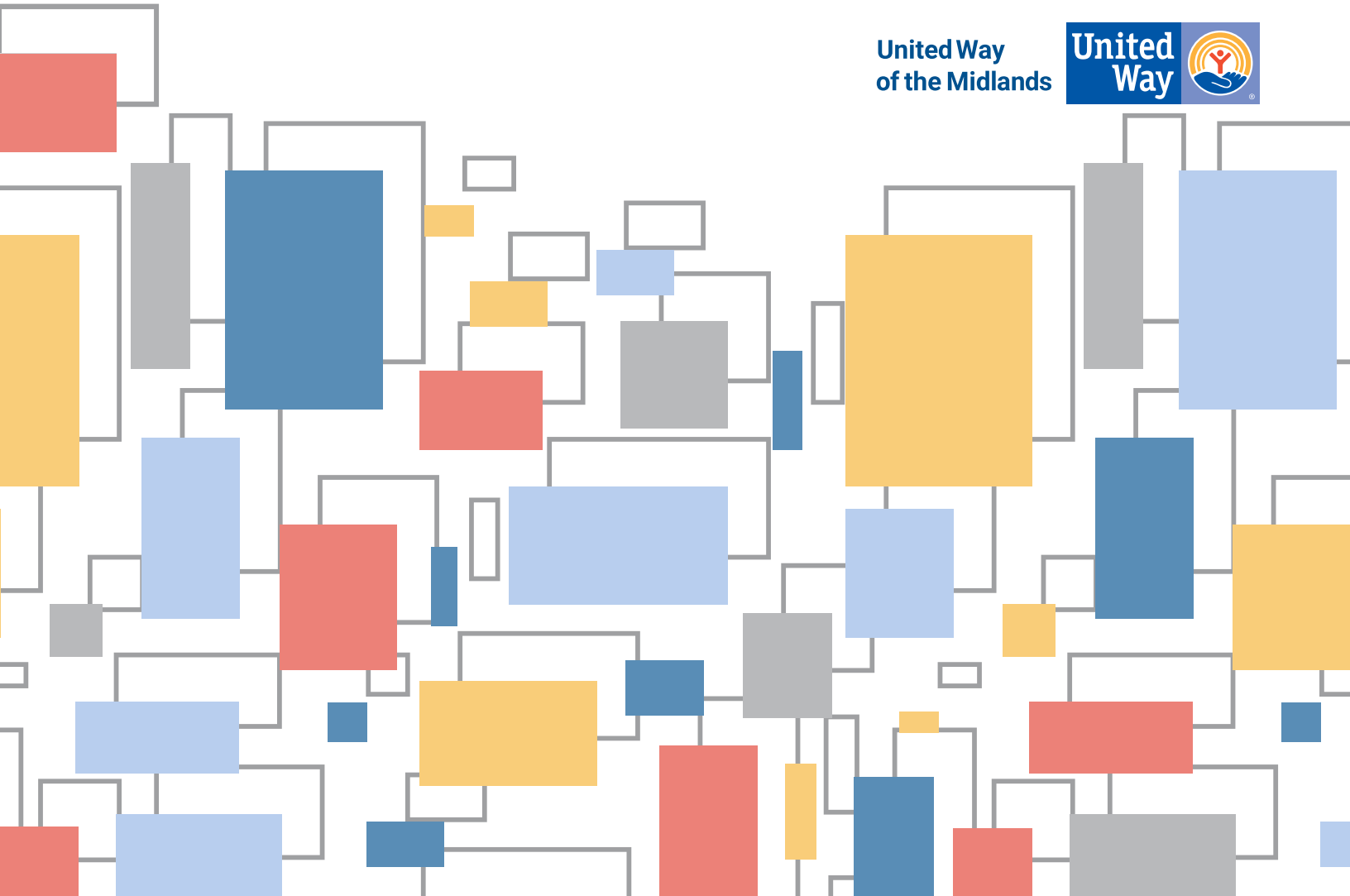


# Y COMM UNITY

## United Way of the Midlands' 2019-2020 Annual Report

United Way  
of the Midlands





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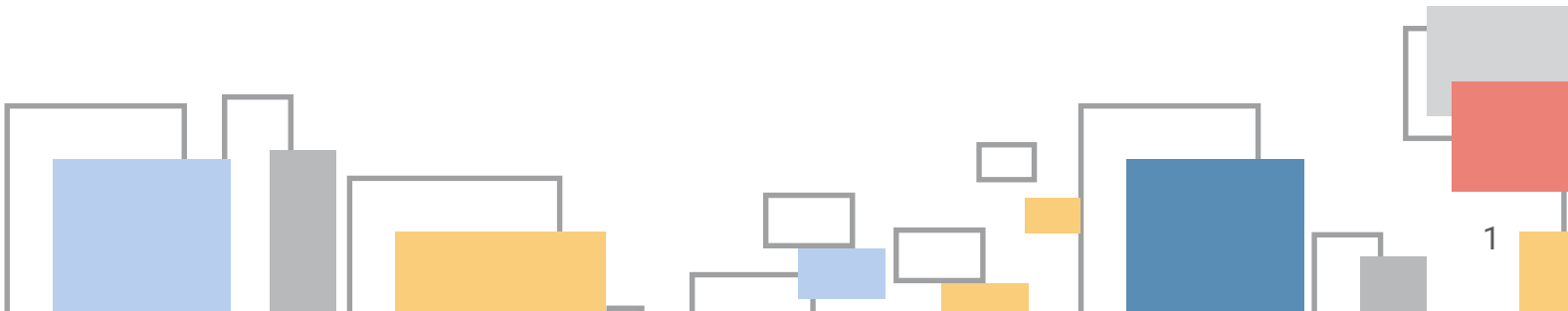
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## CEO and Board Chair Letter



Shawna Forsberg



Gail DeBoer

Each year, we become more and more convinced that the Omaha-Council Bluffs metro is a place like no other.

Last year, community members rallied together after the devastating flooding that swept across Nebraska and Iowa. The outpouring of generosity that followed was truly humbling to witness, and together, we were able to come to the aid of thousands of Nebraskans and Iowans who had lost their homes, livestock and more.

And that's not all. With your support, we were making great strides towards our overall goal of impacting poverty, with data showing 7,000 fewer people were living in poverty in the Omaha-Council Bluffs metro.

But then 2020 delivered another heavy blow – the onset of the COVID-19 pandemic.

Businesses shut their doors. Store shelves sat empty. Family routines were disrupted. Suddenly, thousands of people were out of work, taking care of loved ones – with nowhere left to turn.

Yet even during this challenging time, you didn't turn away. You didn't back down. You, the citizens of the Omaha-Council Bluffs metro, stepped up again and asked, "How can we help?"

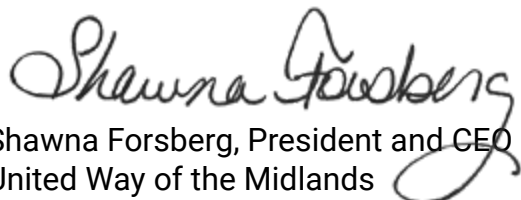
Once again, we were completely overwhelmed by the depths of your generosity. With your support and the immediate response from UWM's Board of Directors, the Executive Committee and thought leaders from across the metro, United Way and our partners were able to quickly adapt to meet community needs. We invested in programs immediately responding to the pandemic, helping hundreds of people who were struggling. You'll learn even more about the impact you made in the pages of this report.



As we move forward, you will continue to play a pivotal role in this community and its ability to navigate the difficult months ahead. The pandemic continues to impact the physical, mental and financial health of thousands right here in the Omaha-Council Bluffs metro. Social and economic disparities continue to disproportionately affect minority populations. It's clear our community has a long way to go if we're going to ensure more people receive the opportunity to grow and thrive.

Thankfully, we know that we are up to the challenge. United Way of the Midlands has been responding to crises and serving the underserved for 97 years, and that's thanks to the spirit of generosity that runs deep in this community. With your help, we will continue to adapt to meet community needs, invest donor dollars in the most effective programs and maintain our commitment to financial efficiency. With your guidance, we will remain responsive to donor and community interests. And with your insight, we will continue to forge strong community partnerships so more people receive the help they need to get back on their feet.

You are proof that, even during a time characterized by isolation and solitude, we remain united. Thank you for giving from the heart and supporting community members who are struggling during this difficult time.

  
Shawna Forsberg, President and CEO  
United Way of the Midlands

  
Gail DeBoer, Board Chair  
President and CEO, Cobalt Credit Union





# ***Fiscal Year 2019-2020***

## **REVENUES**

**\$ in Millions**

Campaign Contributions	\$16.4
Flood Disaster Relief Contributions	<u>\$1.4</u>
Other Revenue Items (Grants, Fees, Investments, etc.)	\$1.5

Gross Revenues*	\$19.4
-----------------	--------

## **DISBURSEMENTS**

Funding to Community Programs and Services	(\$10.3)
Flood Disaster Relief Designations	\$1.2
Community Services Provided by UWM	(\$ 4.6)
Fundraising and Operating Expenses	(\$ 2.1)

Total UWM Disbursements	(\$18.2)
-------------------------	----------

## **EFFICIENCY RATIO:**

92 cents of every donor dollar invested into the community.\*\*

\* After less allowance for collection loss the total net revenue is \$18.5 million.

\*\* Calculated overhead rate, per generally accepted accounting principles is 10.3%. The difference between this and the 92 cents of donor dollars going to the community relates to nonprofit accounting requirements to include such things as in-kind gifts in both revenue and expense. Neither of these adds to or detracts from community investment, and when they cancel each other out from the calculation, the 92 cents reflects the true donor impact.

**Thanks to YOU, we were able to provide a circle of support for thousands of our neighbors during a very challenging year.**



## UWM Highlights:

**\$19.4 million**

raised during fiscal year 2019-2020

**\$1.4 million**

raised for those impacted by Covid-19 and area flooding

## 600 organizations

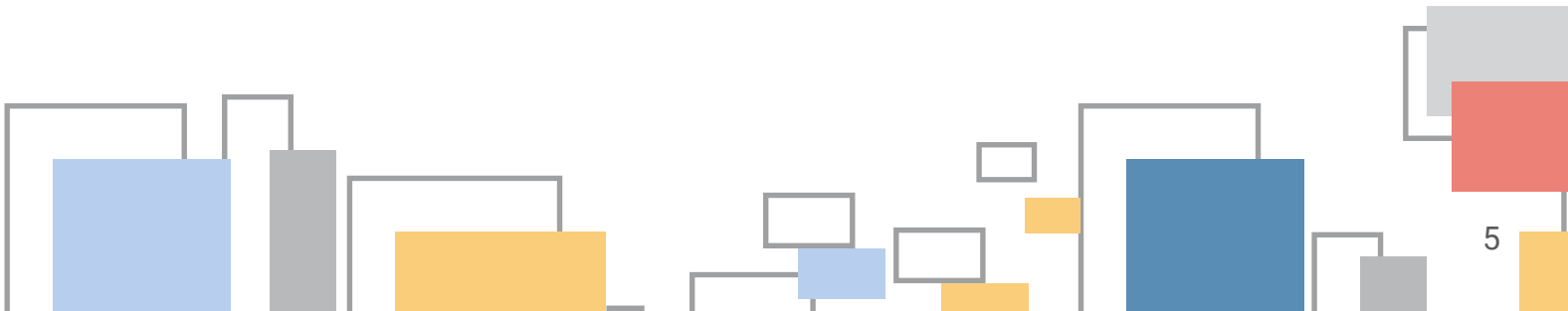
engaged in fundraising efforts

## 5.1 million

basic needs, education and financial stability services provided.

**\$0.92 cents**

of every dollar invested back  
into our community.





## Progress

Prior to COVID-19, we were making great strides as an organization and as a community, thanks to your support.

- In 2019, floodwaters swept across Nebraska and Iowa, displacing families, destroying homes and devastating communities. But with your help, we raised incremental dollars for immediate crisis response and long-term recovery efforts.
- Recently released data from an American Community Survey showed the number of people in poverty had decreased by 7% here in the metro, meaning 7,000 fewer people were living in poverty.

## And United Way donors provided:



**16,000 people** mentoring and out of school time supports.



**5,900 young people** had career training and secured employment.



**8,100 adults** gained skill development and job placement.

## Disruption

Then COVID-19 disrupted the way we **ALL** work and live, creating an entirely new demographic: people who are newly in-need, out of work, taking care of loved ones... with no idea where to turn. This severely affected previously made gains and caused existing social and economic disparities to widen.

## COVID-19 Effects



Unemployment reached as high as **10%**.



Local agencies served **3X** more individuals to help people meet their basic needs.



United Way funded more than **4 million** meals.



**23% of Nebraskans** and **21% of Iowans** have missed a rent or mortgage payment.<sup>1</sup>

<sup>1</sup>: Census Pulse Poll

## Our Response to the COVID-19 Pandemic

Thankfully, due to the immediate response from our amazing Board of Directors, the Executive Committee, thought leaders from across the metro and YOU, United Way and our partners have been able to quickly adapt to meet changing community needs.

We invested dollars in nonprofit programs immediately responding to the pandemic, and for the next fiscal year, we shortened our community investments from a two-year to a one-year timeframe and created two rounds of funding. This ensured we could fund programs meeting people's immediate basic needs as well as education and financial stability programs addressing the long-term challenges created by the pandemic.

You'll see the results of our united efforts this past year throughout the pages of this report. Our strength truly lies in our ability to work together to determine the best way to adapt and move forward.

### United Way of the Midlands' 2020 Campaign Video



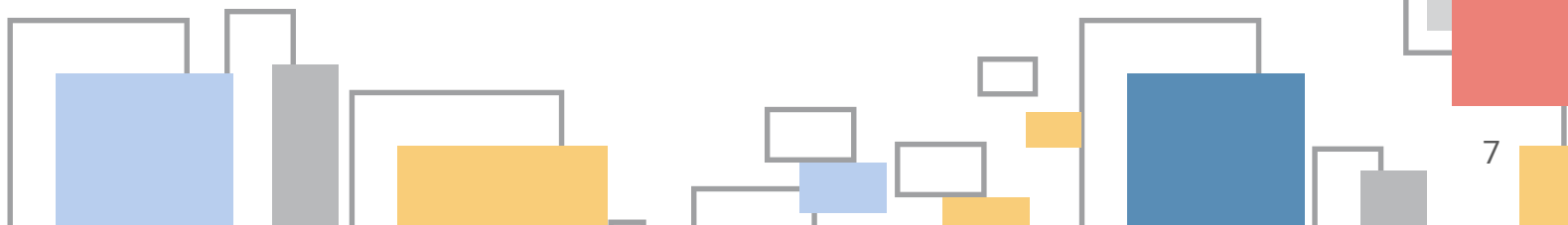
<https://youtu.be/7kQWoVf5pN0>

### A United Response to the Pandemic



<https://youtu.be/WrXnxOzQ3Q8>

***Thank you for giving from the heart, volunteering and advocating for those who are struggling!***





**Ensuring critical supports are available for individuals in our community has always been at the heart of UWM's mission. We know that when families receive crisis supports and can access the resources they need to live healthy lives, children are more likely to stay on track in school and adults are more likely to be productive at work.**





Your support made it possible for people to receive basic needs services such as healthy food; safe and stable housing; physical and mental health services, including medical research; domestic violence services and support from the 211 Helpline.



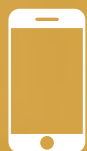
**4+ million**

meals, pantries and other food services were provided



**56,595**

behavioral and physical health services were provided



**138,783**

referrals were provided through the 211 helpline



**259,795**

emergency shelter and transitional housing services such as referrals or nights in a shelter were provided

## Working Together to Meet Increased Needs



### #MaskUpMetro

We partnered with Blue Cross and Blue Shield of Nebraska, First National Bank of Omaha, Mutual of Omaha and the Greater Omaha Chamber of Commerce on our Mask Up Metro awareness campaign, which encourages community members to wear masks to mitigate the spread of COVID-19. The City of Omaha Fire Department, Ideal Images, Mangelsen's, the Omaha Storm Chasers and Union Omaha donated more than 18,000 masks to nonprofit agencies as part of the campaign.

### Scouting for Food

We partnered with the Boy Scouts of America to host "Scouting for Food," a food drive benefiting the Food Bank of the Heartland. With the support of our sponsors, Werner Enterprises and Target, the Scouts were able to collect more than 75,000 meals, ensuring more people can feed their families here in our community!



### Housing Stability Program

To respond to increased needs for housing support due to COVID-19, we created the Housing Stability Program to assist families with a rental or mortgage payment. So far, the program has provided support to 237 households needing mortgage/rent assistance and referred more than 700 additional individuals to other area programs that could meet their housing needs.





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## Serving Nebraska and Iowa During the Pandemic

In March, calls from people seeking information about COVID-19 started pouring in, and 211 became even busier after they started providing after-hours support for the Nebraska Department of Health and Human Services and Douglas County Health Department.

In addition, the Iowa Department of Public Health asked 211 to stand up as the COVID-19 hotline for the state of Iowa. The UWM 211 Helpline answers calls for Western Iowa and the Quad Cities area 24/7 and for the entire state of Iowa evenings and weekends.

Earlier in the year, 211 utilized Nebraska State funding to staff the Helpline overnight and on weekends. To further accommodate the increase in demand due to the pandemic, 211 invested in a scheduling software to accommodate the staff and volunteers taking calls and enhanced its texting capabilities to push out informational update texts to those who subscribed.

Here's a quick snapshot of the volume of calls, texts, emails and web visits that 211 has received during the 2019-20 fiscal year, illustrating the increased need in our community:



**140,685**  
total contacts



**86%**  
increase in texting



**170%**  
increase in  
contacts during  
the pandemic

The top four needs during this time were:



**30%**  
Housing



**27%**  
Utility  
Assistance



**11%**  
Health  
Care



**9%**  
Food

During trying times like we've been experiencing, more people than ever need up-to-date information and access to local resources that can meet their needs. The 211 Helpline has worked tirelessly this last year to increase its capacity, expand outreach and partner with additional organizations so that they can serve even more of our neighbors.





## Sally and Jason are Safe at Home

Sally\* and her husband, Jason, were getting increasingly worried.

Prior to the pandemic, Jason worked as a self-employed HVAC installation and repairperson. Meanwhile, Sally was in the midst of a job hunt.

But then COVID-19 turned their worlds upside down.

Jason was no longer able to find work, and the soaring unemployment rates made Sally's job search all but impossible. The bills started to pile up, and the couple started digging into their savings in order to make ends meet.

When their savings ran dry, Sally and Jason felt panic start to settle in. How were they going to keep a roof over their heads and care for their three children?

Thankfully, they reached out to a program at Heartland Family Service that is funded by United Way donors like you! A case manager was able to help them obtain rental and utilities assistance. With the case manager's guidance, Sally also was able to seek out medical insurance and get help obtaining unemployment benefits.

Sally expressed her appreciation for the genuine care and understanding she received from the case manager. She and Jason received the help they needed quickly during a time of crisis, ensuring their family could stay safely in their home during the pandemic.

\* While this is a true account, we have changed the client's names and photo in order to be respectful of their privacy.



## Addressing Social Disparity

For 97 years, we have maintained a long-standing commitment to addressing social and economic disparities by serving the underserved and partnering with other organizations that are working to create a community where more people can thrive and grow.

However, this past year COVID-19 has only served to further highlight the critical need to support vulnerable populations, many of who are disproportionately impacted due to existing inequities. To move forward, we are diligently working to learn more about the experiences of different communities and to strive for inclusivity and equity so individuals and families can lead the best lives possible.

- UWM joined **150 corporate leaders** and signed a statement against racism and a commitment to address racial injustice.
- UWM maintains racial equity as one of the criteria in making community investments. Within the grant application for local agencies, we require applicants to provide their non-discrimination policy.
- Agencies receiving United Way funding are prohibited from discriminating against staff or clients on the basis of race, color, religion, sex, creed, age, national origin or ancestry, marital status, pregnancy, veteran or reserve status, physical or mental disability, LGBT (sexual orientation and gender identity), or any other protected status. (Grant Agreement, Section IV – Non-Discrimination)
- UWM is a member of the **Commitment to Opportunity, Diversity and Equity** (CODE) Coalition. By joining CODE, leaders pledge to increase diversity in their organizations and to create an inclusive work environment for all employees.
- UWM will partner with **Greater Omaha Chamber, Urban League of Nebraska and the Latino Center of the Midlands** during the second phase of Strategic4Sight project, with the ultimate goal of creating economic development strategies that are inclusive, next-generation-focused and visionary.
- UWM conducts annual equity training, focused on race and ethnicity, for all board members and staff.

## A Message from our President and CEO

*"At United Way of the Midlands, our diverse donors, volunteers and staff all care deeply for this community and the people who live here. We understand there is still a long road ahead. Today, we have an opportunity to rewrite that narrative. In the days, months, years and even generations to come we need to join together and strive for inclusivity and equity so individuals and families can lead the best lives possible.*

*UWM will strive to stay informed, seek understanding and set a neutral table where regardless of your income, race, gender, sexual orientation, political or religious beliefs—we will come and work together to determine the best path forward. Right now, we're working with local officials, our nonprofit partners and our 211 Helpline so that we can connect those who are struggling to the resources and services needed, including those who are still reeling from the effects of COVID-19.*

*To quote Brian Gallagher, President and CEO of United Way Worldwide, 'We must all do our part, working United, to make our communities the places that we need them to be—equitable, respectful and opportunity-filled. We, as a society, can and must do better to guarantee that the basic human rights and freedoms of every person in every community are protected.'*

- Shawna Forsberg



[https://youtu.be/L\\_M1envaX58](https://youtu.be/L_M1envaX58)





## EDUCATION

Educational attainment is the strongest predictor of a person's income and financial stability. When students enter school with age-appropriate skills, consistently attend school, have life skills and the support of caring adults, they are more likely to succeed in the classroom – and in life.

14



Your support made it possible for children to receive mentoring and to attend out-of-school-time and early childhood education programs focused on improving literacy and school attendance.



**29,368**

constructive out-of-school time and mentorship services were provided.



**2,663**

services to support positive youth attendance were provided.



**11,985**

services to support early learning and literacy were delivered.



**84%**

of evaluated students reported attendance improvements in 2019-2020.



We are proud to support community activities that focus on early childhood learning, school attendance and learning while out of school as part of Raise Me to Read, a campaign to support parents and set students up for success in school and life. We are grateful to our **Emerging Leaders** group for their passionate support of this work.

Our Partners:





## Kelsey is Confident and Learning to Trust Others

Kelsey\* is a local high school student.

After school she attends Boys & Girls Clubs of the Midlands with her younger siblings, which is partially funded by United Way donors like YOU.

When she first joined the club, Kelsey was withdrawn, very shy and she often checked in on her siblings to make sure they were okay during their activities.

At meal time, she made sure all her siblings ate before she did, and it became apparent to staff that she was bearing responsibility to take care of her siblings at home.

With support from staff, Kelsey was encouraged to try activities to help her break out of her shell, including art and STEM, and she slowly began to trust the staff to take care of her siblings.

Staff also gave Kelsey and her family clothing donations, which helped increase her confidence. Once Kelsey realized that she and her siblings were safe there, she grew into one of the club's happiest and most vocal youth.

Kelsey learned how to be a kid again, grew close to staff and club members and discovered new interests.

She participates in almost every club activity and field trip and is now seen as a leader by those around her.











Your support helped people access job training, personal finance classes, post-secondary education support and opportunities to upskill/reskill for employment.



**12,770**

services for skill development, job placement and asset development for adults were delivered.



**9,006**

services to help youth prepare for careers and secure employment were provided.



Tax assistance programs put **\$9.5 million** back into the pockets of hard working individuals and families in our community.



**37%** reported they would use their refund to pay down debt.

### Opportunity Youth

The partners who comprise the Opportunity Youth Alliance have been hard at work to assist youth who have been disconnected from school or work. This initiative has served 1,355 youth since it was launched in 2017, and as more and more youth become disconnected due to COVID-19, the services provided will be more important than ever. We are thankful for **Women United's** tireless support of this work.



## Patricia Feels Safe and Secure Again

Patricia\* is a 61-year-old local homeowner who lives alone. She has worked at a major retailer for the past several years and she helps take care of her mother, who is in poor health and lives alone as well.

Even though Patricia works hard to pay for her home and necessities, she did not have enough income to cover home repair costs and her roof needed replaced badly.

There were several leaks throughout her home that were so large she had to use inflatable kids' pools to catch the runoff.

She felt helpless as she watched her home deteriorate before her eyes. Then she was connected to a local program at Project Houseworks that is funded by United Way donors like YOU.

Through the program, professionals replaced her roof and gutters, repaired her siding, front door and the ceiling where her roof was leaking, installed new electric outlets and piping under her kitchen sink and made other small repairs throughout her home.

When Patricia did a final walkthrough once all the repairs were made, she was so grateful she literally danced from room to room.

She said that getting her house back was the best present anyone had ever given her, and she can now live safely in her home without constant worry.

\* While this is a true account, we have changed the client's name and photo in order to be respectful of their privacy.

# BLUE COLLAR BOXING

UNIONS UNITED FOR GOOD



**2,000+**  
attendees



**\$250,000**  
raised



**8**  
unions  
presented  
fighters

Blue Collar Boxing dollars provided services helping approximately **432** individuals prepare and secure employment, grow their financial knowledge, and/or earn assets to grow their financial stability. This includes assistance to approximately **89** youth.

## DID YOU KNOW?

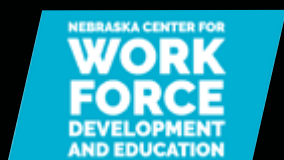
Program case managers spend up to **18+ months** working with youth and adults to support financial stability – connecting to other community resources/ services and helping them to achieve customized plans.

Pre-apprenticeship and readiness programs have the ability to place individuals in programs with a compensation package up to **\$29 an hour**.

On average, over **70%** of individuals served through adult employment investments enhanced their employment through placement, retention, increased income, etc.

Employment is also a key need within the Opportunity Youth population – young adults between the ages of 16 and 24 who are disconnected from school and work. UWM's investments in financial stability and our partnership with labor help reconnect Opportunity Youth to the employment opportunities in our community they desire most.

On average, **90%** of youth served through UWM's employment investments gained knowledge that will prepare them for the workplace and **80%** attained their personal employment goal.



United Way  
of the Midlands



## CITIZENS OF THE YEAR

There are so many caring and committed community members in our metro. With advice and counsel from the previous Citizen of the Year recipients, United Way of the Midlands is proud to name a special couple for this year's recognition:



**Mary and Rodrigo Lopez**

**Rodrigo Lopez** currently serves as the Chairman of AmeriSphere Companies and is involved in commercial real estate investments. From July 2019 to September 2020, he also served as Interim President and CEO of Children's Hospital & Medical Center. Prior to this, he served as President and CEO of AmeriSphere Multifamily Finance, a provider of capital solutions for the multifamily rental housing industry, which he founded in 1997. He served as Executive Chairman of NorthMarq Capital Finance when AmeriSphere Multifamily Finance was acquired by NorthMarq Capital in 2015. Earlier in his career, Mr. Lopez was Chief Lending Officer for a life insurance company, responsible for investments in commercial mortgage loans and commercial real estate assets.

**Mary Lopez** retired from the University of Nebraska at Omaha's School of Public Administration in 2011, where she served as Career Services Director. Prior to this position, Ms. Lopez managed the Safe Futures Consortium, an outreach program for UNO focused on youth violence prevention. She and Rodrigo started a real estate development company in 2016. As president of the company, Ms. Lopez oversees the ongoing operations and expansion of their first development, Capitol Place, a commercial and residential property in downtown Omaha.



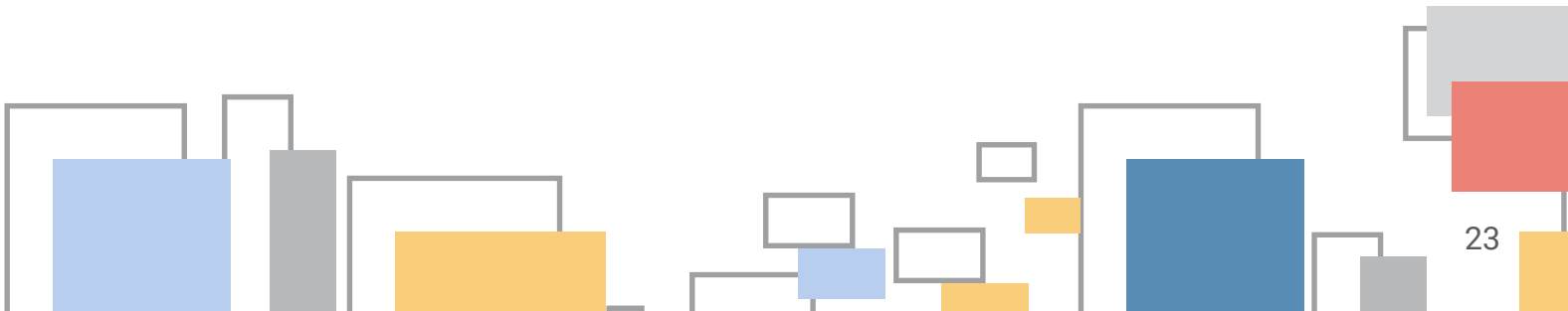
Together, Ms. and Mr. Lopez have a long history of community service. Ms. Lopez was the founding chair of the Women's Leadership Council, a philanthropy education and development initiative focused on women's leadership giving for United Way of the Midlands, and Mr. and Ms. Lopez co-chaired the 2014 United Way campaign. They have each served on the boards of multiple nonprofit organizations within the human services, healthcare, housing, government, education and arts and humanities fields.

They share a commitment to passing on their passion for community service to the next generation, love to travel and explore cultures around the world and are deeply devoted to their family and friends. They have two children -- Ana Lopez Shalla, married to Hassan Shalla, and David Lopez, married to Sarah Grossman Lopez. They also have three grandchildren, who are a continual source of joy and amazement.

### **Video: 2020 Citizens of the Year: Mary and Rodrigo Lopez**



<https://youtu.be/DbSd0xQy-h0>





# Recognizing Excellence

## 2019-2020 Campaign Chairs

### James and Paula Blackledge



We extend our gratitude to our 2019 United Way Campaign Chairs, James and Paula Blackledge. Mr. Blackledge is the CEO and Chairman of Mutual of Omaha, and Mrs. Blackledge is an active community volunteer. With their insightful leadership and the support of the entire team at Mutual of Omaha, the 2019 campaign raised an incredible \$19.4 million for our community.

### Tocqueville Committee

We are thankful for the dedicated and passionate leaders who served on the 2019 Tocqueville Society committee. Together, they championed the work of this important group of United Way donors, who collectively raised \$5.5 million for our community.

**Mickey Anderson**  
President  
Baxter Auto Group

**Susan Courtney**  
Executive Vice President,  
Operations & Clinical Effectiveness  
Blue Cross Blue Shield of Nebraska

**Gail DeBoer**  
President & CEO  
Cobalt Credit Union

**Matt DeBoer**  
Vice President, Managing Principal  
HDR

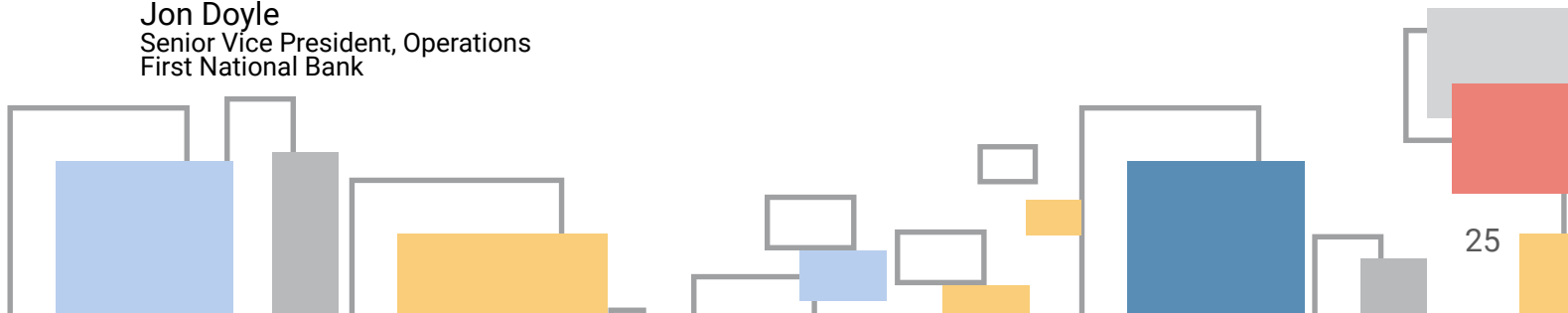
**Jon Doyle**  
Senior Vice President, Operations  
First National Bank

**Robert Hollingsworth**  
National Managing Partner US Audit & Assurance  
Deloitte

**Diny Landen**  
Owner & President  
Vantage Communications

**Jim Landen**  
Chairman & CEO  
Security National Bank

**Scott Moore**  
Senior Vice President,  
Corporate Relations & Chief Administrative Officer  
Union Pacific



## 2019-20 TOP 100 CAMPAIGNS

It is truly humbling to see how the Omaha-Council Bluffs metro comes together each year to help our neighbors who need it most. We are extremely grateful for the support we receive from all 600 of our partner organizations, and we'd like to extend a special thanks to the 100 companies who raised the most during the last fiscal year.





## ANNUAL MEETING AWARD WINNERS

The UWM Campaign Recognition Awards honor those companies who went above and beyond to support United Way of the Midlands during the 2019 campaign.

Approximately 600 organizations generously dedicated their time and financial support to United Way of the Midlands during the 2019 campaign, empowering us to create lasting change within the community. To celebrate their efforts, we will present our third annual Campaign Recognition Awards at our Annual Meeting.

We believe the following awards capture the unique and varied nature of our partnerships: Volunteer Organization of the Year, New Business Partner of the Year and Corporate Partners of the Year. Because we know small organizations can still make a big impact, the Corporate Partner of the Year award will once again be presented to companies within four different employee size categories.

Our intent is to award a single winner in each category, but we wanted to share the top contenders for each award with you as well.

### Volunteer Organization of the Year

This award is presented annually to a company that consistently strives to improve our community through volunteerism. Selection is based on the percentage of a company's total employees who participated in UWM volunteer events during the previous campaign year.



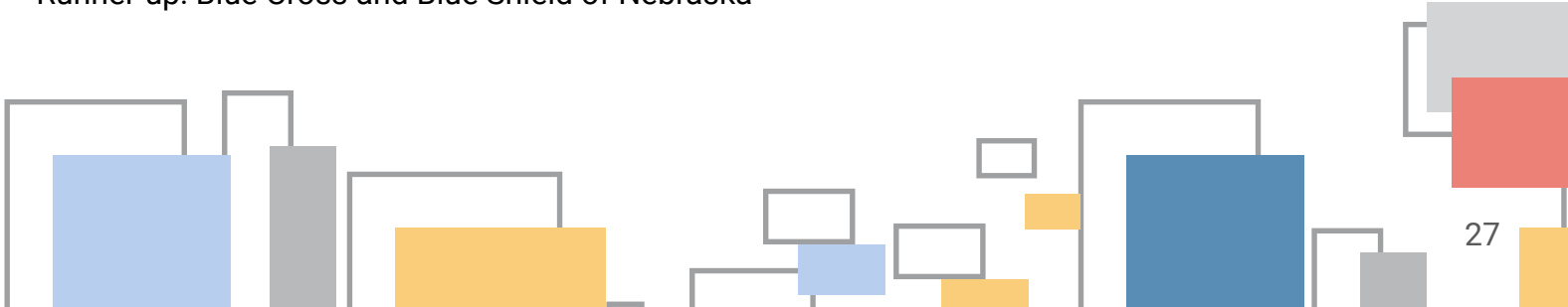
#### Winner: Omaha Public Power District

OPPD is a public electric utility headquartered in Omaha, Nebraska, serving more than 855,000 people in Omaha and 13 surrounding counties in southeast Nebraska. OPPD was formed in 1946 as a political subdivision of the State of Nebraska, taking over the operations of Nebraska Power Company. They have generously supported United Way through volunteerism for many years.

During the 2019 campaign year, over 100 of their employees participated in United Way volunteer events. They also conducted an internal book drive through United Way, assisted with an event held for flood victims at the Henry Doorly Zoo and coordinated a charity volleyball tournament to benefit the United Way Emerging Leaders' literacy initiative. OPPD's commitment to volunteerism also shows in their leadership-level involvement with United Way on the Emerging Leaders Committee, CIRT committee and Board of Directors.



Runner-up: Blue Cross and Blue Shield of Nebraska



## New Business Partner of the Year

This award is presented to a business that is new or came back as a United Way of the Midlands partner. Businesses that did not donate to UWM in the previous campaign year are eligible for consideration.



### Winner: OrthoNebraska

OrthoNebraska is Nebraska's first hospital dedicated to the complete care and treatment of orthopedic patients. They combine state-of-the-art facilities with the nation's top orthopedic surgeons. OrthoNebraska provides high quality, cost effective orthopedic care for your muscle, bone, or joint pain or injury. In 2019, they ran an engaging employee fundraising campaign that raised an impressive sum for United Way of the Midlands.



Runners-up: Fifth Third Bank, Valero Services, Inc.

## Corporate Partner of the Year

This award is presented to businesses in four different employee size ranges that have shown an exceptional level of dedication to United Way of Midlands and the community through their corporate campaign fundraising efforts. To be eligible, the organization's total gift must exceed \$3,000. Selection criteria include the year-over-year growth of their United Way campaign and per capita giving.

### Under 100 Employees



### Winner: Union Bank and Trust

Today's Union Bank and Trust was founded as Farmer's State Bank and is currently headquartered in Lincoln, NE. They are a locally-owned bank that takes a personal approach to providing a breadth of services with a warm, helpful personality both in Lincoln and our community. They have been a dedicated United Way partner for more than 15 years. During the 2019 campaign year, they exceeded the amount raised through their 2018 campaign by an impressive 17%.



Runners-up: Nationwide, B.P. Canada Energy Marketing Corporation

100-199 Employees  
**KOLEY ■ JESSEN**  
ATTORNEYS

**Winner: Koley Jessen P.C., L.L.O.**

Koley Jessen is a local law firm serving the needs of business owners, executives and professionals around the country. For businesses of all types, they are active partners who provide multi-discipline counsel to help their clients achieve personal and business success. They have been a proud partner of United Way for more than 25 years. During the 2019 campaign year, they exceeded the amount raised through their 2018 campaign by more than 9%. In fact, they have increased their campaign total for the past three years in a row.

Runners-up: Ag Processing Inc., Lindsay Corporation



200-800 Employees

**TENASKA®**

**Kellogg's®**

**Winner – Tie: Tenaska and The Kellogg Company**

Tenaska is a private, independent energy company founded in 1987 and headquartered in Omaha, Nebraska, with regional offices in Dallas, Denver, Philadelphia, Boston, Houston, and Calgary and Vancouver in Canada. The company is employee-owned and employs approximately 700 people. They have generously donated to our community through United Way for more than 30 years. During the 2019 campaign year, they increased the amount they raised for UWM in the previous year by 40%, with over a 93% participation rate within their organization.



The Kellogg Company is a multi-national food manufacturing company headquartered in Battle Creek, Michigan. The company was started by the Kellogg brothers in the early 1900's. Kellogg's has had a presence in Omaha since the 1940's and built their current, local facility in 1965. They have generously donated to our community through United Way for more than 25 years. They increased their giving from 2018 to 2019 by over 47%. They also co-sponsored an event held at the Henry Doorly Zoo and Aquarium designed to provide a day of joy for those who were affected by the floods earlier in the year.

Runners-up: Security National Bank, Wells Fargo Bank, N.A.



**801+ Employees**



**Winner: Blue Cross and Blue Shield of Nebraska**

Blue Cross and Blue Shield of Nebraska has provided health care coverage and peace of mind for 80 years. As part of a nationwide association, the Blue Cross and Blue Shield brand represents the nation's largest and most experienced health care benefit companies. As a Nebraska-based company, they focus on the employee health benefit needs of our fellow Nebraskans. They have generously supported UWM for over 25 years. During the 2019 campaign year, they maintained the same level of giving as in their 2018 campaign, and they were one of United Way's top partners for leadership giving.

Runners-up: Lozier Corporation, HDR, Inc., Mutual of Omaha



## Annual Meeting Sponsors

We'd like to recognize the organizations who sponsored our Annual Meeting in honor of the Campaign Recognition Award Winners and the 2020 Citizens of the Year Recipients. Thank you for your generosity and support of our community!



Blue Cross and Blue Shield of Nebraska  
Cobalt Credit Union  
Children's Hospital and Medical Center  
First National Bank of Omaha  
Lincoln Financial Group  
The Lopez Children's Charitable Fund  
Senator Mike McDonnell Campaign  
Nebraska Center for Workforce Development

and Education  
Nebraska Medicine  
Omaha Federation of Labor  
Omaha Public Power District  
Tenaska  
Union Pacific  
University of Nebraska at Omaha with  
University of Nebraska Medical Center

## COMMUNITY STRONG

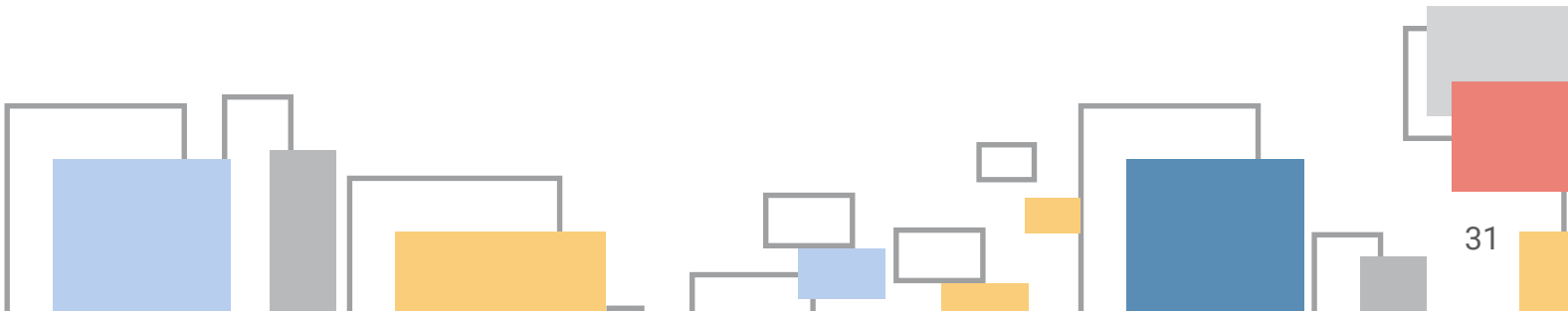
Baxter Auto Group  
Boys and Girls Clubs of the Midlands  
EMC Insurance  
Lindsay Corporation  
Metropolitan Utilities District  
Mutual of Omaha

OrthoNebraska  
Security National Bank  
US Bank  
Valmont  
Visiting Nurse Association

## In Honor of Mary and Rodrigo Lopez

Annette and Paul Smith  
Cindy and Mogens Bay  
Julie and Eric Keen  
Diny and Jim Landen  
Sue and Steve Seline  
Annie and Ken Bird  
Karen and Kim Hawkins  
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Esther and Dan Brabec  
Ia and Jason Hagan  
Robyn and Jim Kortan  
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## 2019-2020 Corporate Sponsors

- Blue Cross and Blue Shield of Nebraska for Campaign Workshops
- Mutual of Omaha for Campaign Kickoff
- Fidelity National Title Group, OPPD and MUD for Emerging Leaders golf tournament, Birdies for Books
- Cobalt Credit Union for Annual Meeting
- Mutual of Omaha for Community Forum
- Mutual of Omaha and Mary and Rodrigo Lopez for Tocqueville Reception
- Kellogg's and Boxed for A Day at the Zoo, an outing for flood victims at the Henry Doorly Zoo & Aquarium
- Security National Bank and Union Pacific for Women United Lunch and Learns
- Cobalt Credit Union and Creighton University for Giving Tuesday
- TC Energy, OPPD, Smith Kroeger, Baxter Auto Group, NP Dodge, Battle Sports, Steamfitters and Plumbers local union 464, PLUMBERS LOCAL UNION 16, Mechanical Contractors Association of Omaha, NRG Media, and Lamar Advertising for Blue Collar Boxing
- Wells Fargo for Omaha Gives

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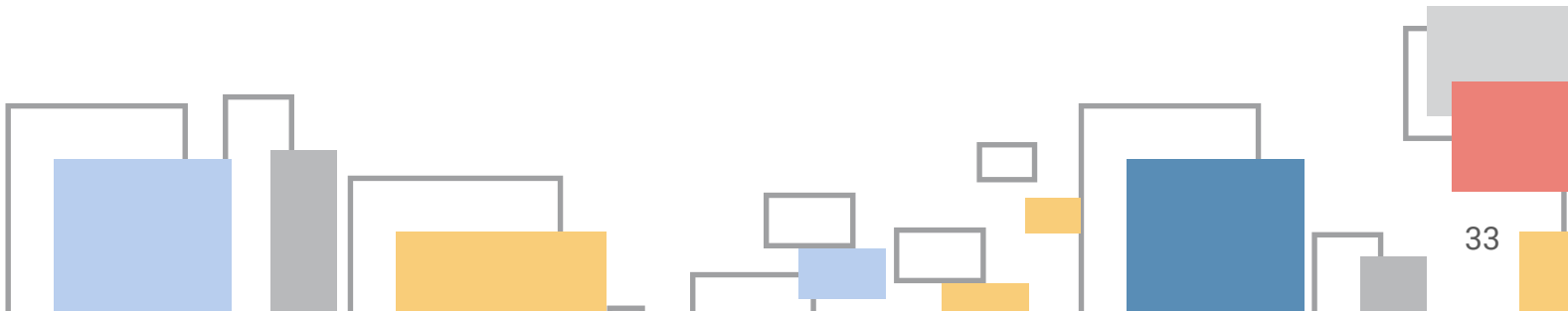


## Community Care Fund Grants

- Baker's
- Bank of the West
- Bekins Fund
- Burlington Northern
- Combined Federal Campaign
- ConAgra Brands
- Gary & Peg Crouch Family Foundation
- Robert B. Daugherty Foundation
- Great Western Bank
- Gilbert M. & Martha H. Hitchcock Foundation
- Iowa West Foundation
- Peter Kiewit Foundation
- Landen Foundation
- Lincoln Financial Group
- Lozier
- Sally and Ed Malashock Philanthropic Fund
- Adah & Leon Millard Foundation
- Mutual of Omaha
- Pacific Life
- Edward & Lida Robinson Charitable Trust
- John and Diane Scott Family Foundation
- William and Ruth Scott Family Foundation
- Security National Bank
- Sherwood Foundation
- Union Pacific
- US Bank
- Milton and Miriam Waldbaum Family Foundation
- Wells Fargo

## Grants for Special Initiatives

- Aspen Family Stability Grant
- Book Trust Schools
- Center for Disaster Philanthropy, Inc.
- Cox Communications
- Robert B. Daugherty Foundation
- Dollar General Literacy Foundation
- Douglas County
- Eaton Corporation
- Ellen Karnett Trust
- First National Bank
- Great Southern Bank
- HDR
- Heistand Family Foundation
- Iowa Department of Health
- Kellogg Company
- Kum N Go
- Learning Community of Douglas and Sarpy counties
- Liberty Diversified International
- LYFT
- LYFT-United Way Worldwide
- Medica Foundation
- Mutual of Omaha
- Mutual of Omaha Foundation Endowment Grant
- Nebraska Children and Families Foundation
- Omaha Community Foundation
- Pacific Life Foundation
- Peter Kiewit Endowment
- Peter Kiewit Foundation
- Sherwood Foundation
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- State of Iowa
- State of Nebraska
- TANF
- United Way Worldwide
- United Way Worldwide Last Mile/Door Dash
- United Way Worldwide Wells Fargo
- Valmont
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- Wells Fargo
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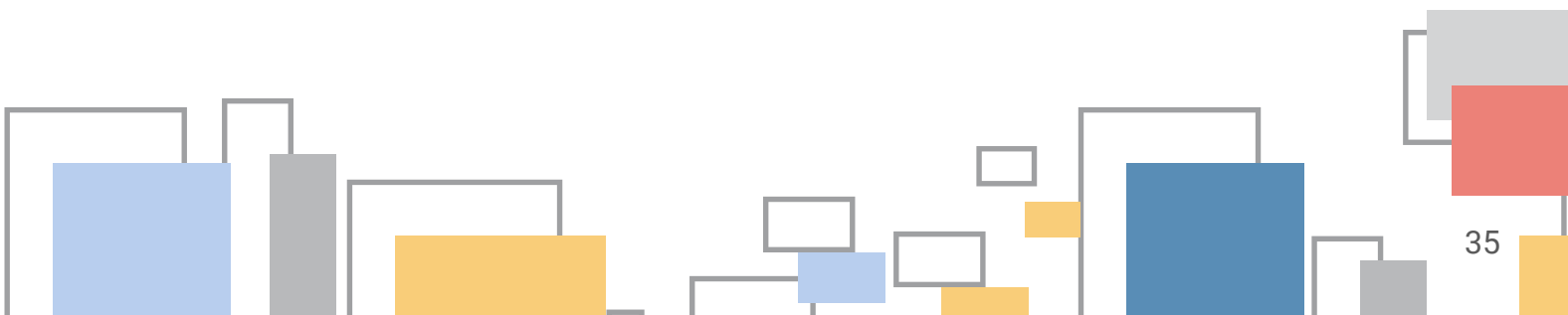
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## TOCQUEVILLE SOCIETY

