

CELEBRATING 2022 AND LOOKING FORWARD

see the impact of your support



Dear United Way friends and supporters,

This past year, as so many people in our community continued to struggle due to record-high inflation and lingering effects of the pandemic – the demand for services from nonprofit organizations in the Omaha-Council Bluffs metro continued to grow.

But in a true testament to the giving, caring spirit that runs deep in the metro – our generous community stepped up in a big way. Even as many of you deal with your own challenges, you've been there to offer your support for United Way of the Midlands (UWM) and our neighbors in need.

As you look through this recap, we hope you'll see how your support has truly made a difference and helped us accomplish some remarkable things this past year. Together, we have continued to adapt to meet our community's ever-changing needs, raised millions of dollars to invest in our metro area, answered thousands of requests for assistance and helped people get back on their feet and start moving forward.

We'd also like to thank Cory Shaw for his incredible leadership as chair of our UWM Board of Directors this past year. Cory's passion for United Way and this community helped us think outside the box and serves as a constant reminder that if we put in the effort, we can make an even bigger difference in the lives of so many. We wish him the very best on his new adventure in Cincinnati.

Thank you for being so committed to this amazing community, and for sharing your time and treasure to help those who need a helping hand. We know if we continue to work together, we'll keep lifting one another up and strengthening the Omaha-Council Bluffs metro for many generations to come.

With gratitude,



Brian Woolfolk
EVP, Head of Institutional Division
Pacific Life
UWM Board Chair



Shawna Forsberg
President and CEO
United Way of the Midlands



BOARD MEMBERS

We thank these community heroes for lending their passion, expertise and leadership to United Way of the Midlands.



Brian Woolfolk
EVP, Head of Institutional Division
Pacific Life
Board Chair



Shawna Forsberg
President and CEO
United Way of the Midlands



Avi Atholi
VP, Enterprise Data Management
First National Bank of Omaha



Pam Beall Hill
Women United Board Liaison
President
Women United Steering Committee



Chanda Chacón
President & CEO
Children's Hospital & Medical Center



Susan Courtney
EVP, Operations & Clinical Effectiveness
Blue Cross Blue Shield of Nebraska



Gail DeBoer
Retired President and CEO
Cobalt Credit Union



Matthew DeBoer
VP, Great Plains
Architecture Principal
HDR



Bob Gunia
SVP, Public Affairs Group
Physicians Mutual



Jamie Gutierrez
CEO and Owner
Midwest Maintenance Companies, Inc.



Gladys Harrison
President
Big Mama's Kitchen & Catering



Jessica Heldebrecht
Emerging Leaders Board Liaison
Supervisor, Corporate Communications
Metropolitan Utilities District



Carol Henrichs
VP, Patient Care Services
CHI Health



Steve Kaniewski
President and CEO
Valmont Industries



Derek Leathers
Chairman, President and CEO
Werner Enterprises



Chris Leitner
CEO
Tenaska



Paul Maass
CEO
Scouler



Clark Ponthier
SVP, Supply Chain
and Continuous Improvement
Union Pacific Railroad



Jim Richardson
Partner and Nebraska Audit Leader
RSM US LLP



Joseph Sullivan III
Regional President of Nebraska
and Southwestern Iowa
U.S. Bank



Dina Tilgner
COO
NP Dodge Company



Eric Tritilli
Partner
Lamson Dugan & Murray LLP



Randy Wood
President and CEO
Lindsay Corporation



TOP 100 CAMPAIGNS



COMMUNITY INVESTMENTS



As United Way of the Midlands moves into our 100th year of serving the Omaha-Council Bluffs metro, we are taking a moment to look back at 2022 and share the impact your donations and support have made in our community.

JAG Legislative Day

JAG Nebraska students from programs statewide visited Nebraska's capitol on April 13 for our annual Legislative Day. We are grateful to **Governor Pete Ricketts** and **Commissioner of Labor John Albin** for sharing information about careers in Nebraska and their personal journey to leadership in government.



JAGINE
JOBS for AMERICA'S GRADUATES NEBRASKA
In Association with United Way of the Midlands

JAG Nebraska Career Conference

JAG students from 13 programs statewide attended the annual Career Conference at Creighton University on April 29. Students participated in competitive events including career interest presentations, public speaking and financial literacy events. Congratulations to our JAG students for their hard work and accomplishments!

Program Highlighted at Omaha Beef Game

On May 14, our Emerging Leaders partnered with the Omaha Beef arena football team to help raise funds and awareness for JAG Nebraska.

JAG Nebraska Continues Growth

For the 2022-23 school year, JAG Nebraska expanded to 24 programs in 12 school districts across Nebraska allowing **733 students** to benefit from in-school classes and 94 to receive post-graduation support.

Governor's JAG Nebraska Luncheon

On Sept. 29, Nebraska Governor Pete Ricketts hosted a luncheon at the Governor's residence for community partners and employers to show his support for JAG Nebraska.



JAG Leadership Conference

This annual conference on Oct. 4 in Omaha welcomed JAG students from school districts across the state. Students participated in team building, leadership development, event planning and other activities. They also elected state officers who then had the opportunity to visit Washington, D.C. with JAG National in November.



Celebrating 211

On Feb. 11, or **211 Day**, we recognized our Community Resource Specialists for being community heroes who keep people connected to vital resources – and we marked **20 years of 211 in Nebraska!** Over the past few years, our 211 specialists have been taking a record number of calls from thousands of people seeking assistance, and we're so proud of their commitment to helping others.



Get Connected. Get Help.™

211 Responds to Ever-Growing Number of Contacts

With more than 370,000 contacts this year, our 211 Contact Center has stepped up and responded to the surge in demand while improving navigation for families through our many strategic partnerships. Thanks to our work with **Children's Hospital, CyncHealth, Lyft, Metro Area Continuum of Care for the Homeless, Iowa Department of Public Health, and Nebraska and Iowa United Ways**, families are getting the help they need faster.

Generous Donors Help Achieve Buffett Match

In a true testament of dedication and giving, our Tocqueville Society members rallied together to support our community in an amazing way. Thanks to their generosity and the leadership of **2021 Campaign Chairs Lance and Julie Fritz**, we hit a record **373 members**. As a result of this incredible achievement, **Mr. Warren Buffett** increased his match of the total campaign dollars raised, meaning an additional \$367,000 was invested into our community.

Goodfellows Gives Back

Thanks to the generosity of the Omaha-Council Bluffs community, and in partnership with the **Omaha World-Herald**, we raised **\$681,000** during our 2021-22 Goodfellows holiday campaign.



And when we wrapped up our year-long Goodfellows campaign on June 30, that generosity made it possible for **Goodfellows** to invest **\$979,827** in our community this year. This investment provides emergency assistance, holiday food vouchers, diapers and other essential supports through programs assisting our community members who need it most.

Year-End Giving

UWM's year-end giving campaign for 2021 resulted in **\$56,500** raised for our community.

Legislative Luncheon

We hosted a legislative luncheon for state senators to learn more about JAG Nebraska and 211. A new legislative bill, LB911, was introduced this session by **Senator Mike McDonnell**, and passed, to support an investment by the State of Nebraska in the NE211 Contact Center. Thank you to Senator McDonnell and the **State of Nebraska Legislature** for their ongoing support!



Thank You CIRT Volunteers

Community Investment Review Teams (CIRT) are an essential part of UWM's community investment process. Volunteers evaluate each nonprofit program to ensure donations fund programs that make the biggest impact in our community. Thank you to the 109 volunteers who reviewed 273 applications and donated nearly 1,500 hours of their time to help with our funding recommendations for the year!

Spread the Love

In February, we thanked partners and donors for their amazing generosity. Without their ongoing support, we wouldn't be able to continue making an impact in our community.



Partnership Provides Emergency Rental Assistance

UWM continues to provide housing assistance through the Omaha – MAACH Emergency Rental Assistance Program (ERAP). This past year, UWM distributed over \$27 million in rent/utility assistance for nearly 9,000 individuals in Omaha. **MAACH** and the **City of Omaha** are working with UWM, **Community Alliance, Lutheran Family Services and Together, Inc.** to distribute these funds.

