

For Immediate Release: August 11, 2022

United Way of the Midlands to Kick Off Annual Fundraising Campaign

United Way of the Midlands (UWM) will launch its annual fundraising campaign during its kickoff event at the headquarters of Valmont Industries, 15000 Valmont Plaza – and share how metro-area residents can come together to meet increased community needs – on Thursday, August 18, at 7:30 a.m.

The program will feature a panel discussion, moderated by Malorie Maddox, during which community members will discuss the challenges they have faced or are still facing, and the help they have received from some of UWM's many partner agencies.

UWM's 2022 Campaign Chairs – Tim Burke, Retired President and CEO, Omaha Public Power District and Terri Burke – will also deliver remarks. UWM is thankful for their passionate leadership, dedication and support of this year's campaign.

"United Way plays a key role in improving the quality of life for so many in our metro," said Tim Burke. "The work they do is critical, and by leveraging their community-wide lens and working with their many partners, they drive greater impact and help even more individuals and families in our community."

When people make a gift to UWM's annual campaign, they join together with thousands of others to create a Circle of Support around our community. This vital funding allows UWM to invest in more than 100 local nonprofit agencies, as well as direct services that address social and economic disparities in the areas of basic needs, education and financial stability.

"Through the pandemic and with current inflationary pressures, we have continued to see our community's needs evolve and grow," said Shawna Forsberg, UWM President and CEO. "And as we enter a new campaign year, the community's partnership and generosity will continue to play a critical role in helping us build a stronger tomorrow for our neighbors and their families."

To support the campaign, individuals are invited to participate in their employer's UWM campaign or make a gift at www.unitedwaymidlands.org/donate.

###

About United Way of the Midlands

For nearly 100 years, United Way of the Midlands (UWM) has served the Omaha-Council Bluffs metro by bridging the business and not-for-profit sectors to create a Circle of Support that helps our neighbors overcome difficult challenges and start building a better future. UWM's funded programs and direct services address social and economic disparities and meet families' essential needs such as healthy food, safe and stable housing, physical and mental health services, career preparation and job training. For more information, visit www.unitedwaymidlands.org.