



# STRONGER TOGETHER

Your Partner for Local Impact



UNITED WAY  
of the Midlands

# OUR COMMITMENT

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# OUR COMMITMENT

We're making it easier for you to make a difference.

The Omaha-Council Bluffs metro is a deeply generous community. Guided by our Midwest values, we take the responsibility of caring for our friends and neighbors very seriously – **it's simply the right thing to do.**

At United Way of the Midlands (UWM), we transform your care for community into results that make a difference right here where you live and work. It is the heart of what we do, and why we continue to earn the trust of 500 community partners.

## ENGAGE YOUR TEAMS WITH IMPACT

- Flexible ways for your employees to give from the heart
- Tailored events that create unique, engaging experiences for your team
- Visible partnership opportunities that align with your priorities
- Ready-to-go custom volunteer events that foster team spirit
- Make your dollars go further by supporting more than 150 programs
- Custom impact reports showcasing results you can see

## ROOTED IN COMMUNITY

United Way of the Midlands remains a neutral bridge between government, nonprofits and businesses – committed to strengthening local support and exploring collaborative solutions.

In an evolving landscape, we continue to invest wisely, adapt as needed and ensure the greatest impact for the community we serve.

We address social and economic disparities and welcome all voices in building a thriving community together.



*\*Nonprofit Association of the Midlands pulse poll*

As needs evolve and new challenges emerge, United Way of the Midlands is here – working alongside partners, donors and volunteers to provide relief and deliver lasting results across the metro.

**500** PARTNERS

**\$30M** RAISED

**58,000** VOLUNTEER HOURS

**16M** SERVICES

**150+** PROGRAMS

**93¢** EFFICIENCY RATIO

*\*Reflects completed fiscal year 2024-2025 impact data.*

# THE CAUSES YOU CARE ABOUT

## HEALTHY COMMUNITY

Improving health and well-being for all

- Food Access
- Scouting for Food
- Stamp Out Hunger
- Shelter and Homeless Prevention
- United Housing Network
- Physical and Behavioral Health
- Karnett Trust
- Health Promotion
- Maternal and Child Health
- Mental Health First Aid
- Case Management and Legal Services



## YOUTH OPPORTUNITY

Helping young people realize their full potential

- Jobs For America's Graduates (JAG) Nebraska
- Childcare and Early Childhood Development
- Room to Grow: Childcare Expansion Fund
- Attendance and Credit Recovery
- After School and Summer Learning
- Mentoring
- College and Career Readiness
- Family Engagement and Readiness
  - 211 Nebraska Warmline
  - Shine Bright
  - Winter Warm-Up



From strengthening local resilience to advancing health, youth opportunity and financial security – a thriving community starts with deep commitment and care for one another.

## FINANCIAL SECURITY

Creating a stronger financial future for every generation

- Education and Training
- Employment and Entrepreneurship
- Omaha Federation of Labor Partnership
- Financial Literacy and Asset Development
- Siemer Institute Partnership
- Transportation and Lyft Partnership



## COMMUNITY RESILIENCY

Addressing urgent needs today for a stronger, more resilient tomorrow

- 211 Helpline
- Disaster Recovery
- Unite Us, Help Me Grow, Save our Seniors, Military and Family Helpline, Lyft
- Court Referral Community Service Program
- Goodfellows
- Weatherization
- Greener Together



# HEALTHY COMMUNITY

Improving health and well-being for all

## IDENTIFYING THE ISSUES

**#7**

most-competitive rental market in the U.S.

**1 in 3**

residents across the metro report symptoms of chronic depression

**119,000**

people in our community don't have enough to eat and don't know where their next meal will come from

**1 in 5**

low-income residents rate their overall health as fair or poor

## MAKING A DIFFERENCE

**14.7M**

Meals

**560,000**

Health Services

**320,000**

Shelter Nights

Sources: New York Times from RentCafe | Feeding America, Map the Meal Gap | 2021 Community Health Needs Assessment | UWM Fiscal Year 2024 211 Data Reports

*"Partnerships with agencies like United Way make it possible for us as volunteers and staff to keep the shelves stocked... to keep the operations going."*

- Christine Ochoa, Pantry Coordinator at Catholic Charities of Omaha

# YOUTH OPPORTUNITY

Helping young people realize their full potential

## IDENTIFYING THE ISSUES

**90%**

of a child's brain development occurs before age 5

**7,500**

youth in the metro are disconnected from work or school

**13.6**

workdays missed on average each year by Nebraska employees dealing with child care disruptions

## MAKING A DIFFERENCE

**3M**

Family Essentials Distributed

**75,000**

Youth Services from Out-of-School Time to Mentoring

**13,500**

Youth Served Across IAG and Community Partners

Sources: First Things First and Bipartisan Policy Center | 2022 Measure of America | Child Care as a Key to Nebraska's Economic Future, October 2025 | UWM Fiscal Year 2024 IAG Data Reports



*"JAG has brought me a sense of purpose. You can truly make something out of your future and you can see yourself becoming something better than what you thought you could ever be."*

*-Gabby, IAG student*

# FINANCIAL SECURITY

Creating a stronger financial future for every generation

## IDENTIFYING THE ISSUES

**1 in 4**

local households can't afford a \$400 emergency expense

**61%**

of metro-area families in poverty include at least one worker

**27%**

of people in the U.S. experience short episodes of poverty, 9x as high as rates of chronic poverty

## MAKING A DIFFERENCE

**69,000**

Education and Training Hours

**22,000**

Financial Literacy and Job Training Services

**4,600**

Rides Connecting People to Jobs, Healthcare and Stability

Sources: Based on HUD 2024 Median Family Income Limits | 2024 Community Health Needs Assessment | American Community Survey, 5-year tables 2020-2024 | Dynamics of Poverty Report, U.S. Census, 2017-2019 published December 2022.

*"United is the Way we pull the pieces together to make the community better and more resilient and to give people hope for a better future."*

- Teresa Negron, Executive Director, You Turn



# COMMUNITY RESILIENCY

Addressing urgent needs today for a stronger, more resilient tomorrow

## IDENTIFYING THE ISSUES

**66%**

of Nebraska's billion-dollar disasters were extreme storms

Seniors aged

**65+**

will outnumber children for the first time in U.S. history in 2034

**1 in 4**

of Omaha's residential structures were built before 1950

## MAKING A DIFFERENCE

**\$100K**

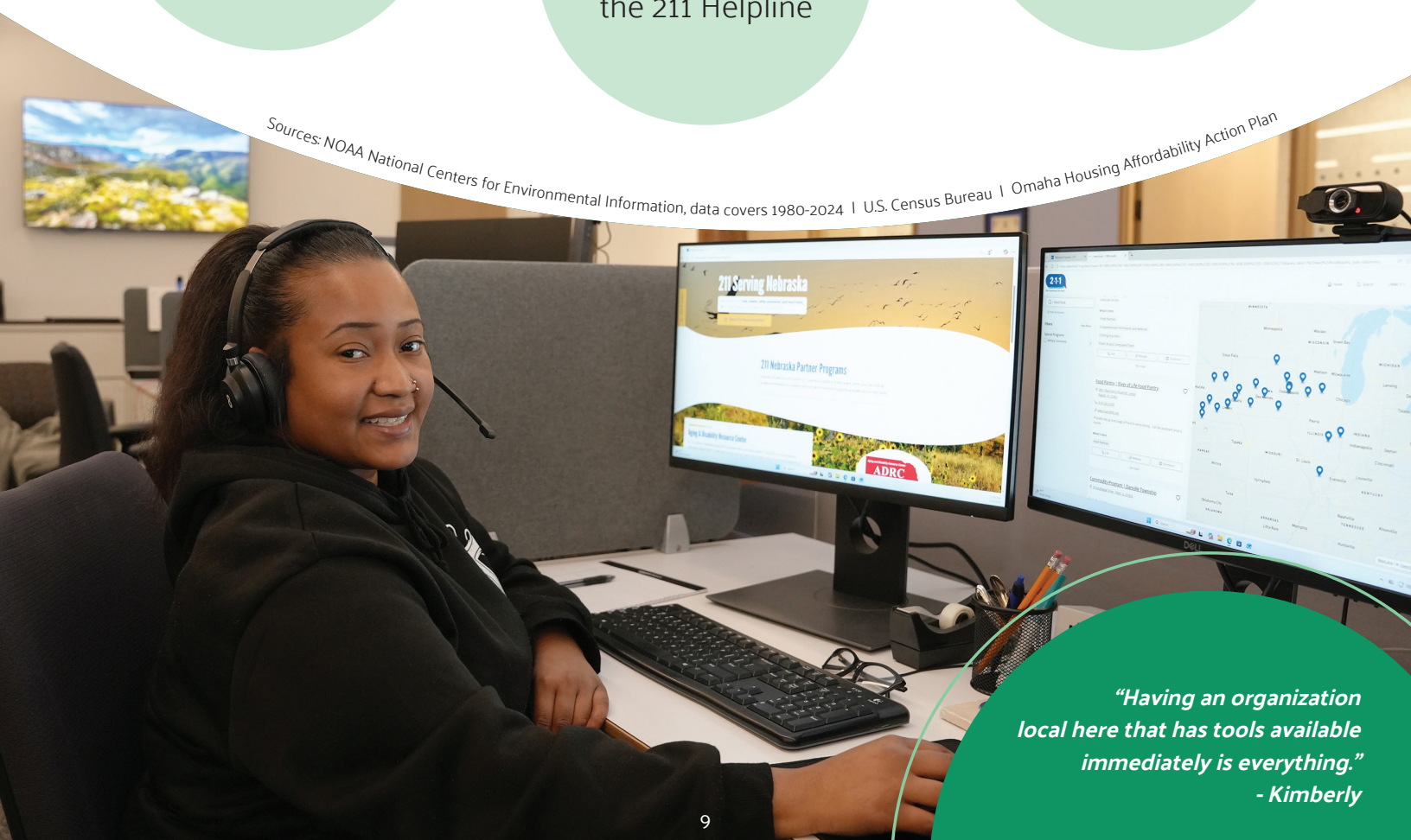
Raised and Distributed to Support City Wide Food Drive

