**Kickoff Email**

**SUBJECT LINE: Our neighbors are struggling. Learn how you can help.**

**BODY TEXT:**

**COMMUNITY STRONG**

Right now, even as poverty is decreasing in the Omaha-Council Bluffs metro, some barriers are entrenched and new challenges keep emerging. With the ongoing impact of high inflation – currently one in three families in the metro area is struggling to make ends meet. And data from the U.S. Census shows that the metro area has one of the highest percentages of working poor in the country.

As the needs in our community continue to evolve – the incredible generosity of community members like you can make a meaningful difference.

For over 100 years, United Way of the Midlands (UWM) has raised funds across the community to directly support local needs. And through its ongoing partnerships with corporate and government organizations, nonprofits and individual donors – UWM uses its community-wide perspective to address emerging challenges and create a Circle of Support to help those who are struggling to get back on their feet and build a brighter future.

Your donation to UWM will fund more than **150 local nonprofit programs and direct services** that have been vetted by experts and community volunteers. Together, these programs and services are addressing social and economic disparities here in our community and meeting families’ essential needs such as healthy food, safe and stable housing, physical and mental health services, career preparation and job training.

Please help us build a stronger tomorrow for the metro by making a pledge today! Here’s how: