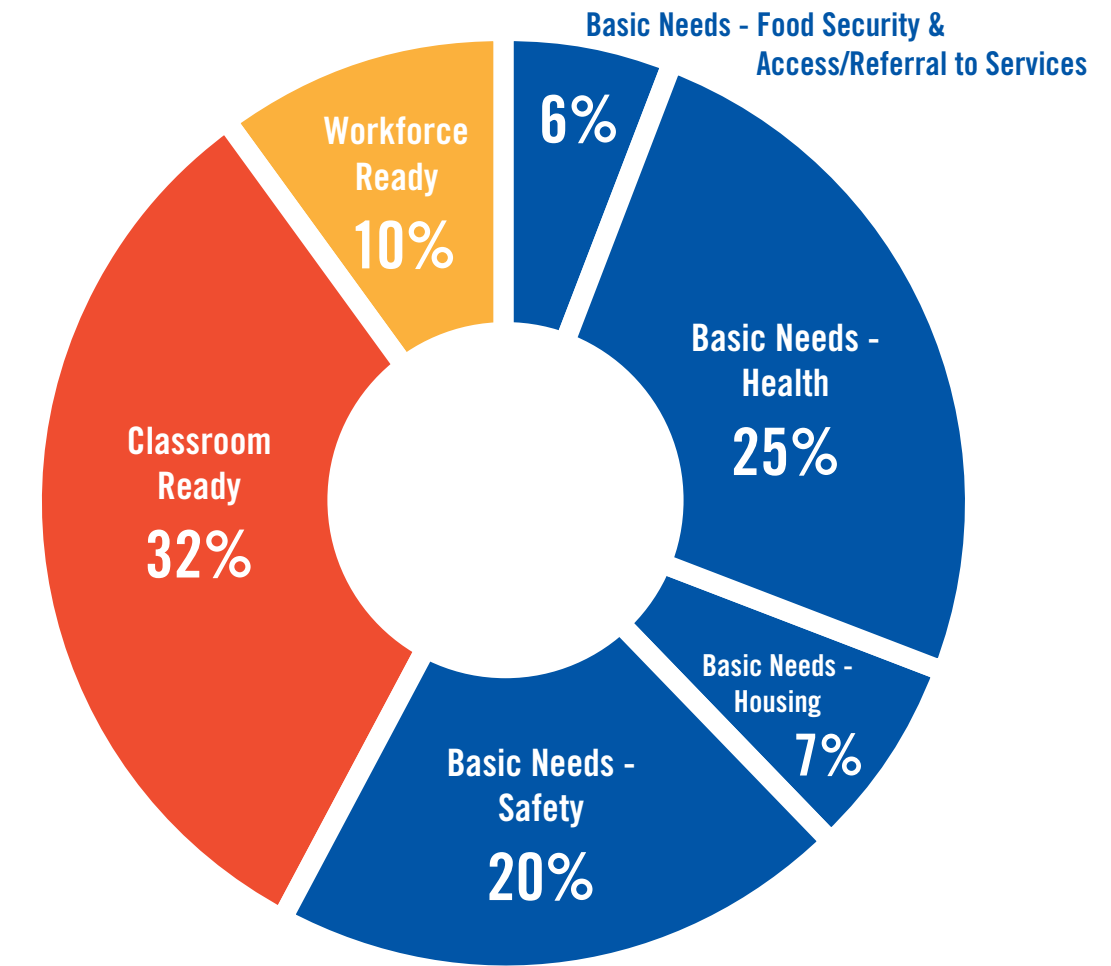
144

programs supported

\$20,311,540

back into community

2015-16 Funding



On June 5, 2015, United Way of the Midlands' Board of Directors approved the release of funds from 2014-2015 in 19 areas of human service, to benefit the greater Omaha-Council Bluffs metropolitan areas: **Basic Needs – Health:** Community Health, Mental Health; **Basic Needs – Safety:** Domestic Violence and Sexual Assault, Family Support, Safety/Disaster, Parenting Education; **Basic Needs – Food:** Security, Access, Referrals to Services; **Basic Needs – Housing:** Housing Access, Emergency Shelter; **Classroom Ready:** Out of School Time, Academic Supports, Early Childhood, Mentoring; **Workforce Ready:** Adult Employment, Youth Employment, Financial Stability, and College Access.

Community Impact and New Leadership



Boys & Girls Clubs of the Midlands

The Impact of UWM's 2014 Investments

UWM's Community Impact team released key information that provided evidence that programs in the Community Care Fund investment package were indeed changing lives.

Through 2014-15 Basic Needs Programs:

- **1,096** youth and adults were provided emergency housing
- **9,783** individuals received education to stabilize their housing and finances
- **71,067** youth and adults received a nutritious meal
- **2,197** children and their parents/guardians received parenting education through home visitation
- **25,088** youth and adults received access to mental health services
- **8,222** individuals impacted by domestic violence were provided a safe environment and counseling

Through 2014-15 Classroom and Workforce Ready Programs:

- **1,002** mentoring relationships were strengthened or formed
- **4,726** student interventions improved academic performance and reduced absenteeism
- **13,633** children had a safe out-of-school time environment
- **1,287** youth and young adults (ages 13 - 24) participated in training, skill development and job placement programs

NEW CEO APPOINTED (EARLY 2015):

After a national search, the United Way of the Midlands Board of Directors appointed Shawna Forsberg as UWM's president and chief executive officer in March 2015. She had served as interim president since July 2014. Forsberg had been senior vice president of marketing for the organization, joining UWM with more than 15 years of comprehensive nonprofit and corporate experience.

TASK FORCES CONCENTRATE ON FURTHER DEVELOPMENT OF FOCUS AREAS:

Task forces were formed to set parameters for our work going forward. The volunteers worked tirelessly to determine United Way's best roles in our community's efforts to reduce poverty. Dr. Mary Hawkins and Diny Landen led the Basic Needs effort and helped refine our work in the areas of food, housing, health and safety. The United By Strength task force, led by Kate Dodge and Kathleen Gerber, surveyed the local landscape in Classroom and Workforce Ready programming, and identified the areas of investment that would move our community's most vulnerable toward graduation, good jobs and successful lives.

Basic Needs Task Force Members

Chairs:

Dr. Mary Hawkins – *Bellevue University*
Diny Landen – *Vantage Communications*

Members:

Kim Armstrong – *Mutual of Omaha*
Dr. Mark Foxall – *Douglas Co. Department of Corrections*
Pete Tulipana – *Iowa West Foundation*
Sarah Waldman – *Blue Cross Blue Shield of Nebraska*
Earl Redrick – *U.S. Department of Housing and Urban Development*
Kori Reed – *ConAgra Foods Foundation*
Tiffany Siebert-Joekel – *The Coalition for a Strong Nebraska/ Open Sky Policy Institute*
Patti Jurjevich – *Region 6 Behavioral Healthcare*

United by Strength Task Force Members

Chairs:

Kate Dodge – *NEI Global Relocation*
Kathleen Gerber – *UWM Board Member*

Members:

Dr. Ken Bird – *Avenue Scholars Foundation*
Erin Bock – *Sherwood Foundation*
Wendy Boyer – *Greater Omaha Chamber of Commerce/ Peter Kiewit Foundation*
Lorraine Chang – *Learning Community of Douglas and Sarpy Counties*
Jeff Cole – *Nebraska Children and Families Foundation*
Rafael Dorador – *Cummins Central Power, LLC*
Dr. Dan Daly – *Boys Town*
Barb Farho – *City of Omaha/United Way of the Midlands*
Jim Grotrian – *Metropolitan Community College*
Dr. Anne Herman – *Omaha Data Collaborative/ United Way of the Midlands*
Angela Jones – *ConAgra Foods*
Dr. Theresa Norris – *Omaha Public Schools*
Erin Porterfield – *Heartland Workforce Solutions*
Kathleen Rapp – *Iowa West Foundation*
Dr. Corey Vorthmann – *Council Bluffs Community Schools*

Sharpening the Focus



Latino Center of the Midlands

Focus Areas are Clarified

The careful work of both teams provided United Way's staff and Community Investment Review Teams with great clarity as we prepared to invest donor funding for the 2015-16 cycle.

BASIC NEEDS:

UWM will build on more than nine decades of critical support for food, housing, healthcare and safety programs to help our vulnerable neighbors meet their urgent needs and stabilize their lives. The work will be done with great local nonprofits and other community partners.

UNITED BY STRENGTH:

Our community and its organizations will work to get ahead of problems that prevent people from becoming independent and economically stable. United Way focused our community's strengths and resources on programs that support a child's academic success, and make sure people are ready to succeed on-the-job.

UNITED
BY
STRENGTH

CLASSROOM READY:

United Way of the Midlands will invest in programs which help influence the necessary skill development, academic competencies and removal of barriers to ensure young people living in or at-risk for poverty are on track for ninth grade success. The priority of UWM will be to invest in programs centered around school transitions (into elementary, middle and high school), early and ongoing math and literacy competency and building essential skills which will support the important ninth grade year in a child's educational pathway.

WORKFORCE READY:

Workforce readiness empowers new and returning entrants to the workforce to ensure they possess the essential interpersonal, academic and technical skills to be gainfully employed. UWM is especially interested in serving Opportunity Youth, ages 16-24, who are not in school or working. Through UWM's efforts in workforce readiness, our community will:

- Improve employment outcomes for individuals living in or at-risk for poverty
- Demonstrate employer commitment to vulnerable populations
- Effectively align systems for success
- Operate under shared principles that guide our work

2015-16 UWM Community Investment Process Strengthened

United Way is proud of the work done in partnership with the 32 nonprofit agencies that shared funding over the past several decades. Based on community feedback during strategic planning, United Way opened the 2015-16 grant application process to all local nonprofit programs that focus their work in UWM's priority areas. As a result, the organization received funding proposals for a total of 192 local programs – with requests that totaled \$17.6 million.

With \$12.1 million to invest in Community Care Fund programming, the process was a competitive one in which program efficiency and measurable results were rewarded.



Telling the Community's Story

Based on the parameters set by the task forces, 119 Community Investment Review Team (CIRT) volunteers spent more than 2,700 hours reviewing all of the grant proposals submitted from the Omaha-Council Bluffs metropolitan area.

Programs had to pass a critical threshold: to focus on serving vulnerable members of our community who are at-risk for or live in poverty, and have limited or no access to food, housing, safety or healthcare.

144 programs

56 agencies

28 previously funded 28 new to UWM

BASIC NEEDS

37th Street Readiness Program – The Salvation Army

Life had somehow lead Hosea away from his children. Eventually, he ended up homeless, bouncing between the homes of relatives and friends and finally, to shelters.

But he made an important decision – he wanted to find a stable place to live, and try to regain custody of the kids. Hosea joined the 37th Street Readiness program at The Salvation Army, where he worked with a case manager to set some clear goals: get a stable job and find affordable housing. He worked hard on a lot of issues: money management, debt repayment, resume writing and mock job interviews.

While there, he also took parenting classes. Visitation allowed him to spend time with the kids and rebuild relationships with them. He was hired for a part-time job, and then got a full time position, all the while meeting with his caseworker to remain focused on his ultimate goal.

Hosea found stable housing and he's been in his home for four months. He's proud he can have his kids stay with him sometimes, and he's pursuing full custody. Hosea says he feels peace of mind, and knows there's a future for his family now.





WORKFORCE READY

Project to Self Sufficiency – Crossroads of Western Iowa, Inc.

Mark has loved CB radios for as long as anyone can remember.

Mark joined the “Project to Self-Sufficiency Program,” a service that’s receiving United Way of the Midlands’ funding at the nonprofit Crossroads of Western Iowa. The organization serves individuals with developmental and intellectual disabilities, chronic mental illness and brain injury.

Through his participation at Crossroads, Mark gained the skills he needed to get his very first job, at Sapp Brothers Truck Stop in Council Bluffs. He arrives for work a half-hour early every day and takes his responsibilities very seriously. It’s one of the reasons he has developed relationships with many of the people who pass through every day. And it’s not unusual for him to stick around after his shift to talk with truckers about CB radios.

Your United Way of the Midlands contribution helps Mark and about 70 other people from our metro area learn the employment skills they need to remain independent.

Today, the mission of Crossroads touches the lives of more than 300 individuals, their families and their communities through residential, work and day service.

College Possible’s Core Program

The prospect of making a career in the health field is a personal mission for Paola. She lost her father to cancer, and wants to help others face and defeat their own medical challenges. But Paola, a graduate of Omaha North High Magnet, needed some help to wade through the long and sometimes overwhelming college application process. With a coach from the “College Possible” program, she checked dozens of items off her to-do list, and was accepted at University of Nebraska-Lincoln. Paola worked hard and completed her freshman year – a first step toward success. Fortunately, her “College Possible” coach sticks by her side because there are still a lot of details that must be addressed each year, like reapplying for student aid. Her coach also provides a little TLC, praising her for working so hard, and cheering her on to graduation. Her dreams of a health or medical career become more of a reality every day.



CLASSROOM READY

Solomon Girls Center – Heartland Family Service

Alae’s mother was worried about her daughter’s school future. She had trouble focusing on a task for very long, and she was a “follower.” She had even started lying about little things.

But things started to change when Alae’s mom signed her up at the Ruth K. Solomon Girls Center at Heartland Family Service. It’s a busy place, with a variety of programs focused on science, art, leadership and African American culture, and the staff provides valuable structure to their after-school hours. Alae and the other girls learned a lot about themselves at the club, about their sense of self and creativity. It wasn’t long before Alae took the initiative to meet with a tutoring volunteer every week, and she was determined to do her homework before joining any club activities.

Her mom sees a new maturity in her daughter. She’s proud to see Alae doing her homework on her own. She’s learning how important it is to be honest, and she shows consideration for other club members. Alae, she says, is learning to be a leader.



Parents as Teachers – Family Inc.

Without many family members close by, Jalyn welcomes the network of support she receives from the “Parents as Teachers” program at Family Inc. “It gives me steps to be a better mom,” she says and she appreciates the connection to other parents who also have times when they struggle. Her five year old and three year old are members of the early childhood home visitation program now, following in the footsteps of their fourteen year old sibling who participated as a youngster. There’s at least one home visit each week from a staff person who demonstrates age-appropriate activities that improve learning and literacy for the little ones. A new book is provided at each visit to increase literacy skills, and there’s assistance for parents on how to use household items for games and other learning opportunities. Group events scheduled outside of home visits give Jalyn the opportunity to connect with other parents, and they provide important information on safety, cultural awareness, cooking and nutrition. Jalyn’s thankful for the positive support, saying “my whole family benefits from this program.”

Increasing Resources for Community Challenges



Goodwill Industries, Inc. provides Prince and TreShawn guidance, direction and experience

Initiative Work

Measurable Impact Ahead Through Collaboration

SERVING OPPORTUNITY YOUTH

UWM is working with local partners to develop a collective impact approach to address the complex challenges facing our community's "Opportunity Youth," individuals between the ages of 16 and 24 who are neither enrolled in school nor participating in the labor market. They are homeless, in foster care, involved in the criminal justice system. Omaha is home to approximately 10,425 "disconnected youth"¹ and there are approximately 6.7 million across the United States.² United Way will mobilize stakeholders in a long-term collaborative project to re-engage these young people through education and employment.

¹ Sum, A., Khatiwada, I., Trubsky, M., Ross, M., McHugh, W., & Palma, S. (2014). The Plummeting Labor Market Fortunes of Teens and Young Adults. Brookings Institution.

² Belfield, C., Levin, H. & Rosen, R. (2012). The Economic Value of Opportunity Youth in association with Civic Enterprises for the W.K. Kellogg Foundation.

ENGAGING THE COMMUNITY IN CONVERSATIONS ABOUT POVERTY

United Way of the Midlands learned much in 2013-14 during the community assessment and task force work. Building on that in 2015-16, UWM and its partners, University of Nebraska-Omaha and Buffett Early Childhood Institute, will launch a series of community discussions and symposiums to engage area leaders and local residents. These gatherings will also provide opportunities to talk about access to supports like health care and food security, and the growing number of disenfranchised young people in our metropolitan area.

OUR GOAL:

- Spark a better understanding of our community's challenges
- Identify opportunities to address them
- Arrive at shared expectations for what progress and success will look like

The community discussion begins with the 2015 UWM Annual Meeting featuring Karen Pittman, President & CEO, Forum for Youth Investment, a non-profit think tank that forges innovative solutions to help communities get their young people "ready by 21."

A symposium is planned for June 2016 featuring Robert D. Putnam, a professor of public policy at Harvard University's John F. Kennedy School of Government. He has written a dozen books including "Our Kids: The American Dream in Crisis" and consults widely with national and international leaders.

Increasing Resources for Community Challenges



WLC volunteers promoting literacy to local youth

IMPROVING GRADE-LEVEL LITERACY

Reading is critical to a child’s success. He or she is four times more likely to drop out of high school if they do not read proficiently by the end of third grade. In partnership with the Iowa West Foundation and Family, Inc., UWM supports CB Reads, a targeted grade-level reading initiative in Council Bluffs, where reading proficiency among 3rd graders is low. Another potential project in Omaha-Council Bluffs involves Club Connect and Book Trust reading development programs in local schools where a majority of students qualify for free and reduced lunch.

WOMEN’S LEADERSHIP COUNCIL’S “TRAIN TO GAIN INITIATIVE”

In seven short months, UWM’s Women’s Leadership Council (WLC) hit its three-year fundraising goal on a collaborative project called “Train to Gain for Student Success.” With a pledged \$450,000+, the group is funding enhanced training for staff members who help kids every day in some of Omaha’s out-of-school time (OST) youth programs. United Way of the Midlands is working with Collective for Youth, an organization that facilitates resources, provides quality training and advocates for OST program staff across the community. With the instruction based on high-quality research, the professional development is intended to build upon already-strong local programs that serve at least 6,000 students who attend 13 local nonprofit youth agencies. Measurement of the staff results is a critical element of this collaborative effort.



Direct Service

2-1-1 CALL CENTER

The call center at United Way of the Midlands responded to 68,343 calls for information and assistance during 2014. People also accessed the 2-1-1 online database 54,043 times.

In serving the people of Nebraska and Southwest Iowa, the information and referral specialists provide callers with valuable contact information on nonprofit and public health and human services. The call is free, and available 24 hours a day.



Requests for information:



27,933

Housing/Utilities



4,483

Food/Meals



3,883

Information Services

COURT REFERRAL COMMUNITY SERVICE PROGRAM

This long-running partnership with the Douglas County Court connects court-ordered offenders with public service projects that help satisfy their responsibility to the court and our community. In 2014, clients completed 31,426 hours of service to nonprofits and other organizations in the metro area. The approximate value of their service hours totaled \$648,004.* The offenders themselves were able to continue to work and attend school while completing their required volunteer responsibilities.

The program also is conducting a pilot project in workforce readiness. Young offenders have a chance to complete half of their court-ordered hours by learning the essential skills that will prepare them for employment in the future including English as a Second Language (ESL) or General Education Development (GED) classes, resume writing, job interview techniques and budgeting.

* Based on an average value of \$20.62 per volunteer hour, determined by Independent Sector.

Restructuring to Better Serve the Community



UWM training held at Completely Kids

Measuring the Challenges & Tracking Success: Analytics & Performance

Through the leadership and generosity of the Sherwood Foundation and the Weitz Family Foundation, UWM was able to bring in a group of community professionals to comprise the Analytics and Performance (A&P) team. This investment represents an explicit recognition of the importance of utilizing and maximizing data, building capacity and conducting continuous improvement internally and around supported programs and services.

This team works collaboratively with external constituents to develop evaluative thinking capacity in our community and to support efforts in using data to make decisions, organize initiatives, employ evaluation and enhance continuous improvement. The core of this work is to empower nonprofits in the utilization of data and information, so they can make even better decisions relating to the programs they offer to clients and families. It's a valuable resource to agencies that don't have the resources to accomplish this on their own.

Beginning this year, the A&P team has been holding trainings offered to all 56 currently-funded UWM agencies. These opportunities have focused on building skills in the basics of measurement, collection of data and in learning the value of strategic program tools like Theories of Change. Over 175 attendees from 42 local nonprofits participated in those sessions and provided very positive feedback about having the availability of this valuable resource.

The A&P team has also been working in partnership with Collective for Youth and their agency partners on the implementation of a community-wide shared framework for out-of-school time programs. Furthermore, United Way of the Midlands, under the leadership of the A&P team, has invested in and implemented a new software system in 25 different locations across Omaha. This data system is providing a long-needed resource which will allow these programs to have consistent access to information about who they are serving, what is happening to them while they are engaged in programming and what impact that is having on the youth.

DIVERSIFYING THE REVENUE STREAM:

While United Way is fortunate to have the generous support of individuals and organizations through the annual UWM fundraising campaign, it's prudent to have several streams of financial support to keep the network of nonprofit human services strong.

The annual workplace fundraising campaign will always support United Way of the Midlands' work. But we are looking at additional ways to increase its positive impact on the metro area, including expansion of affinity groups and development of planned giving options through the UWM Foundation. As well, United Way has hired a professional grant writer whose time is dedicated to seeking local, national and federal grants for the organization's strategic work to support local basic needs, classroom and workforce readiness. These efforts include new initiative-based funding for things like the grade-level literacy project, as well as education and employment options for disengaged teens and young adults who are known as "Opportunity Youth."

“ Thanks to the support of the Analytics and Performance team, a seven year vision has been realized by providing real time data for our out-of-school time partners. As a result, we are able to collectively show how we are supporting and engaging students across Omaha. ”

*Megan Addison,
Executive Director,
Collective for Youth*

“ In partnership, United Way has helped organizations like ours to tell stories of client change, not only through testimonials, but also through data. Its training and technical assistance on foundational evaluation principles has increased our knowledge, and inspired our staff to better serve our clients and community. ”

Jean Hartwell, Director of Quality Management and Compliance, Catholic Charities

Restructuring to Better Serve the Community



*Continuing a tradition
of service in a new location*

UWM'S NEW LOCATION:

Collaboration is the key to any successful community venture, and it is at the heart of United Way's work. The organization's new office space at 2201 Farnam Street has a smaller footprint than its previous location, but its open office plan and ample parking will support more opportunities for staff, other nonprofits and members of the community to work together on common goals.

Thanks to those who helped make the move possible:

- UWM Board of Directors
- HDR, Inc.
- Kiewit Building Group
- Sheppard's Business Interiors
- Lamson, Dugan & Murray
- N.P. Dodge
- Select Van Mayflower
- Webster Design
- Plum Creek Customs
- Union Pacific
- Federal Reserve Bank of Kansas City – Omaha Branch

United Way of the Midlands is grateful for the generous gift made by the A.C. Nelsen family many years ago. As a result, funds from the sale of our former building are now in an endowment that supports the lease of the new building.



UWM FOUNDATION'S STRATEGIC PLAN:

Donations made through the United Way of the Midlands Foundation will continue to make a difference in our community for years to come. Through a variety of giving options like bequests, IRAs, stock, property and charitable gift annuities, foundation donors help United Way support long-term funding for programs that change people's lives.

One of the most compelling reasons to give is knowing that United Way staff and volunteers will stay in touch with the needs of the community, even as needs evolve and change, to monitor the results of the funded programs and promote positive community change. Through long lasting gifts, Foundation members become partners in our community's future.

In late 2015, the United Way of the Midlands Foundation will begin a strategic planning process led by former Board Chair and 2014 Campaign Co-Chair Rodrigo Lopez. The Foundation strategic plan will determine how the Foundation can best serve the community and loyal United Way donors in the future.



Rodrigo Lopez

NEW AFFINITY GROUP/YOUNG PROFESSIONALS COUNCIL:

The future of our community depends, in part, on the next generation of donors and volunteers to be engaged in the work to reduce poverty in the Omaha-Council Bluffs metro area. United Way is uniting Young Professionals who share similar philanthropic interests and want to channel their talents into making long-lasting positive change in our community.

To harness the power of emerging leaders in our community, United Way is issuing a call-to-action to young professionals who have a passion for 'giving back' to their community and value working with others who share that commitment. Participation on the council will also help members further develop important leadership skills that will enrich their community service and professional development.

United Way is Part of the Community Solution



*2014 Day of Caring – TSYS employees
volunteering at Benson Plant Rescue*

Volunteers Are Critical:

By their very nature, nonprofit organizations rely upon the participation of volunteers to carry out their important work on behalf of their clients and community. United Way of the Midlands grows stronger every day, thanks to the hard work, expertise, planning and great advice that our many volunteers share with us. The annual “Day of Caring” is a very public expression of that commitment.

But there are others who have dedicated their time behind-the-scenes. To all who have volunteered in a leadership or committee role, or on community service projects, United Way of the Midlands is grateful, and our community is stronger.

In particular, members of the groups below deserve special recognition and thanks:

- UWM Board of Directors and Committees
- UWM Foundation Board
- Community Impact Cabinet
- Community Investment Review Teams
- Task Forces: Basic Needs and United by Strength
- Campaign Cabinet
- Campaign Managers

PARTNERSHIPS:

A community’s strength depends upon the combined assets of its people and organizations: financial commitment, expertise, volunteer support and collaboration.

It is influenced by the willingness and capacity of its public, private and nonprofit entities to share knowledge and combine resources to increase the collective impact.

United Way is involved in a number of exciting partnerships aimed at making that positive impact on our neighbors’ lives and our community’s human service response.

WOMEN’S LEADERSHIP COUNCIL:

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

This group of dedicated women works to increase awareness around causes central to our community. Their members are dedicated to creating lasting change, and are hands-on in their commitment toward building a better future for youth and families in the metro. A key example is the group’s “Train to Gain for Student Success” Initiative that supports professional development for out-of-school time providers.

Among its many projects during the year, the WLC hosts three “Lunch and Learn” events to explore important topics. Topics include the high number of “opportunity youth” in the Omaha-Council Bluffs metro area, and the community’s efforts to help them reengage in school and work opportunities.

TOCQUEVILLE WOMEN’S INITIATIVE:

The Tocqueville Women’s Initiative develops connections between its members and provides them with opportunities for education, input and engagement in local community issues. Members are interested in understanding the critical needs of our community and learning how United Way’s work makes a positive impact on conditions in our metro area.

COMMUNITY HEALTH CHARITIES NEBRASKA (CHC NEBRASKA):

United Way of the Midlands has a long history and strong fundraising relationship with Community Health Charities of Nebraska. Funds utilized by the CHC member charities support research that improves lives, client services and programs that provide educational and prevention support in our community. CHC Nebraska received a contract amount of \$988,125 when the Fall 2014 fundraising was finalized. Details on the member agencies of CHC Nebraska can be found at www.chcne.org.



*WLC leadership (Left to Right) – Karen
Hawkins, Esther Brabec, Annette Smith,
Jessica Pate, Carolyn Diamond, Nancy Wolf,
Annie Bird. Not Pictured: Sarah Waldman*

United Way is Part of the Community Solution



UWM's partnership with Omaha Federation of Labor is just one example of our community working together

HEART OF THE MIDLANDS COMBINED FEDERAL CAMPAIGN (CFC):

The Combined Federal Campaign (CFC) is the vehicle provided to America's federal employees to provide support and services for nonprofit agencies in their hometowns and around the world. The Heart of the Midlands' Combined Federal Campaign contracts with United Way of the Midlands to run the local CFC effort, which encompasses 19,000 federal employees in 91 Nebraska counties and eight counties in Iowa. United Way provides staff support, training and contribution materials to federal offices for an annual campaign that begins each September. The Heart of the Midlands CFC raised \$922,695 in the fall of 2014.

UNITED WAY AND LABOR:

United Way of the Midlands and the Omaha Federation of Labor (OFL), led by Terry Moore, have worked together for decades to raise funds for the annual UWM drive, and to invest that support in programs that serve our community. Union members across the metro area donate their financial support to the drive and volunteer their time in worthy efforts to help our vulnerable neighbors, including:

- National Association of Letter Carriers' Annual Food Drive in May
- Steamfitters and Plumbers Local 464's "Heat's On" Furnace Safety Checks in September

United Way and OFL are also working together on Workforce Ready projects, so the next generation is well-prepared for good jobs with a livable wage that provides for the needs of workers and their families.

COMMUNITY ENGAGEMENT:

Every year, hundreds of individuals come to United Way of the Midlands when they're looking for a way to donate their time or their particular talents to help make our community stronger.

DAY OF CARING:

One of the most visible examples of that service is UWM's annual "Day of Caring" when teams from dozens of companies and organizations across the Omaha-Council Bluffs metro area spend an October day completing projects that many nonprofits cannot do on their own.

Day of Caring 2014 involved approximately 800 volunteers from more than 30 area businesses and organizations, as well as individual volunteers who joined in the service projects, too. As UWM CEO Shawna Forsberg puts it: "People love to see firsthand the great work that's being done by nonprofits in our community, and they want to take part in that positive change." The volunteers' 2,500 hours of service in 2014 was worth more than \$52,000.¹

As this report went to press, Day of Caring 2015 was nearing with yet another impressive group of volunteers set to complete important work for area human service organizations.

¹ Based on an average value of \$20.62 per volunteer hour, determined by Independent Sector.

HOLIDAY HELPERS:

From Thanksgiving to New Year's Day, many people set aside a little extra time to help our vulnerable neighbors and the organizations that serve them year-round. 112 of our neighbors volunteered in 2014. United Way is proud to organize "Holiday Helpers" projects for individuals, families or work teams.

MARTIN LUTHER KING JR. DAY OF SERVICE:

This engagement opportunity, on the third Monday each January, helps get the year off to a strong community-service start. UWM provides volunteer opportunities for individuals and groups to make a difference in the Omaha-Council Bluffs area, and will mark the annual observance with projects for a "weekend of service" in 2016.

YEAR-ROUND VOLUNTEERING / INDIVIDUALS AND TEAMS:

Many of our neighbors reach out to UWM to learn more about local community service opportunities for themselves, their children and families. With so many local partnerships, United Way is uniquely positioned to help people identify the volunteer projects best-suited to their skills and schedule.

Whether it's an individual, family or corporate team, potential volunteers are invited to visit www.unitedwaymidlands.org/volunteer.



800
Volunteers

30
Area Businesses

2,500
Hours of Service



2014 Day of Caring: Physician's Mutual employees at Good 360

United Way is Part of the Community Solution

UWM Board *(at right, pictured left to right)*

Craig Martin, Partner, Lamson, Dugan and Murray, LLP; **Andrew Fletcher**, CEO, Bailey Lauerman; **Terry Kroeger**, President & CEO, BH Media Group; **Rafael Dorador**, President & CEO, Cummins Central Power, LLC; **Steve Grandfield**, Executive Vice President and COO, Blue Cross and Blue Shield of Nebraska; **Jessica Pate**, Community Volunteer; **Joel Falk**, Regional President & CEO, UMB; **Dan O'Neill**, President, First National Bank of Omaha; **Shawna Forsberg**, President & CEO, United Way of the Midlands; **Rodrigo Lopez**, Executive Chairman, NorthMarq Capital; **Mark Foxall**, Director, Douglas County Department of Corrections; **Kathleen Gerber**, Community Volunteer; **Michael Geary**, Vice President of Human Resources, Kiewit Corporation; **Mary Hawkins, Ph.D.**, President, Bellevue University

Not pictured

Lance Fritz, President & CEO, Union Pacific Railroad (UWM Board Chair); **Sara Boyd**, President & COO, Omaha Community Foundation; **Othello H. Meadows, III**, Executive Director, Seventy Five North Revitalization Corporation; **Jeff Nieto**, Real Estate Technology Consultant, Nieto Enterprises; **Joy Stein**, Retired - Principal, Hoover Elementary

UWM Senior Staff

Shawna Forsberg, President & CEO; **Pam Schwalb, Ph.D.**, Chief Operating Officer; **Jeff Beckman**, Senior Vice President, Resource Development; **Anne Herman, Ph.D.**, Senior Vice President, Analytics & Performance; **Joanna Murray**, Senior Vice President, Community Impact



United Way of the Midlands' Board of Directors

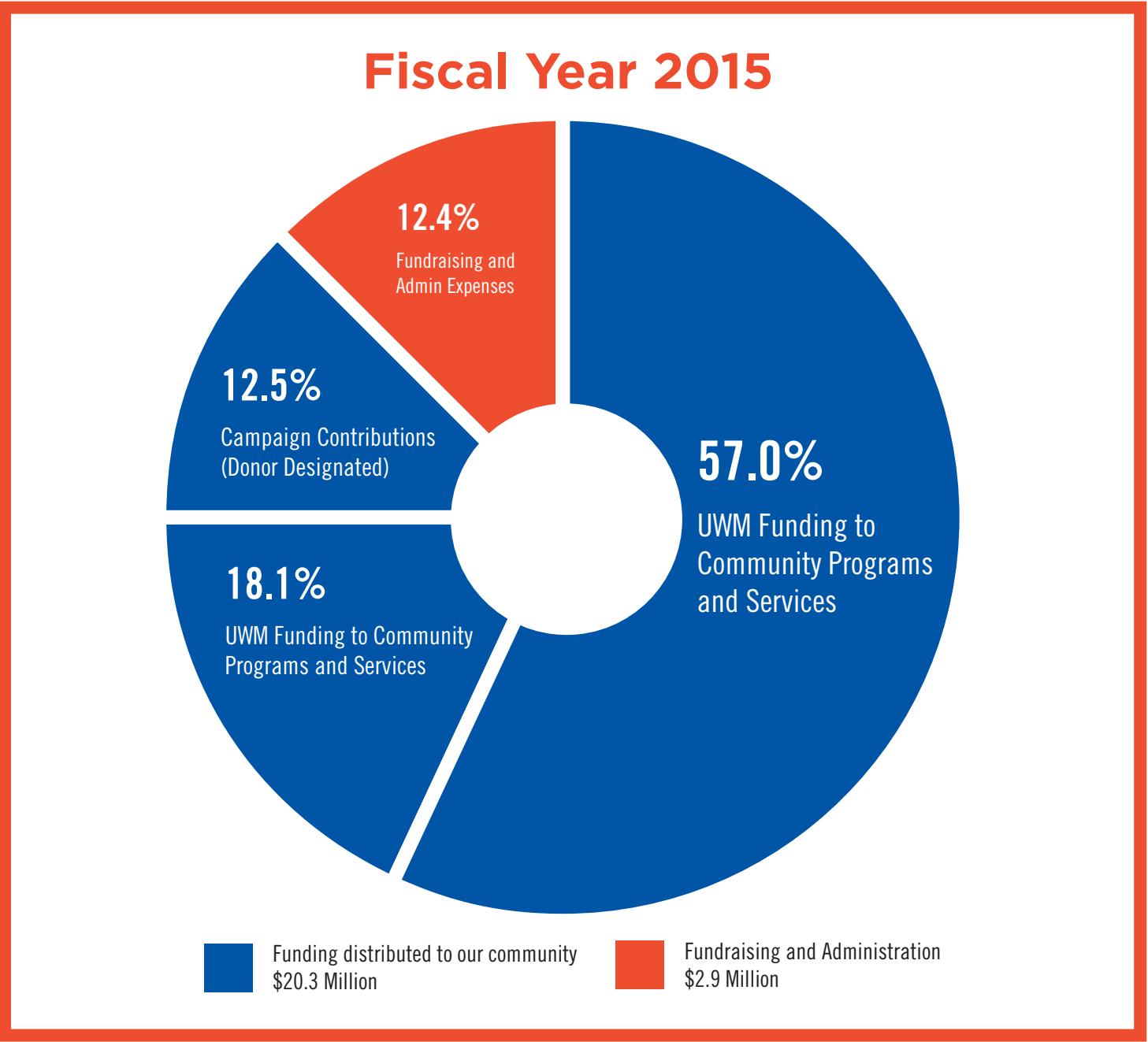


United Way of the Midlands' Staff and Loaned Executives

Financials

REVENUES	\$ Millions
Campaign Contributions-Undesignated (Net of Uncollected Pledges)	\$17.5
Campaign Contributions-Donor Designated	\$4.2
Other Revenue Items (Grants, Fees, Investments, etc.)	\$1.5
Total Net Revenues	\$23.2
DISBURSEMENTS	
Funding to Community Programs and Services	(\$17.4)
Community Services Provided by UWM	(\$2.9)
Fundraising and Operating Expenses	(\$2.9)
Total UWM Disbursements	(\$23.2)

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





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

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

La Société Nationale: \$100,000 to \$249,000

Ordre de Fraternité: \$75,000 to \$99,999

Ordre d'Egalité: \$50,000 to \$74,999

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

Ordre d'Altruiste: \$20,000 to \$24,999

Ordre de Classique: \$15,000 to \$19,999

Membres de la Société: \$10,000 to \$14,999

Step-Up Tocqueville Members:
Members who pledge to increase their contributions to Tocqueville Society level over a three-year period

* Deceased

∞ Loyal Contributors

Δ Charter Members

○ Fall 2015

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 healthcare will continue in 2015 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.

La Table Ronde des Millions de Dollars

Robert B. Daugherty Foundation Δ
Carmen and John Gottschalk
Holland Foundation
Peter Kiewit* Foundation
Suzanne* and Walter Scott, Jr. Δ
Two anonymous donors

Ordre de Fraternité

Peter Kiewit Endowment Fund

Ordre d'Egalité

Henry A. Davis
Ann and Ken Stinson
Weitz Family Foundation

Ordre dé Liberté

Cindy and Mogens Bay
Cynthia and Eric Butler
Julie and Lance Fritz
Howard L. and Rhonda A. Hawks
Mary C. and Charles* F. Heider
Donna and Matt Johnson
Patricia and Brian Keck ∞
Steph and Jack Koraleski ∞
Bruce and Gerry Lauritzen
Susan and Michael Lebens Family ∞
Mary and Rodrigo Lopez
Marilyn and Carl Mammel Δ
Loretta and Douglas Patterson
Barbara and Gary Rodkin ∞
Phillip and Terri Schrager Foundation
William and Ruth Scott Family Foundation
Betiana and Todd Simon
Bruce and Stacy Simon
Annette L. and Paul G. Smith
Robert H. Storz Foundation Δ
Marsha R. and Mark R. Wright
Jim and Shirley Young Family Foundation
One anonymous donor

Ordre d'Altruiste

Anne and Jim Greisch
Dr. Amy M. Haddad and Steven S. Martin
Gilbert M. and Martha H. Hitchcock Foundation
Shirley and Daniel Neary
Dottie and Stanley Truhlsen
Judy and Jack Baker
Patricia and Richard Bell
Mike and Carol Whetstine
One anonymous donor

Ordre de Classique

Maureen and Rich Anderl ∞
Marian and Harold Andersen Δ
Andrea and Trevor Barton
Steve and Katrina Booker
Esther and Daniel Brabec
Larry and Diane Cochran
Carolyn and John Gehring and Family ∞
Jennifer and Dan Hamann
Ramona and Deryl Hamann
Lori and Paul Hogan
Addie and Robert Hollingsworth
Jackie and Terry Kroeger Family
Patty and C.L. Landen
Diny and Jim Landen
George and Anna Little
Becky and Scott Messel
David and Kimberly Patterson
Linda and Larry Pearson
Adah and Leon Millard Foundation
Betsy and Bob Reed
Stacie and Rob Reed
Eve and Fred* Simon
Jim and Kathy Simpson
Ellen and Richard Slosburg
Martha and David Slosburg
Keith and Deb Spackler
Jack and Polly Struyk
Gwen A. Teeple and E. Lyle Kinley, Jr.
One anonymous donor



Tocqueville Society

* Deceased
∞ Loyal Contributors
Δ Charter Members
○ Fall 2015

Membres de la Société

Daun and Len Adams ∞
Emma and Lee Addams
Katherine Anderson- Hiemstra and Doug Hiemstra
Micky and Krista Anderson ○
Steve and Sheri Andrews
Todd G. Atkinson
Colleen and Andrew Batcheler
Tracey, Kathy, Lauren and Alexandra Beck
Jean Creighton Bell
Barb and Jon Bergmeier ∞
Annie and Dr. Ken Bird
Paula and James Blackledge ∞
Tammy and Andrew Blossom
Chris and Ron Blumkin ∞
Susie and Irv Blumkin
Maureen and Nicholas Borman
Patrick Bourne and Renee Fry
John K. and Lynne D. Boyer
Dana and Danielle Bradford
Matt and Linda Brandl
Joanne and Gerald Bray
Ted Bridges ○
Maggie and David Brown ∞
Jerry and Rhonda Byers ∞
Cassling Family Foundation ○
Sydney Cate ∞
Tony and Nancy Chacon
Barbara and David Connell
Claire and Tim Connolly
Sean M. Connolly ○
Richard and Patricia Cornish
Pat and Susan Courtney
Terence and Colleen Cox
Tim and Mary Crockett
Ann and Jerry Crouse
Tom and Jan Dahlk
Bob and Susi Dalrymple
Tim and Linda Daugherty
Elaine and John DeBoer
Aimee and Trent Demulling ∞
Carolyn and David Diamond

Bill and Deb Dinsmoor
Mr. and Mrs. N. P. Dodge, Jr.
Jan and Michael Doiel
Jon and Kay Doyle
Patrick and Melissa Duffy
Ruth and Rupert Dunklau
Diane K. Duren and Drew R. Collier
Rae and Bill Dyer
Michael G. Fahey
Rex and Deb Fisher
Mr. and Mrs. William A. Fitzgerald
Grant and Shawna Forsberg ○
Sandra and Drew Fossum
Ileana and Steve Frantz
Kathy and W. Gary Gates ∞
Carol and Michael Geary
Kathy and Bill Gerber
Nancy and Doug Glass
Dr. Jeffrey P. Gold ○
Danielle and Jeff Gordman
Barb and Steve Grandfield
Mark and Frances Grieb
Jamie L. Gutierrez and Sergio Mora
Thomas Haley
Linda and Paul Hammes
The Harper Family Foundation Δ
Traci and Tim Harrison, CFP, MSFS, CPWA
J.J. and Matt Harvey
Chris and Kayla Hawkins
Karen and Kim Hawkins
Marianne and Fred Hawkins, Jr.
Gregory A. Heckman Family
Kimberly and Jason Hess
Cate and John Hildenbiddle
Dean and Lisa Hollis
Mrs. L. Thomas Hood
Drs. Shirley and James Huerter
Fred and Teresa Hunzeker
Wes and Sherrye Hutcherson ○
Michael and Lauren Hupp
Mark and Alice Jaksich
Susan and Todd Johnson
Kristine and David Karnes

Julie and Eric Keen
Dr. Lynn Kelley
Mr. and Mrs. John* Kenefick
A. William “Bill” Kernan Family ∞
Larry R. King ○
Dan and Kari Kinsella
Chris and Patty Kircher
Julie and Rob Knight ∞
Leo and Mary Ellen Knowles
Kent Knudsen ∞
Mr. and Mrs. Harry A. Koch, Jr.
Brent and Katie Kollars
Cindi and Gregory Konsor
Sharon and Howard Kooper
Wende and John Kotouc
Mary S. Landen
Julie Lasto and Jeff Totusek
Allison A. Latenser and Louis J. Pachman
Emily and Clark Lauritzen
Jim, Jean and Amanda Lindsay
Tina and Dan Lonergan
Julie and Paul Maass ∞
Bill and Nicki Manhart
Rodney S. Markin, MD, PhD
Michele and Dan Martin
Nancy A. and Michael R. McCarthy
Trina and Scott McCollister
Joan and Tim McGill
Kathy and Cal Meyer
Galen and Tiffany Meysenburg
Rondalyn and Robert Mitchell ∞
Moglia Family Foundation
Scott Moore and Danene Tushar ○
Wendy and Mike Moran
Anne and John Nelson
The Noddle Family Charitable Foundation ∞
Mary Ann O'Brien
Kathy and Joe O'Connor
Fern and Dale Olson
Mr. and Mrs. Daniel K. O'Neill
Dorothy Otis
The Robert E. Owen Family
Parker Family Foundation

Teresa and Ron Paulsen
Cassandra and Gary Pietrok
Kathleen and Duane Polodna
Teri A. and Ronald N. Quinn
Ginny and Marty Reagan
Ivel and John Reed ∞
Kori Reed and Mike Becker
Cindy and Steve Ritzman
Amy and Mike Ryan
Constance M. Ryan
Deb and Tom Sanders ∞
Barb and Ron Schaefer
Amy and Jeff Schmid
Stacy A. Scholtz
Mr. and Mrs. Harley D. Schrager
Molly and Toby Schropp
Dara and Gerrit Schutté ∞
John A. and Dianne M. Scott
Lori and W. David Scott
Sue and Steve Seline
Becky and Jeff Sharp
Mr. and Mrs. Alan Simon
Lynette and William Singer, M.D.
Kenneth and Ellen Stoll
Janet Strauss Δ
Sue and Lynden Tennison ∞
Gayla and John Thal
Nicole Theophilus
Ellen and Scot Thompson
Brad Thrasher and Ann Schwabe
Ann and Kurt Tjaden
Tracy and Matthew Tondl
Deb and Lew Trowbridge
Chris and Bob Turner ∞
Deb and Mike Wade
Julie and Jim Wajda
Sarah and Tom Waldman
Mark and Karen Warner
Tricia and Mark Weber ∞
Roger and Judith Webster
Pam and Mike Weekly
Kelvin and Beth Whited
Douglas S. and Jane E. Wignall

Jack Wilhelmi ○
Pam and Rick Witt
Nancy and Philip Wolf
Joan Gibson and Donald Wurster
Mr. and Mrs. Michael B. Yanney Δ ∞
John and Lyn Ziegenbein
Four anonymous donors

Step-up

Jeff and Kate Betsworth
Bob and Julie Biddlecombe
Sharon and Randy Blackburn
Tim and Terri Burke
Jerry O'Flanagan ○
Tony and Micki Urban
Tim and Beth Wilson

United Way of the Midlands Foundation

RECOGNITION LEVELS

Million Dollar Roundtable: Recognizes donors who have contributed or pledged over \$1 million dollars to the Foundation to benefit our community over the long-term.

Tocqueville Legacy Circle: A special group of Legacy Donors. Members have chosen to provide a perpetual \$10,000 gift or above to the community by pledging a minimum of \$225,000 through cash or their estate plans.

Cash & Realized Foundation Gifts: Gifts received in the 2014-2015 fiscal year, such as gifts of cash, memorial gifts, realized bequests, appreciated stocks, lead trusts, property and real estate.

Legacy Society: Recognizes the generosity of all those who have chosen to leave a legacy gift, of any amount, to our community through estate or planned gifts to United Way of the Midlands.

The United Way of the Midlands Foundation provides support to the United Way of the Midlands by raising assets and funds to create sufficient earnings to fund area programs supported by United Way. Endowment gifts are key to sustaining the needs of our community today and to meeting the needs of our community tomorrow. Through long lasting gifts we become partners for the future.

The United Way of the Midlands Foundation was created in 2003 as a vehicle for your family to use when making your charitable and philanthropic decisions. 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.

While donations made through the United Way annual campaign help the community today, contributions to the Foundation will continue making a difference for years.

Dorothy Becker

In 1998, United Way of the Midlands learned of Omaha resident, Mrs. Dorothy Becker's \$1.3 million estate gift. We are deeply grateful for her generosity and willingness to help the community! At the time it was the largest one-time gift received by United Way of the Midlands.

Peter Kiewit Endowment Fund

Upon his death in 1979, the estate of Mr. Peter Kiewit created the Peter Kiewit Endowment Fund with a grant of \$750,000. The grant provides income to United Way of the Midlands annually and has resulted in over \$2.5 million dollars to the community since 1979.

The following donor listing represents known commitments to the United Way of the Midlands Foundation:

Million Dollar Roundtable

Dorothy Becker
Peter Kiewit Endowment Fund
Ellen C. Karnett Trust
Tilly Faier Simon Memorial Endowment

Tocqueville Legacy Circle

Dorothy Becker
Ellen C. Karnett Trust
Ronald M. Lewer
Carmen and John Gottschalk Foundation
Peter Kiewit Endowment Fund
Tilly Faier Simon Memorial Endowment
Tracy and Tim Harrison, CFP, MSFS, CPWA

Cash & Realized Foundation Gifts

Storlie Chadwick
David Herman
Ivy Jasa
Rabbi Meyer S. and Dorothy Kripke
James Macl
Lorinda Magirl
Roberta Maron
Ryan and Jennifer Strawhecker
Jamie Weis

In Memory of:
Ronald and Jane Hemminger
Phil Schneiderman

Named Funds

Karen G. Bricklemyer Fund

Former United Way of the Midlands President and CEO Karen Bricklemyer passed away on July 28, 2014 at the age of 47. Karen was loved by her coworkers and family. During her time as President, United Way raised over \$68 million dollars for the community. The Karen G. Bricklemyer Fund was created at the request of her family and those at United Way to remember her legacy. Over 115 community donors including local corporations and non-profit agencies contributed to her fund after her passing in 2014.

Legacy Society

Anonymous (7)	Christina D. Kahler	Qinge Ouyang
Bernardo Ayala	Mary E. Kitzman	Pinaki Panigrahi
Nigar Babayeva	Noran Knobbe	Jillian K. Petty
Peter M. Beers	Claire Kushner	Elisabeth Nicole Pflanz
Trevette Brown	Fordjour K. Kyei	Webb Phil
Dinesh Chandel	Susana Lizcano	Gary Lortz John Quade
Danielle Denise Cheatom	Kevin Luczynski	Matthew J. Richardson
Pei Xian Chen	Kumar Gudar Mahesh	Manuel Rosas
Brian Detweiler	Bhushan Makade	Ivan Stoyanov
William L. Donaldson	Steven Malousek	Tahir Tahirov
Donald Ertle	Zachary Charles McMahon	L.B. (Red) and Jann Thomas
Norman J. Farrington	Terry McNeal	Anthony D. Tipler
Marie R. Galda	Diane Moore	Daniel Torres
Nikki Green	Anita F. Murphy	Khiem Tran
Sharon Marvin Griffin	Lartee A. Myers	Mark A. Weber
Dwain R. Horn	Soma Sundaram Natarajan	Michael C. White
Haibo Huang	Joseph M. Nicholson	Yujie Ying
David Johnson	Melissa Nieman	

*Questions or updates? Contact:
402-522-7906
2201 Farnam Street, Suite 200
Omaha, NE 68102*



Bridgebuilders Society

RECOGNITION LEVELS

Platinum: \$7,500 to \$9,999

Gold: \$5,000 to \$7,499

Silver: \$2,500 to \$4,999

Bronze: \$1,000 to \$2,499

* Deceased

∞ Loyal Contributors

Δ Charter Members

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.

Platinum

Kirk L. Kellner
Ken and Kim Lawonn

Dr. Edward and Sally Malashock Δ
Anonymous

Gold

Jim and Julie Anderson Family
John and Linda Beacom
Mary Heng-Braun and Robert Braun, Jr. ∞
Denise and Bradley Britigan
Lori Bruck and Dave Neubauer
Diane and Terry Cameron
Timothy and Cheryl Darnall
David and Carol Dickey
Patrick and Melissa Duffy
Julie Griffin
Eric Grundke
Timothy D. and Debra J. Hart ∞
James Hassenstab

David and Melanie Hecker
Mr. and Mrs. Scott C. Heider
Edward H. Hengemuehler
Dr. Anne Herman and Jeremy Vlcán
Mary and Steve Hermansky
Eric M. Johnson
Steve Kaniewski
Thomas and Stephanie Kastrop
Jane and Gary Kenagy
Maureen and Richard Kizer ∞
Kari and Tim Kudron
Janet and Dr. C. Rex Latta
Michelle and Jeff Lebens

Christopher and Michelle Leitner
Madeline and Doug Linehan
Sara and Jim Masters
Todd and Barb McQueen
David J. Miles
Lynne and Paul Miller
Mary Kay Miller ∞
Sue and Darrel Moreland ∞
Arlis and Phil Morrison
Mike and Sigrid Moylan
Donna and James L. Nissen ∞
Jerry O'Flanagan
Rick and Robin Putnam

Amy and Andrew Ross
Ruth and John Sage ∞
Joann Schaefer, MD
Cameron A. Scott
Jon and Mindy Simon
Stephanie Stahl
Amy Stogdill-Bennington
and Brick Bennington
Gail and Robb Tavill
Liz and Aldo Tesi
C. L. Werner Δ
Mr. and Mrs. Thomas D. Whitson ∞

Silver

Stephen and Joy Abels
Daniel and Leigh Anne Alm ∞
Jeni Alm
David and Melissa Anderson
Doug and Bonnie Anderson
Ann and Brad Ashford ∞
Tamara Bacchi
Jerry & Jeanie Banks
Jean Bartman ∞
S. Bartruff
Ralph and Joan Batenhorst
Anne and Nick Baxter
Jeff and Susan Beckman
Martin and Jane Beerman ∞
Anne Begley
Mark and Jacqueline Bendon
Cindy and Rich Berkland ∞
Robert and Sharon Bloechle Δ
Fran Blumkin
Mike Boeka ∞
David L. Bolam, M.D.
Theresa and Stephen Bozzo

Anne Breslow-Davies
Vanessa and Tim Brown ∞
Charles D. Bruce
Travis Bryant
Kim M. and John E. Buckley
Kevin E. Burr
Alan and Martawn Byers
Curt and Alisa Caldwell
Laura and Patrick Callahan
Delman A. Campbell
Renee and John Campbell
Tammy and Darren Carlson
Teresa Carnazzo
Cristina V. Castro-Matukewicz
Rita M. and Grant J. Christensen ∞
Roberta and Phillip Christensen
James Cole ∞
Russell and Kelly Collins
Janet and Frank A. Corritore, Jr. ∞
Jill Coyne
Melissa and Jim Crawford
Dennis Cronin

Thomas and Beth Culross
Mary and Kurt Davey
Kourtney and Todd DeFreece
Michael and Marcia DeFreece
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