Tocqueville Society Train Ride

Union Pacific and Lance and Julie Fritz hosted a very special train trip on its Heritage Fleet in honor of UNMC/Nebraska Medicine, who had a record number of new Tocqueville members.

Scouting for Food

In April, UWM partnered with Mid-America Council, Boy Scouts of America to host "Scouting for Food," a food drive for Food Bank for the Heartland. With the support of sponsors, Werner Enterprises and Target, the Scouts collected 44,913 pounds of non-perishable food – which will provide more than 37,000 meals.



Women United Host Biannual Summit

UWM's Women United group hosted a biannual summit to kick off fundraising for the new Mental Health First Aid (MHFA) training initiative, *United in Heart and Mind*. With mental health identified as a growing concern in our community — Women United stepped up to address the rising demand for mental health services. Through this initiative, UWM and Women United will increase awareness of and access to Mental Health First Aid training through an awareness campaign and by funding for an additional Coordinator at Region 6 Behavioral Healthcare. The event also featured a panel discussion with community experts who shared their perspective and insight on reducing the stigma around mental health and the positive impact MHFA training can make.



Lunch & Learn Series a Success

Scouler graciously hosted our second of three Mary C. Lopez Lunch & Learn events in 2022. The event featured a panel discussion of subject matter experts on the topics of homelessness and mental health in our community.

Build the Shelves Gives Books to Students

Our Emerging Leaders group and HDR hosted a Build the Shelves event for students at Lothrop Magnet Center on May 17. During the event, students had the chance to decorate their very own bookshelves, built by the hosts, and they received a selection of books for their personal home libraries.



Karnett Trust Partnership

In May, a one-year extension through June 2023 was approved for Karnett Trust investments to support programs that provide care, education and training to children (up to age 21) with intellectual disabilities and their caregivers. Partners supported include Legal Aid of Nebraska, Ollie Webb Center, HETRA, Easter Seals Nebraska, Goodwill, Sheltering Tree and Autism Action Partnership.

New UWM Board Members

For 2022-23, UWM was proud to announce the addition of seven community leaders to our Board of Directors: Pam Beall Hill, Women United Board Liaison, Community Volunteer; Chanda Chacón, President and CEO, Children's Hospital and Medical Center; Matthew DeBoer, VP, Great Plains Architecture Principal, HDR; Gladys Harrison, President, Big Mama's Kitchen and Catering; Chris Leitner, CEO, Tenaska, Inc.; Dina Tilgner, COO, NP Dodge Company and Eric Tiritilli, Partner, Lamson Dugan & Murray, LLP.

Investing in our Community

Thanks to our community's generosity and caring spirit and the leadership of our Board of Directors and 2021 Campaign Chairs Lance and Julie Fritz, we raised more than \$36 million during the fiscal year that ended on June 30. UWM is investing 95 cents of every donated dollar into the community to support more than 100 local nonprofit agencies, including more than 150 local programs and direct services that address social and economic disparities and meet families' essential needs in the Omaha-Council Bluffs metro.

DEI Fund Inaugural Investments

For its first investment cycle, the Diversity Equity and Inclusion (DEI) Fund is investing in 12 programs that will help advance racial equity by supporting BIPOC-led nonprofits that are empowering BIPOC community members through financial literacy, entrepreneurship, workforce development, employment and more.

Shine Bright – Hygiene Kits for Students

“Shine Bright” boxes for local Kindergarten, sixth- and ninth-grade students contain hygiene items students need to feel good and be ready to succeed in the classroom and in life. And twice this year, our community stepped up to help assemble thousands of “Shine Bright” boxes.



