



## United Today, Stronger Tomorrow

It's hard for just one person, one company or one nonprofit to address our community's greatest challenges on their own. But when we face them together? Well, that's a different story.

For the last 98 years, we've seen what happens when you tap into the caring spirit of volunteers, companies, nonprofit partners and people like YOU – we all become stronger, happier and healthier. United, we've solved difficult problems and helped one another through everything from recessions and natural disasters to everyday struggles.

Now, we need your help to carry this incredible sense of community forward.

*When you support United Way, you're joining together with thousands of others to create a circle of support around our community.*

Here at United Way of the Midlands, we use our community-wide perspective to identify which of our community's needs are going unseen or unmet – and then we partner with corporate, government and nonprofit organizations to tackle them. When a donor makes a gift, they are investing in more than 100 local nonprofit programs alongside thousands of other community members.

With your help, these programs are addressing social and economic disparities and meeting families' most essential needs, such as food, a safe place to go after school and a stable job.



While we know that life after COVID-19 can never be the same as it was before, we also know that – united – we can lift each other up and build an even stronger tomorrow for everyone here in our community.

## United Way of the Midlands at a Glance:



**Local:** Your donations are invested in the most impactful nonprofit programs right here in the Omaha-Council Bluffs metro. Together, they lift our neighbors up and build an even stronger tomorrow for our community.



**Efficient:** Your dollars go further when you donate to United Way. We meet the Better Business Bureau's standard for nonprofit efficiency, meaning we keep our costs low and invest more of your dollar back into the programs that help those who need it most. UWM invests **93 cents\*** of every donated dollar back into our community.



**Impact-Driven:** You can rest assured your donations are funding nonprofit partners who efficiently address our community's most pressing needs. A dedicated, diverse team of experts and community volunteers review and vet local nonprofit programs to recommend which ones receive UWM funding.



**Results-Based:** You'll see your donations at work right here in our community. To hold ourselves and our partner agencies accountable, we collect program outcomes, measure impact and share the results with you.

*\*This calculation is based on fiscal year 2020-2021.*

## Get Involved Today:

It is easy for companies to partner with UWM.



### ENERGIZE

RECRUIT A STRONG TEAM TO LEAD YOUR UNITED WAY CAMPAIGN



### CONNECT

WORK WITH A UNITED WAY REPRESENTATIVE TO SET UP PAYROLL DEDUCTION OR ONLINE GIVING OPTIONS



### INSPIRE

HELP EMPLOYEES UNDERSTAND THE IMPACT OF THEIR DOLLARS BY SHARING DATA AND STORIES



### ENGAGE

GET COWORKERS INVOLVED THROUGH SPECIAL EVENTS



### ASK

ASK EMPLOYEES TO GIVE AND VOLUNTEER



### THANK

THANK EMPLOYEES FOR GIVING AND SUPPORTING OUR COMMUNITY

## The Benefits of Giving Back:



**A Better Community:** You'll make our community a warmer, more welcoming place for everyone, including your employees and your customers.



**More Connections:** You'll build relationships with other respected business leaders who care about the metro.



**A Stronger Reputation:** You'll strengthen your company's public image by joining 700 other local organizations in supporting UWM and our community.



**Greater Employee Satisfaction:** You'll increase employee morale by showing them your company cares. 74% of employees say their job is more fulfilling when they are provided opportunities to make a positive impact at work.