



COMMUNITY AMBASSADOR PROGRAM



“The position of Community Ambassador was posted as a job opening at OPPD, and one of my directors suggested I take a look at the role. From public speaking to networking, the opportunity to grow my skills was incredible. It has been one of the most rewarding experiences I have ever had. At UWM, they treat everyone with value. When people ask how was my day, I can say every day has been great. OPPD is an incredible place to work, so it was an excellent opportunity to work temporarily elsewhere and see what it is like to work in another sector.”

-Andrew Eberhardt



“Being a Community Ambassador has been a great experience - learning from my fellow Community Ambassadors and everyone here at UWM. Working on the Millard and Omaha Public Schools’ campaigns was very rewarding as I saw the excitement and the change we are making for the youth in our community. I am walking away from the experience with an understanding of the giving spirit in the Omaha-Council Bluffs metro. Statistics show the reality of staggering amounts of poverty and hardship in our community, but UWM and the hundreds of agencies they support create impactful change.”

-Maddie Cunningham



“Being a Community Ambassador has been a great experience. It is a great way to step into nonprofit roles and understand the different careers that exist. Jumping into campaigns, kickoff events and speaking with crowds of people I hadn’t met before helped me grow my confidence and public speaking skills. Meeting with donors from our corporate partners and seeing that connection of support for the community has been great.”

-Lauren Bloomquist

COMMUNITY AMBASSADOR PROGRAM

The Community Ambassador (CA) Program brings individuals from across the community together to support United Way of the Midlands' (UWM) fundraising campaign – a community-wide effort that **raises millions of dollars** and engages approximately **600 organizations** each year.

Community Ambassadors work at UWM full time from mid-August to mid-November during the annual campaign. They extend the reach of the fundraising team, ensuring thousands of people have the opportunity to engage with UWM and the Omaha-Council Bluffs community.

PROFESSIONAL DEVELOPMENT OPPORTUNITIES

Community Ambassadors gain valuable community engagement and professional development skills during their time at UWM:

- Public speaking
 - Fundraising and sales experience
 - Account management
 - Customer Relations Management (CRM) software
 - Knowledge of community needs
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COMMUNITY AMBASSADOR IMPACT

Each year, Community Ambassadors collectively raise **\$1 million** or more, during the UWM annual campaign. These funds are invested in local nonprofit programs that work together to form a Circle of Support for people who are struggling. When our neighbors have access to basic needs, education and financial stability supports, they can address multiple problems and regain stability during challenging times.



For the 2022-23 campaign season, Community Ambassadors are projected to raise

\$1.3 MILLION

which will create the following impacts in our community



225,000 MEALS

to individuals



2,270 CLIENTS

improving their mental or physical health



310 ADULTS

obtaining a job or increasing their income



340 STUDENTS

improving their attendance



100 PEOPLE

receiving credit reports to improve their finances



2,200 STUDENTS

improving their behavior thanks to mentoring relationships



631 PEOPLE

getting training to better manage their finances



8,000 MILES OF TRANSPORTATION

for veterans so they can get to work, job interviews, doctor's visits and other vital appointments



250 YOUNG ADULTS

receiving help finding or enrolling in job readiness, skill training or employment opportunities



54,000 SHELTER NIGHTS

to individuals experiencing homelessness or housing instability

HOW TO SUPPORT THE COMMUNITY AMBASSADOR PROGRAM

Sponsor a community ambassador

By providing a \$10,500 sponsorship, you make it possible for UWM to hire one Community Ambassador during the campaign.

Loan a Community Ambassador

In lieu of a sponsorship, companies can also loan an employee to UWM to serve as a Community Ambassador.

Employee Name: _____

As a sponsor of the Community Ambassador Program, you will be recognized on social media, on the UWM website in a blog post welcoming the incoming Community Ambassadors and at the Annual Meeting.

NAME(S) (AS IT SHOULD APPEAR ON ALL EVENT MATERIALS)

CONTACT NAME/TITLE

ADDRESS

CITY

STATE

ZIP

PHONE

EMAIL

Join great organizations like:

SCHEELS

 **nebraska total care.**

your energy partner
OPPD
Omaha Public Power District

in supporting us.

For more information or if interested, please reach out to Donor Engagement at de@uwmidlands.org.