- **March 23-25** – Nearly 400 volunteers representing 38 companies assembled 4,000 “Shine Bright” boxes for students in the OPS and Council Bluffs school districts. The event was made possible thanks to the support of **Women United, Baker’s, Bridges Trust, CHI Health, Council Bluffs Area Chamber of Commerce, Firefighters on the Move, Lozier, Mariner Wealth Advisors, Medica, Mid-America Center, Nebraska Total Care, Turner Construction, Veridian Credit Union and Werner Enterprises.**

- **August 10-12** – More than 400 community members from 40 companies assembled 5,000 “Shine Bright” boxes for students in the OPS and Council Bluffs school districts, and for JAG Nebraska students across the state to start the school year. Thank you to our event sponsors **American Enterprise Group, Werner Enterprises, Turner Construction, The Waldinger Corporation, Penske and Weiner’s LTD.**



Partnership with City of Omaha for ARPA Funds

Thanks to the leadership of **Mayor Stothert** and the **City of Omaha**, our community had a voice in determining how to direct American Rescue Plan Act (ARPA) Fiscal Recovery Fund dollars where they’re needed most. It was announced at a press conference on June 29 that UWM will distribute \$2.5 million annually for the next two years in 33 programs focused on essential needs.

CRCSP Partnership with Douglas County

UWM extended our multi-year partnership with **Douglas County** for the Court Referral Community Service Program (CRCSP). This year we will support more than 225 clients by providing community service coordination as an alternative to incarceration.

KPMG Day of Community Service

As part of their 125th Anniversary celebration, UWM was proud to partner with **KPMG** on this special day of service where more than 100 KPMG staff members volunteered at 10 different nonprofits in the metro area.

Hitting the Links for UWM

LFG Golf Tournament

Lincoln Financial Group hosted their annual United Way golf tournament on July 18 at the Player’s Club at Deer Creek. More than 140 golfers participated in the event and over **\$12,000** was raised to support UWM.

Golf for Grads Tournament

Emerging Leaders held their fourth annual Golf for Grads golf tournament on Sept. 9 at Tara Hills Golf Course. More than 60 golfers participated and they raised more than **\$15,000** for JAG Nebraska! Big thanks to presenting sponsors, **Fidelity** and **FNIC**, for their support.

FNBO Golf Tournament

On Sept. 23, **First National Bank of Omaha** hosted their annual golf tournament at Tiburon Golf Course. More than 200 golfers participated and over **\$78,000** was raised – with all proceeds benefitting UWM.

Go Fore the Green

We hosted our first United Way Board golf tournament on Sept. 26 – and it was a phenomenal success! Top billing went to **Clark Ponthier** from **Union Pacific** for securing the most sponsorships, and we were thrilled to fill the tournament with 144 golfers who helped raise more than **\$124,000!**



2022-23 Campaign Kickoff

On Aug. 18, we launched our **annual fundraising campaign** at **Valmont Industries** and shared how metro-area residents can give back and help our community. During the program, **Malorie Maddox** moderated a panel of individuals who have been supported by agencies funded through United Way donors, and we introduced our **2022 Campaign Chairs Tim and Terri Burke**. We're thankful for their passionate leadership and support of this year's campaign.



UWM Night at Storm Chasers

What a fun night the UWM team had on Aug. 2 for UWM Night at the Omaha Storm Chasers game.

Emerging Leaders Quarterly Conversations

UWM's Emerging Leaders held their first-ever Quarterly Conversations event on Aug. 29 at **Pacific Life**. The series was created to give young professionals the opportunity to network with like-minded individuals and learn from featured speakers. At the first event, attendees heard from **Dr. Cheryl Logan**, Superintendent of OPS Schools, JAG Nebraska students and Career Specialists about the challenges students are facing and the impact JAG Nebraska is making in our schools.

20th Annual Day of Caring

On Sept. 16, volunteers from across the Omaha metro gave their time, energy and talents to make UWM's 20th annual **Day of Caring** a phenomenal success! More than 770 volunteers from 40 corporate partners came together to complete 103 projects at 50 local nonprofits. Their combined effort culminated in 1,969 volunteer hours!