**315,000**

contacts through the 211 Helpline

Bills Reduced **20-30%** by UWM Weatherization Projects

Sources: NOAA National Centers for Environmental Information, data covers 1980-2024 | U.S. Census Bureau | Omaha Housing Affordability Action Plan



*"Having an organization local here that has tools available immediately is everything."*

*- Kimberly*

# 150+ PROGRAMS, PA



When you give directly to United Way of the Midlands, you're fueling a network of proven programs and direct services that work together to meet our community's most pressing needs. Your gift goes further – reaching across issue areas, maximizing impact and helping people right here at home build stronger, more stable lives.



# RTNERS & INITIATIVES



**211 NEBRASKA  
WARMLINE**  
*Your first stop for family support*



NATIONAL VOLUNTEER WEEK



# PROGRAMS, PARTNERSHIPS AND INITIATIVES

Each program and investment reflects a collective commitment to meeting the needs in our community.



## 211 HELPLINE

211 is the front door to help and a foundational community resource. From 2024-2025, the 211 Helpline responded to more than 315,000 contacts, connecting people to essential resources including housing, food, healthcare and mental health support. Available 24/7, 365 days a year, trained specialists provide confidential guidance, ensuring people get the help they need – when they need it. From crisis assistance to disaster response, 211 is part of our community’s critical infrastructure of support.



## 211 NEBRASKA WARMLINE

Through a partnership with Nebraska Department of Health and Human Services, the 211 Nebraska Warmline serves as a single point of contact for Nebraska families to receive information and referrals to meet their needs. This approach provides early access to community-based services that help prevent deeper system involvement and helps reduce family stress.



## AGING AND DISABILITY RESOURCE CENTER

The Aging and Disability Resource Center (ADRC) supports seniors, individuals with disabilities, their families and caregivers with information, assistance and education on community and long-term services.



Jobs for America’s Graduates Nebraska  
*GOOD LIFE. GREAT CAREERS.*

- 87 Programs
- 5,000 Students
- 99% Graduation rate





## COMMUNITY IMPACT FUND

The Community Impact Fund is UWM’s historical model for investing – supporting essential community programs this year. Driven by the recommendations of area volunteers, this fund ensures that investments are aligned with local needs and priorities to create meaningful change.



**COMMUNITY IMPACT FUND**

## COURT REFERRAL COMMUNITY SERVICE PROGRAM + OFFENDER WORK PROGRAM

In collaboration with Douglas County and the court system, UWM’s Court Referral and Offender Work Programs help 400 justice-involved adults annually complete more than 2,500 community service hours, saving Douglas County \$450,000 each year. We connect participants to agencies, verify hours and report completion to probation officers and the courts.



## GOODFELLOWS

Through seasonal fundraising in partnership with the Omaha World-Herald, UWM is on track to raise more than \$600,000 for the community. Our 211 Helpline and trusted community partners provide vital services like housing, food and utility support through Goodfellows to individuals and families who need a helping hand.



