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**Randy Wood**  
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**Shawna Forsberg**  
President and CEO  
United Way of the Midlands

# TOWARD A STRONGER TOMORROW

As we celebrate more than 100 years of service, United Way of the Midlands (UWM) is embarking on a new chapter with a strategic plan that looks boldly toward the future. Building upon a strong foundation, we are envisioning a future where we can create even greater impact, bring more individuals together and cultivate a stronger, more resilient community. Our strategic plan reflects our contribution to a more thriving community. It is grounded in data and insights from community leaders, and the collaborative spirit that has defined UWM for more than a century. Embracing growth and innovation, the plan incorporates refreshed branding and our new office space – reflecting our commitment to a sustainable and prosperous future. Together, we are committed to building a thriving community that flourishes for generations to come.

## STRATEGIC PLAN

Recognizing the speed of change and importance of organizational evolution, UWM's Board of Directors requires the organization to refresh its strategic plan every three years. Led by UWM's Executive Committee, the 2024-2027 plan reflects valuable input from the Board of Directors, 30 key stakeholders and learnings from Signals and Trends research conducted in the summer of 2023. This collaborative approach ensures alignment with community interests, needs and expectations for the future.

By building upon the mission and strategies established in 2021, as well as the foundational principles of United Way, the new strategic plan offers a refreshed plan for the future. New operational objectives enhance the organization's ability to adapt and thrive in a rapidly changing landscape while remaining true to its core values and purpose.

## SIGNALS AND TRENDS REPORT

UWM's discernment is more important than ever, and depends on a deep understanding of local needs, tuned in to the pulse of our community. Overall, our goal was to develop a deeper understanding of current conditions and trends to better focus UWM and community efforts to create positive change. As a data-driven organization, the learnings guide our strategic plan and the path forward... together.



## **WITH INPUT FROM, AND SPECIAL THANKS TO:**

John Albin, Nebraska Commissioner of Labor  
Dave Anderson, KPMG  
Mogens Bay, Valmont Industries  
Dana Bradford, C3 Brands  
Susie Buffett, Sherwood Foundation  
Tim Burke, OPPD and Omaha Chamber (retired)  
Mike Cassling, Cquence Health Group  
Pat Corrigan, ACCESSBank  
Jason Hansen, American National Bank  
Rhonda Hawks, Hawks Foundation

Cindy Heider, Heider Family Foundation  
Kimberly Kolakowski, Family, Inc.  
Ty Kreitman, Federal Reserve Bank  
Clark Lauritzen, FNBO  
John Levy, John & Dianne Scott Family Foundation  
Dave Lopez, Chief of Staff, Governor Jim Pillen  
Rodrigo Lopez, Amerisphere Financial and Children's Nebraska (retired)  
Dianne Seeman Lozier, Lozier Foundation  
Brenda Mainwaring, Iowa West Foundation  
Mike McCarthy, Bridges Trust

Mike McDonnell, Nebraska State Senator and  
President, Omaha Federation of Labor  
Heath Mello, Greater Omaha Chamber of Commerce  
Jeff Russell, Blue Cross Blue Shield of Nebraska  
Deb Sprecker, Heistand Foundation  
Elisha Suttle, Licensed Therapist  
Tom Warren, Chief of Staff, City of Omaha  
Katie Weitz, Weitz Family Foundation  
Beth Whited, Union Pacific



# United Way of the Midlands' Strategic Plan

July 2024 to June 2027



## OUR MISSION

UNITE OUR COMMUNITY'S **CARING SPIRIT** TO BUILD A **STRONGER** TOMORROW

Healthy Community • Financial Security • Youth Opportunity • Community Resiliency

## OUR PURPOSE



Grow  
Engagement  
and Funding



Convene  
Local Partners



Connect  
and Inspire



Drive Progress  
by Leveraging Data



Guarantee  
Operational  
Efficiency



Foster a Positive  
Workplace Culture



Maximize  
Impact

## OUR NEW STRATEGY

- 1 Secure the future by mobilizing and highlighting the next generation of philanthropists and leaders
- 2 Expand through new corporate partnerships and engage business leaders to maximize the philanthropic capacity of the corporate sector
- 3 Bring UWM's value proposition and compelling communications to donors, highlighting UWM as the most efficient and effective way to address a wide scope of essential community needs
- 4 Recognize UWM's diverse donor base and partnerships to preserve a neutral policy position on legislative interests, other than advocacy, for UWM's direct service programming
- 5 Serve as a trusted partner for implementation of grant processes and direct service programming that align with UWM's mission and focus areas
- 6 Set an example of efficiency and operational excellence by leveraging technology to streamline processes, enhance productivity and drive innovation throughout the organization



## OUR GUIDING PRINCIPLES

**TRUST • GRACE • GRIT • OPEN • ENGAGE • CURIOSITY**