When United Way of the Midlands looks to the past, present or future, we see our generous Tocqueville Society members, who contribute \$10,000 or more annually to our campaign. Since the Tocqueville Society was first founded in 1988, Tocqueville members have been leaders and advocates for our work. It's because of their generosity that more than \$100 million in Tocqueville donations have been invested back into our community, \$5.5 million of which Tocqueville Society members raised in 2019 alone.

We thank them for their extraordinary commitment, which enables us to respond and adapt to changing community needs and help those who are struggling get back on their feet.

\* = deceased

^ = charter member

# TOCQUEVILLE SOCIETY

## ***La Table Ronde de Millions de Dollars - \$1,000,000 or more***

Robert B. Daugherty Foundation  
John and Carmen Gottschalk  
Peter Kiewit Endowment  
Peter Kiewit Foundation

Suzanne\* and Walter Scott^  
Ann and Ken Stinson  
And 3 Anonymous Donors

## ***La Société Nationale - \$100,000 to \$249,999***

Siemer Institute for Family Stability

And 1 Anonymous Donor

## ***Ordre d'Egalité - \$50,000 to \$74,999***

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Marsha R. and Mark R. Wright

## ***Ordre de Liberté - \$25,000 to \$49,999***

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## ***Ordre d'Altruiste - \$20,000 to \$24,999***

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And 1 Anonymous Donor

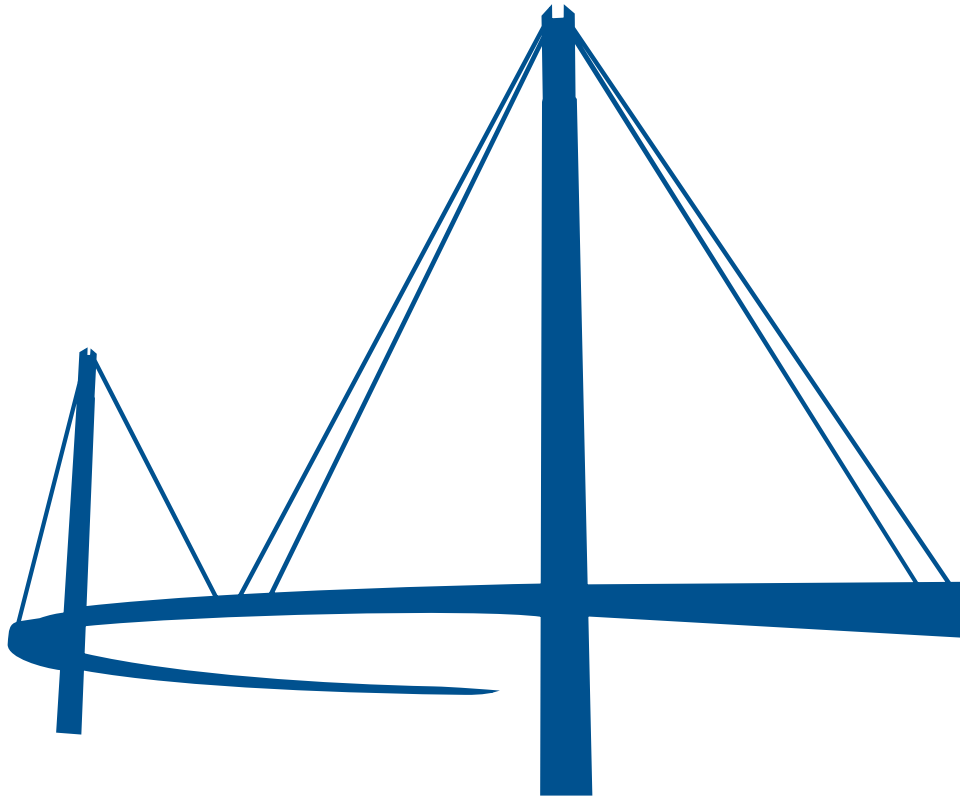
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## BRIDGEBUILDERS

Established in 1989, the Bridgebuilders Society recognizes individuals and families making annual gifts of \$1,000 to \$9,999. By joining together to support the work of United Way of the Midlands, they help bridge the gap between the increasing needs in our community and the services available to meet them.

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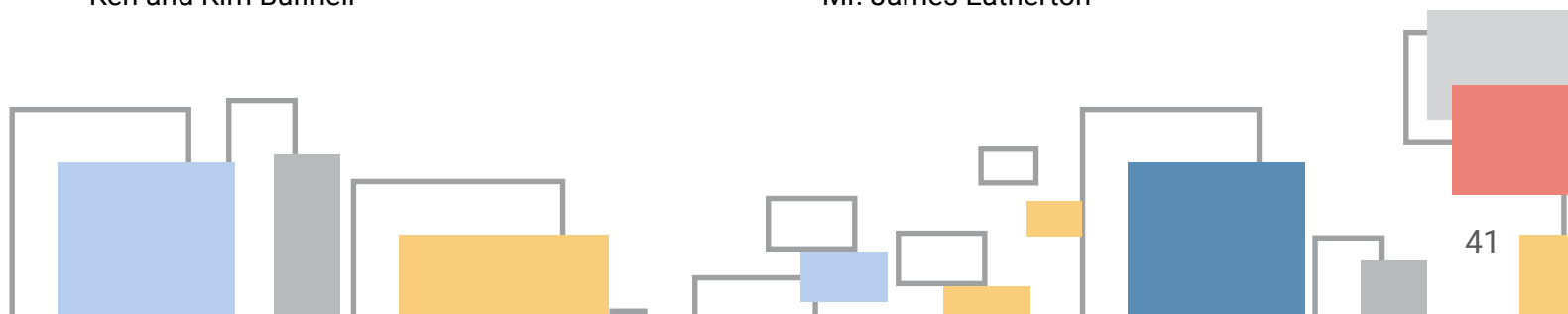
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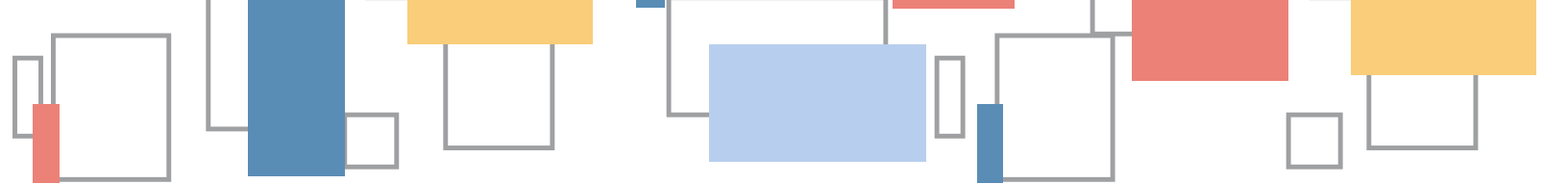
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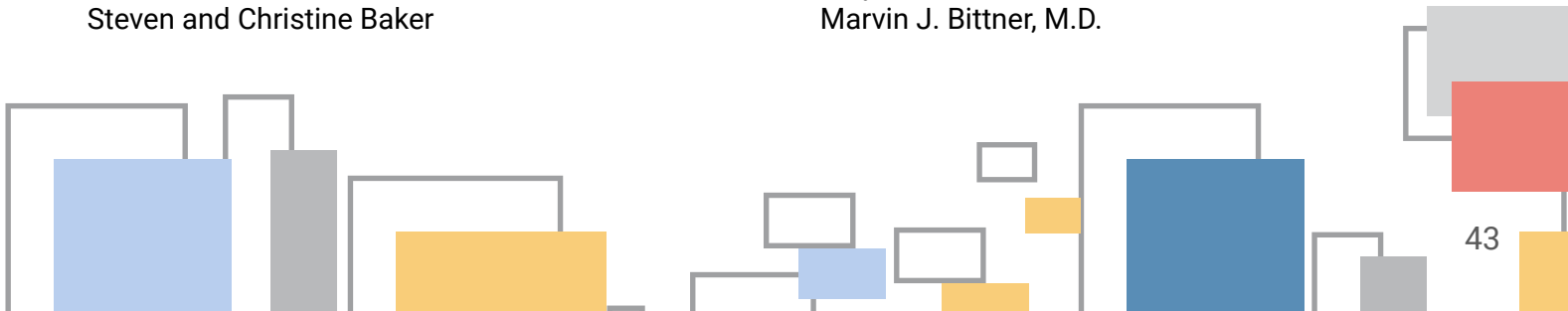
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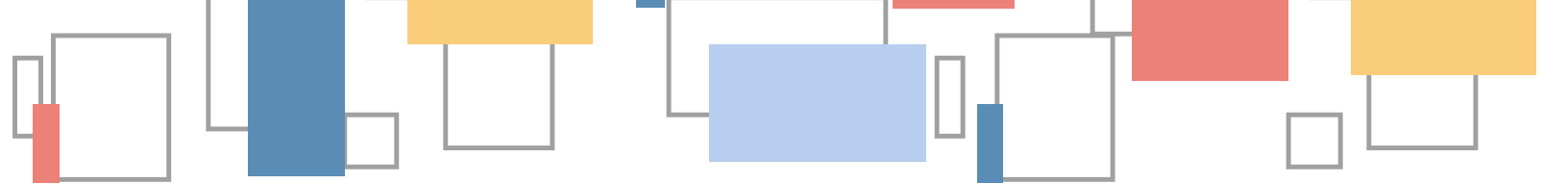
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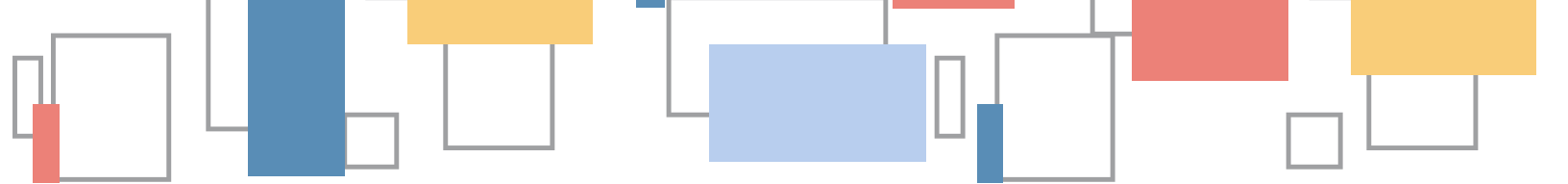


