

# Why **YOU** Should Partner with United Way of the Midlands



When you partner with United Way of the Midlands (UWM), you join other organizations and thousands of individual donors to create a Circle of Support that helps our neighbors overcome difficult challenges and start building a brighter future. UWM's funded programs and direct services address social and economic disparities and meet families' essential needs such as healthy food, safe and stable housing, physical and mental health services, career preparation, job training and more!

Also, when you partner with UWM, you can feel confident knowing that your support will truly make a difference in the community, while also addressing the highest needs:

- **LOCAL** – Your donations are invested in the most-impactful nonprofit programs right here in the Omaha-Council Bluffs area.
- **IMPACT-DRIVEN** – You can feel good knowing your donations are supporting nonprofit partners who efficiently and effectively address our community's needs. All of these nonprofits are reviewed and vetted by a dedicated group of community volunteers and subject matter experts before they receive any UWM funding.
- **EFFICIENT** – Your dollars go further when you donate to UWM. We meet the Better Business Bureau's standard for nonprofit efficiency and 93 cents of every donated dollar is invested back into our community.
- **RESULTS-BASED** – To hold ourselves and our partner agencies accountable, we collect program outcomes, measure impact and share the results with you.



# Ways You Can Partner With UWM and Support Our Community

## Employee Giving Campaign

- You're assigned an account manager to help plan and implement your campaign.
- Your team selects the dates to run your campaign.
- Our system makes it easy to give online, with paper pledge forms or through payroll deduction.
- We provide you with pre-written copy for emails, videos, printed and electronic materials and anything else you might need for your campaign communications.

## Corporate Gift

- Your corporate gift serves to foster the entire mission of United Way by supporting local 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.

## Sponsorships

- UWM has ongoing events throughout the year – from our Annual Meeting and Blue Collar Boxing event to Shine Bright, Go Fore the Green and more!

## Grants

- If your organization has a philanthropic foundation, UWM might have some direct service areas that will match your company's mission and giving plan.

## Volunteering

- UWM has volunteer opportunities throughout the year. In addition to the community-wide initiatives we plan – like Day of Caring – we also love working with individual corporate partners to schedule their own volunteer projects with one of our local nonprofit organizations.

We would love to have you partner with United Way and help support our work and mission in the Omaha-Council Bluffs metro. For more information, go to: [UnitedWayMidlands.org](https://UnitedWayMidlands.org).



United Way of the Midlands  
**UNITES** our community's  
**CARING SPIRIT** to build a  
**STRONGER** tomorrow.