



WORKING TOGETHER for a STRONGER TOMORROW

It's hard for one person, one company or one nonprofit to address our community's greatest needs on their own. That's why United Way of the Midlands (UWM) brings together the business, government and not-for-profit sectors to help our neighbors overcome difficult challenges and start moving forward.

Since 1923, we've worked alongside our valued partners to build awareness of community needs and address those needs. We remove barriers, create opportunity and strengthen the systems that people rely on when they need assistance.

Looking ahead, we hope you will join us to tackle the challenges and help build a thriving community in the Omaha-Council Bluffs metro that flourishes for generations to come.

When you support United Way, you're joining together with thousands of others to create a circle of support around our community.

At United Way of the Midlands, we use our community-wide perspective to identify which of our community's needs are going unseen or unmet – and then we utilize our partnerships to tackle them. When a donor makes a gift to United Way, they are investing in nonprofit programs alongside thousands of other community members.

With your help, we are assisting organizations in every corner of the metro through direct services like 211 and JAG Nebraska – and programs that focus on four key areas to improve health and well-being for all, build financial stability and strength, help young people realize their full potential and address urgent needs today to advance a better tomorrow in our community.



You Can Trust Your Donations Are Helping Those Who Need it Most



LOCAL: Your donations are invested in the most impactful nonprofit programs right here in the Omaha-Council Bluffs metro. Together, they lift our neighbors up and build a stronger tomorrow for the metro area.



EFFICIENT: Your dollars go further when you donate to United Way. We meet the Better Business Bureau's standard for nonprofit efficiency, meaning we keep our costs low and invest more of your dollar back into the programs that help those who need it most. UWM invests 93 cents* of every donated dollar back into our community.



IMPACT-DRIVEN: You can rest assured your donations are funding nonprofit partners who efficiently address our community's most pressing needs. A dedicated, diverse team of experts and community volunteers review and vet local nonprofit programs to recommend which ones receive UWM funding.



RESULTS-BASED: You'll see your donations at work right here in our community. To hold ourselves and our partner agencies accountable, we collect program outcomes, measure impact and share the results with you.

*This calculation is based on fiscal year 2023-2024.

Get Involved Today

It is easy for companies to partner with UWM



Recruit a strong team to lead your United Way Campaign



Work with a United Way representative to set up payroll deduction or online giving options



Help employees understand the impact of their dollars by sharing data and stories



Get coworkers involved through special events



Ask employees to give and volunteer



Thank employees for giving and supporting our community

The Benefits of Giving Back



A BETTER COMMUNITY

You'll make our community a more welcoming place for everyone, including your employees and your customers.



MORE CONNECTIONS

You'll build relationships with other respected business leaders who care about the Omaha-Council Bluffs metro.



A STRONGER REPUTATION

You'll strengthen your company's public image by joining other local organizations in supporting UWM and our community.



GREATER EMPLOYEE SATISFACTION

You'll increase employee morale by showing them your company cares. More than 74% of employees say their job is more fulfilling when they are provided opportunities to make a positive impact at work.