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## United Way of the Midlands Marks 100<sup>th</sup> Anniversary on April 12

Photo Opportunity: To commemorate the 100<sup>th</sup> anniversary, the entire UWM team – in their special 100-year T-shirts – will take a photo at 2:30 p.m. on April 12 outside the UWM offices.

On Wednesday, April 12, United Way of the Midlands (UWM) will officially mark its 100<sup>th</sup> anniversary of helping others in the Omaha-Council Bluffs metro.

Formed in 1923 when extraordinary local citizens banded together for a common cause, the organization was designed to pool community resources and invest in critical health and human services nonprofits that directly supported local needs. Originally called The Community Chest, in its earliest days, funds were raised across the community and allocated to 32 nonprofit organizations.

To check out a historic timeline of UWM's century of giving back to the metro community, go to: **[UnitedWayMidlands.org/100YearsImpact](https://UnitedWayMidlands.org/100YearsImpact)**.

Today, thanks to the amazing partnerships created with local businesses, state and local government, individual donors, nonprofit agencies, volunteers and others – UWM continues to thrive and now supports more than 150 nonprofit programs and direct services across the metro to help our neighbors in need.

“As we recognize 100 years of serving the Omaha-Council Bluffs metro, we are so grateful for the support and caring spirit that has made this work possible,” said Shawna Forsberg, UWM president and CEO. “And to say thank you and celebrate a century of building a stronger tomorrow for our community, we hope everyone will join us for the fun community-wide events we have planned throughout the summer.”

Information on UWM's 100-year anniversary events – including a concert and neighborhood celebrations – can be found at: **[UnitedWayMidlands.org/100YearEvents](https://UnitedWayMidlands.org/100YearEvents)**.

All of the 100-year anniversary events are generously supported by UWM's 100-year Presenting Sponsors: HDR, Nebraska Medicine, NP Dodge, Physicians Mutual and Werner Enterprises – along with Supporting Sponsors: American National Bank, Blue Cross Blue Shield of Nebraska, CHI Health, Children's Hospital and Medical Center, Farm Credit Services of America, FNBO, KPMG, Lamson Dugan & Murray, Lincoln Financial Group, Lindsay, Meta, Mutual of Omaha, Noddle Companies, Pacific Life Foundation, Scoular, Security National Bank, Tenaska, Union Pacific and Valmont.

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### **About United Way of the Midlands**

*For 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.*

