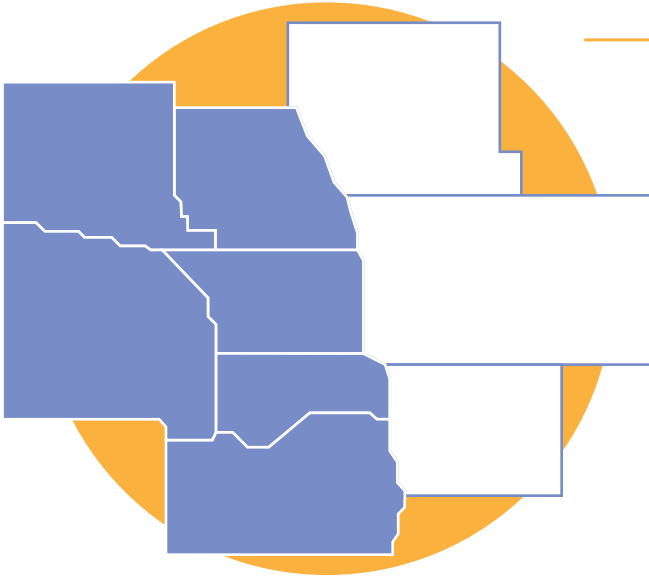


# UNITED WAY OF THE MIDLANDS

## Iowa Investments

United Way of the Midlands is honored to serve the Omaha-Council Bluffs metro. We fundraise across the community and make significant investments in Iowa to help our nonprofit partners deliver services that form a Circle of Support for those who need it most.



## 3X MORE IN IOWA

We are proud to invest 3x more than we raise in Iowa

COUNTY	PERCENTAGE
Pottawattamie	90%
Mills	2%
Harrison	2%
Other	6%

Breakdown of clients served by county

## COMMUNITY CARE FUND

The Community Care Fund (CCF) remains one of the key channels through which United Way of the Midlands addresses social and economic disparities. CCF dollars are invested into nonprofit programs that advance our community impact goals. Together, these programs help our neighbors address challenges and get back on their feet.

Annually, the CCF impacts 10,000 Iowans through 75 programs provided by 40 agencies.

Funded programs serving the most Iowa families are:



# OTHER INVESTMENTS AND SPECIAL INITIATIVES



## 25,000 CALLS, TEXTS AND EMAILS

United Way of the Midlands operates the 211 Helpline — a free, confidential information and referral service that connects people to a specialist who will help them find local health and human services. 211 responds to about 25,000 requests for help from Iowans annually.

## 500 HYGIENE KITS



More than 500 personal hygiene kits are assembled and provided to Council Bluffs students annually in August through UWM's Shine Bright initiative.



## GET INVOLVED:

We invite you to get involved by taking part in your company's United Way of the Midlands campaign, making an individual donation or participating in some of UWM's initiatives and volunteer activities.

- **Emerging Leaders:** This dynamic group of young professionals is all about making connections with a purpose. They participate in events and volunteer projects to create positive change in the community. Currently, the group's efforts support JAG Nebraska. For more information, go to: [UnitedWayMidlands.org/EmergingLeaders](https://UnitedWayMidlands.org/EmergingLeaders)
- **Women United:** This diverse, vibrant group of women leaders is united in the ideas of advocating, volunteering and giving back to those who need it most in our community. Currently, Women United is working to remove the stigma associated with mental health and supporting our Mental Health First Aid (MHFA) initiative. For more information, go to: [UnitedWayMidlands.org/WomenUnited](https://UnitedWayMidlands.org/WomenUnited)
- **Shine Bright:** Part of United Way's Good on the Go program, this partnership provides hygiene kits filled with essential items for kindergarten, sixth- and ninth-grade students in need in the Omaha and Council Bluffs Public Schools. For more information and to get involved, go to: [UnitedWayMidlands.org/ShineBright](https://UnitedWayMidlands.org/ShineBright)
- **211 Helpline:** serves people in need across Nebraska and Southwest Iowa 24/7. People can reach a Community Resource Specialist to be connected to health and human services for help with housing and utilities assistance, food supports and more. For more information, go to: [NE211.org](https://NE211.org)

\*Data reflect multi-year averages and are estimated based on annual reporting/fundraising totals.