**Reminder Email #4**

**SUBJECT LINE: You can still make a difference in the metro. Give to United Way today!**

**BODY TEXT:**

Right now, according to data from the U.S. Census, the Omaha-Council Bluffs metro has one of the highest percentages of working poor in the country. This means, our community has **more working families living in poverty** than almost anywhere else in the United States.

As many of our neighbors struggle to feed their families, secure a stable job or find affordable housing – **you can make a difference** by making a gift to this year’s United Way of the Midlands (UWM) campaign.

Since starting out as The Community Chest in 1923, UWM has been bringing together individuals, businesses and nonprofits to help those who need assistance in the metro area.

When you join thousands of other donors across the metro and support the UWM campaign, your gift will be invested in **more than 150 local nonprofit programs and direct services** that provide a Circle of Support to help our neighbors get back on their feet. Together, these programs and services are addressing social and economic disparities and meeting families’ essential needs such as healthy food, safe and stable housing, physical and mental health services, career preparation and job training.

For more information about the programs your gift to UWM will support, go to **UnitedWayMidlands.org/community-investments**.

Here’s how you can make your gift today: