

# COMMUNITY IMPACT FUND

**We live in a generous community – where neighbors care for neighbors and compassion drives positive change.**

When you give to United Way of the Midlands, your donation joins forces with others – leveraging the strength of our community, magnifying the influence of an investment and powering a network of essential resources. Through our Community Impact Fund (CIF), our traditional process of investing donor contributions into local nonprofits, we support a wide variety of impactful programs that form an incredible safety net for our community.

The programs that receive CIF funding are reviewed and vetted by our Community Investment Review Team (CIRT). This dedicated group of 100+ volunteers spends more than 1,500 hours using their critical thinking and expertise to review program design, impact, financial data and more to ensure your dollars do the most good. Thanks to their due diligence, we are investing in programs with proven results and accelerating growth where exceptional work is happening.

By entrusting our community to make impactful decisions, we ensure program funding aligns with the needs and priorities we see here in the Omaha-Council Bluffs metro. It's a direct and transparent way to make a difference... for our community, by our community.

## WHY THE COMMUNITY IMPACT FUND WORKS:

- **One impactful donation invests in dozens of organizations at once.** Through UWM your single gift goes further – helping organizations in every corner of our community provide essential services to individuals who are struggling. Together, these organizations form a Circle of Support that ensures we can support the needs of today and have the resources to respond to unforeseen crises.
- **Create efficiency by pooling resources.** Your donation combines with others to fund comprehensive community solutions – magnifying collective power, eliminating duplication and maximizing outcomes.
- **Directing funds to one agency doesn't address our network of nonprofits.** By supporting the Community Impact Fund, your funds are pooled to strengthen the interconnected network of human services in our community.
- **Support collaboration and partnership across sectors.** Programs leverage resources, expertise and connections from each other and UWM for maximum community benefit, working collaboratively to make progress on complex issues.
- **Ensure your dollars will do the most good.** UWM's data-driven strategy directs contributions strategically, aligning with identified needs and proven program results.
- **UWM's review team process, only funds the best of the best.** Volunteer reviewers utilize a sophisticated scoring matrix to rank applications based on the most effective and impactful programs in our community.
- **Pour into local solutions.** Dollars raised support programs serving the Omaha-Council Bluffs metro.
- **Endorse quality programs so they can secure even more support.** An investment from UWM is a sign of faith and approval that supported programs leverage to gain additional funding.

# FOR COMMUNITY, BY COMMUNITY.

87% of funded programs say an investment from UWM in their programs is an endorsement of their work and an investment from the broader community.

Your generous contribution to the Community Impact Fund amplifies impact and fosters meaningful change across the metro – because when we give together, we thrive together.



**UNITED WAY**  
of the Midlands