## GREENER TOGETHER

OPPD has entrusted UWM to administer its Greener Together investment process – focused on community resilience projects including renewable energy, environmental sustainability or community betterment/education.



Omaha Public Power District in Partnership with United Way of the Midlands

## JOBS FOR AMERICA’S GRADUATES

JAG Nebraska is a for-credit elective equipping middle and high school students with life skills, career development and leadership training to succeed. Since its start in 2019 through a partnership with the State of Nebraska Departments of Labor and Health and Human Services, and with the current support of Governor Jim Pillen, the program now reaches more than 5,000 students in 87 programs across the state.



## KARNETT TRUST

The Karnett Trust supports nonprofits providing care, education and training for children with intellectual and developmental disabilities. Established by Ellen C. Karnett in honor of her son Richard, the fund extends her legacy to benefit children across the metro area.





## MILITARY AND FAMILY HELPLINE

The first of its kind in the country, the Military and Family Helpline braids resources and embeds a navigator on base to support veterans, service members and their families. Powered by UWM's 211 Helpline in partnership with Offutt Air Force Base and the Nebraska Department of Veterans Affairs, this 24/7 service connects the military community to best fit resources including housing, mental health support, financial assistance and more.



## OMAHA FEDERATION OF LABOR + BLUE COLLAR BOXING

Omaha Federation of Labor (AFL-CIO) and United Way of the Midlands continue its longstanding partnership to build a stronger, more vibrant community. Together, we host Blue Collar Boxing, an annual event supporting the Nebraska Center for Workforce Development and Education (NCWDE) and United Way of the Midlands' Community Impact Fund. NCWDE helps grow Nebraska's workforce by connecting young people to careers in the trades and equipping them with essential skills to support the state's infrastructure.



## ROOM TO GROW

The Room to Grow Childcare Expansion Fund is a partnership between the Greater Omaha Chamber of Commerce and United Way of the Midlands to increase the number of available childcare slots across the metro. Beginning in fiscal year 2025-26 the fund will support strategic investments in facilities and infrastructure that expands provider capacity and increases the availability of care. Developed in response to local research and aligned with best practices, this collaborative effort expands access to affordable, quality care – helping working families pursue opportunity with confidence and strengthening our local workforce and economy.



## SAVE OUR SENIORS

The Nebraska Save Our Seniors program through 211 empowers Nebraskans aged 60+ statewide in overcoming hardships caused by abuse, neglect and/or financial exploitation. The program offers strengths-based, trauma-informed, person-centered services and referrals using a statewide circle of support that allows seniors to remain independent.

## SCOUTING FOR FOOD

Together with Scouting America, local Scouts collect and deliver essential food items – mobilizing neighbors, friends and families to come together in service. Their leadership is an example of how young people can make a tangible difference in our community.



**SCOUTINGFORFOOD**  
MID-AMERICA COUNCIL



## STAMP OUT HUNGER

In partnership with the National Association of Letter Carriers, this food drive invites residents to leave nonperishable donations by their mailbox for collection. It's a simple, powerful way our community comes together to help stock local food pantries.



## UNITE NEBRASKA

Unite Nebraska is a coordinated care network of health and social service providers. Partners in the network are connected through Unite Us' shared technology platform, which enables them to send and receive electronic referrals, address people's social needs and improve health across communities.



## UNITED HOUSING NETWORK

Women United and the Siemer Institute support the United Housing Network, a collaborative effort that keeps families with children in their homes. By providing flexible funding and case management, families stay safe, stable and on track.



## WEATHERIZATION ASSISTANCE PROGRAM

UWM brought the Weatherization Assistance Program back to Douglas County in collaboration with OPPD and the Department of Water, Energy and Environment. This no-cost program helps low-income households reduce energy costs by about 20-30% while improving health and safety, with UWM's 211 Helpline handling applications and eligibility. Additionally, we leverage 211 and our community-wide perspective to connect families to other resources to ensure safety in the home.



**WEATHERIZATION  
ASSISTANCE  
PROGRAM**

# COMMUNITY INVESTMENTS

## Trusted Partners for Impact

The organizations listed below are part of a trusted network of nonprofits funded through United Way of the Midlands' volunteer review processes. Through this impactful approach, 120 volunteers direct resources where they can make the greatest impact and hold programs accountable for results the community can see and feel. By listening to local voices, we make sure funding decisions are shaped by people who know our community best. Together, we strengthen the safety net and ensure essential services remain within reach across the Omaha-Council Bluffs metro.