Annual Meeting Kicks Off 100-Year Celebration & Recognizes Community Support

Thanks to presenting sponsors **Scoular** and **Union Pacific** – along with our supporting and community sponsors – we kicked off our 100th anniversary celebration and highlighted the successes of the past year with a record 620 attendees at our Annual Meeting on Oct. 21 at Hilton Omaha. To learn more, visit www.unitedwaymidlands.org/annual-report-2022.



Campaign Recognition Awards

As part of Annual Meeting, we were honored to present the fifth annual **Campaign Recognition Awards** to nine organizations that went above and beyond to support the 2021 United Way Campaign: **Werner Enterprises, Hudl, UNMC/Nebraska Medicine, Greater Omaha Chamber, Holland Basham Architects, Scoular, American National Bank, Tenaska** and **Union Pacific**.

Siemer Institute Partnership

In October, UWM staff members attended the Siemer Institute's annual conference in Dallas to share our learnings and work with 69 other United Ways to advance two-gen work promoting housing and financial stability, and decreased student mobility. **Mrs. Barbara Siemer**, chairperson of the **Siemer Family Foundation**, will be visiting Omaha and UWM in 2023 to see the work the Institute is funding through the Progressive Families program, run by **Family Housing Advisory Services (FHAS)**.

Best-Selling Author Highlights Tocqueville Event

On Nov. 1, we were honored to celebrate our amazing Tocqueville Society members at a reception at the Holland Performing Arts Center. The event featured a presentation by New York Times best-selling author of the book, "Maid," **Stephanie Land**.



Blue Collar Boxing

Our annual boxing event with the **Omaha Federation of Labor, AFL-CIO** was a big success! On Nov. 23, 30 boxers representing 13 local labor unions faced off in the ring in front of more than 2,000 spectators to help raise over **\$278,000** – with proceeds benefitting the **Nebraska Center for Workforce Development and Education** and United Way of the Midlands.





Citizens of the Year

Julie & Lance Fritz received the “Citizens of the Year” Award for their commitment to United Way of the Midlands and the Omaha-Council Bluffs metro community. Jim and Diny Landen, the 2021 “Citizens of the Year” presented the award to the Fritzes.

MHFA Awareness Campaign

On Nov. 30, UWM launched a campaign to increase awareness of free Mental Health First Aid (MHFA) training and help reduce the stigma attached to asking for help with a mental health challenge. Created in partnership with **OBi Creative** – and generously supported by Women United – the campaign utilizes the message “**Learn the Signs. Start the Conversation.**” to encourage people to call UWM’s 211 Helpline or go to unitedwaymidlands.org to get more information and sign up for MHFA training.

Governor-Elect Visit

We were honored to welcome **Governor-Elect Jim Pillen** to the UWM offices to highlight the great work we’re doing with JAG Nebraska, our 211 Call Center and so much more! Our partnership with the State of Nebraska is vital to the work we do, and we are looking forward to working with Governor-Elect Pillen and his team in the future.



EFSP Investment in Douglas County

UWM will be directing investments of nearly \$500,000 into Douglas County as part of the **Emergency Food and Shelter Program (EFSP)** operated through United Way Worldwide. UWM and the local board approved funding for eight local agencies, and they will be able to utilize their awards quickly in order to help keep our community safe, warm and fed through the harsh winter months to come.

Corporate Partners Give Back with Good on the Go

We would like to extend a special THANK YOU to **National Indemnity** who held a two-day Good on the Go event to assemble 1,000 hygiene kits for 15 agencies across the metro – along with the following companies whose employees also shared their time and talents to help our neighbors in need by assembling hygiene, snack-pack and ready-for-school kits through Good on the Go projects this past year:

Midwest Maintenance; Gavilon; Seim Johnson; Koley Jessen; Scoular; ES&S; LDI; Lincoln Financial Group; Zachry Group; Weitz Investments; City Ventures; National Tire Warehouse; Cobalt Credit Union and Pitney Bowes.



We hope you enjoyed seeing the impact supporters like you are making in the Omaha-Council Bluffs metro. Looking ahead to 2023, we’re excited for what our 100th year will bring! We know if we all keep working together, we’ll continue to strengthen our community and build a brighter future for many generations to come.



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