

UNITED WAY OF THE MIDLANDS' IOWA INVESTMENTS

United Way of the Midlands is honored to serve the Omaha-Council Bluffs metro. We fundraise across the community and make significant investments in Iowa to help our nonprofit partners deliver services that form a Circle of Support for people in need.

DONATIONS RECEIVED FROM IOWA FUNDERS*:

1,000 donors + **20** Gifts and Grants =
\$625,000 Raised

AVERAGE IOWA INVESTMENT*:

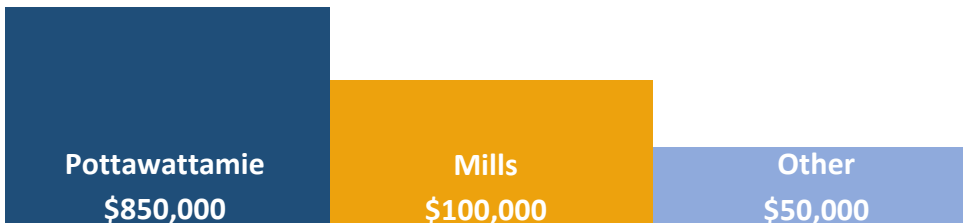
\$ 1,000,000 Community Care Fund
\$ 197,000 Other Grants and Allocations
\$ 368,000 Initiative and Outreach Work

COMMUNITY CARE FUND = \$1,000,000

The Community Care Fund remains one of the key channels through which United Way of the Midlands addresses poverty. Community Care Fund dollars are invested into nonprofit programs that advance our community impact goals. Together, these programs form a circle of support that helps our neighbors address multiple challenges at once and get back on their feet during difficult times.

Community Care Fund investments impacted the lives of **10,000** Iowans through **75** different programs provided by **40** different agencies. Through our comprehensive reporting, we are able to monitor program performance and understand the impact of our investments across Iowa.

Community Care Fund Investments by County*:



GRANTS AND ALLOCATIONS:

United Way of the Midlands distributes millions of dollars through special grants and programs like the Karnett Trust. Funds are also allocated to agencies through donor-directed designations, as well as through United Way of the Midlands' partnership with the Combine Health Agencies Drive (CHAD), among others.

**Data reflect multi-year averages and are estimated based on annual reporting/fundraising totals.*

OTHER INVESTMENTS AND SPECIAL INITIATIVES:

- United Way of the Midlands also contributes to the community by operating the 211 Helpline, facilitating groups and initiatives that drive impact and more. The 211 Helpline is a free, confidential Information and Referral service that connects people in Nebraska and Southwest Iowa to a specialist who will help them find local health and human services. **From July 2020 - June 2021, 211 responded to 40,865 call/text/email requests for help from Iowans. The website also registered 79,313 sessions during the same time period.**
- Through the Shine Bright initiative, in August 2021, **more than 400 personal hygiene kits were assembled and provided to students in need in the Council Bluffs Public School District.**

TOP PROGRAMS SERVING IOWANS*:



OMAHA • CARTER LAKE • COUNCIL BLUFFS



GET INVOLVED:

We invite you to get involved by taking part in your company's United Way of the Midlands' campaign, making an individual donation or participating in United Way of the Midlands' initiatives and volunteer activities.

- **Emerging Leaders:** This dynamic group of young professionals is all about making connections with a purpose. They participate in events and volunteer projects to create positive change in the community. Currently, the group's efforts support JAG Nebraska.
For more information, go to: UnitedWayMidlands.org/Emerging-Leaders.
- **Women United:** This diverse, vibrant group of women leaders is united in the ideas of advocating, volunteering and giving back to those who need it most in our community. Currently, Women United is working to remove the stigma associated with mental health and supporting our Mental Health First Aid – United in Heart and Mind initiative.
For more information, go to: UnitedWayMidlands.org/Women-United.
- **Shine Bright:** Part of United Way's Good on the Go – Care Kits for Kids, this partnership provides hygiene kits filled with essential items for kindergarten, sixth- and ninth-grade students in need in the Omaha and Council Bluffs Public Schools.
For more information and to get involved, go to: UnitedWayMidlands.org/ShineBright.
- **211 Helpline:** serves people in need across Nebraska and Southwest Iowa 24/7. People can reach a helpline specialist to be connected to health and human services such as housing, utilities and food supports.
For more information, go to: NE211.org.

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of the Midlands