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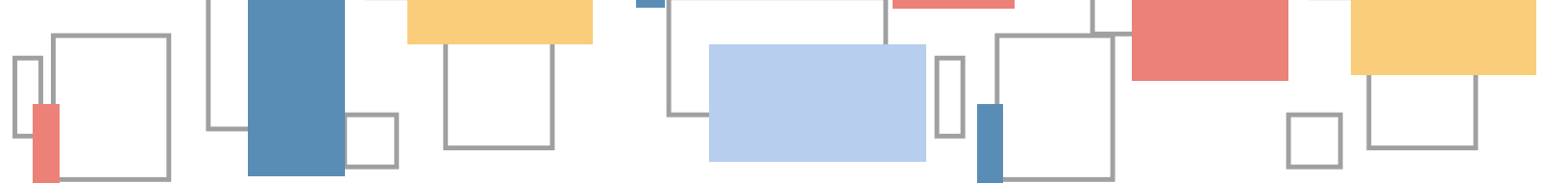
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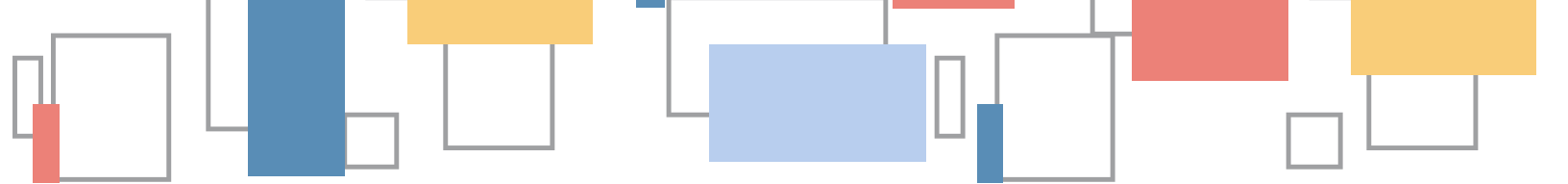


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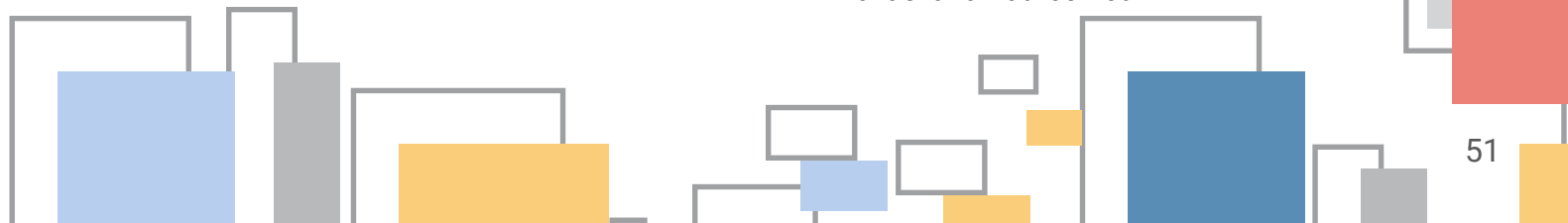


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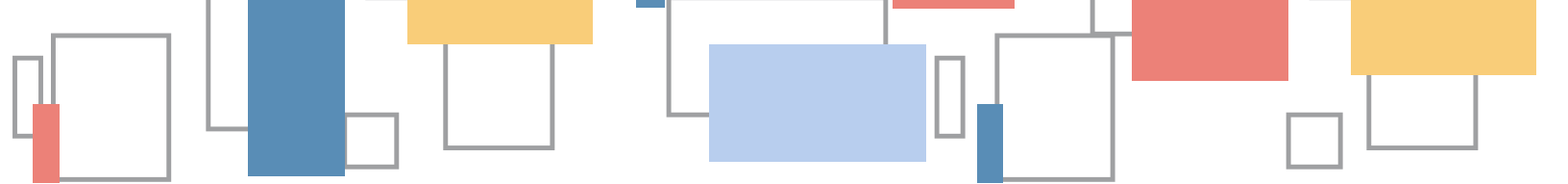
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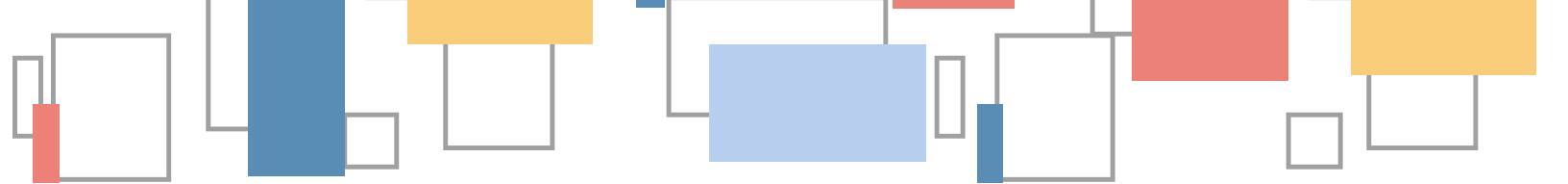
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*Despite the significant challenges we have faced, together we have made great strides to respond to increased needs in our community. And as we look to the future, we are determined to continue to evolve, adapt and forge community partnerships so we can better serve those who are struggling.*

*Thank you for your continued commitment and support. With your help, our community can navigate the difficulties still ahead and emerge stronger and more united than ever!*