**African American Empowerment Network**

**Autism Action Partnership**

**Big Brothers Big Sisters of the Midlands**

**Boys & Girls Clubs of the Midlands**

**Brighten Our Future Early Learning Center**

**Carole's House of Hope**

**Catholic Charities Diocese of Des Moines**

**Catholic Charities of the Archdiocese of Omaha**

**Child Saving Institute**

**Christ Child Society**

**CIRA**

**City Sprouts**

**Code Black Tech**

**Collective for Youth**

**College Possible**

**Completely KIDS**

**Connected Roots Care Center**

**D2 Center**

**Eastern Nebraska Community Action Partnership**

**Easterseals Society of Nebraska**

**Education Rights Counsel**

**Educational Service Unit #3 Educational Foundation**

**Family Housing Advisory Services**

**Father Flanagan's Boys Home**

**Firefly**

**Girl Scouts Spirit of Nebraska**

**Girls Inc. of Omaha**

**Goodwill Industries**

**Habitat for Humanity of Council Bluffs**

**Heart Ministry Center**

**Heartland Equine Therapeutic Riding Academy**

**Heartland Family Service**

**Heartland Hope Mission**

**Heartland Workers Center**

**HomeWoven**

**I Be Black Girl**

**inCOMMON Community Development**

**inCOMMON Housing Development**

**Intercultural Senior Center**

**International Council for Refugees and Immigrants**

**Iowa Jobs for America's Graduates (iJAG)**

**Iowa Legal Aid**

**Jewish Federation of Omaha**

**Kids Can Community Center**



**LOCAL**



**IMPACTFUL**



*“There isn’t a better organization that I can think of that more efficiently curates the community’s dollars for the benefit of this great city.”*  
 - Clark Lauritzen,  
 Chairman and President, FNBO

La Fuente Business Center  
 Latino Center of the Midlands  
 Legal Aid of Nebraska  
 Little Leaf Learning Center  
 Lutheran Family Services  
 MICA House Corporation  
 Millard Public Schools  
 Nebraska Center for Workforce Development  
 and Education  
 Nebraska Diaper Bank  
 Neighborgood  
 New Visions Homeless Services  
 No More Empty Pots  
 Ollie Webb Center  
 Omaha ForUs  
 Omaha Home for Boys  
 Omaha Public Schools  
 OneWorld Community Health Centers  
 Partnership 4 Kids  
 Restoring Dignity  
 RISE  
 Room for Roots

Santa Monica House  
 Scouting America  
 Sheltering Tree  
 Siena Francis House  
 Stephen Center  
 TeamMates Mentoring  
 The Bay  
 The Salvation Army  
 The Simple Foundation  
 Together  
 United Cerebral Palsy of Nebraska  
 Urban League of Nebraska  
 Visiting Nurse Health Services  
 Whispering Roots  
 Women’s Center for Advancement  
 YMCA of Greater Omaha  
 Youth Emergency Services  
 YouTurn

*\*Includes agencies funded through Community Impact Fund, Greener Together and Karnett Trust investment processes during the 2025-2026 fiscal year.*



**COLLABORATIVE**



**EFFICIENT**

# GET INVOLVED

Make your giving go further, with bigger outcomes and lasting results. We make it easy for you and your team to take action in meaningful, flexible ways.



## PARTNERSHIP OPPORTUNITIES



**Employee Campaign**  
Inspire employees with simple online and payroll deduction options.



**Corporate Match**  
Showcase your corporate social responsibility by matching employee donations of time or dollars.



**Investment Process Management**  
Harness our expertise to organize your community grants.



**In-Kind Donations**  
Share your products or services through in-kind donations.



**Corporate Gifts or Grants**  
Support causes you care about, with results you can see.



**Special Events**  
Create unique experiences tailored to your team culture and goals.



**Volunteerism & Sponsorships**  
Show your support through high-visibility events.

# TOP 100 PARTNERS

As of June 2025



# TOCQUEVILLE SOCIETY



TOCQUEVILLE  
SOCIETY



## LEADING THE WAY WITH PURPOSE AND CARE

Inspired by Alexis de Tocqueville's admiration for the American spirit of civic engagement, the Tocqueville Society at United Way of the Midlands recognizes individuals who lead through exceptional generosity and annual gifts of \$10,000 or more. Established by a small group of visionary donors in Omaha in 1987, the Society has grown to more than 400 members who share a responsibility to give back. Together, Tocqueville Society members have exceeded \$150 million in total contributions -- building opportunity, stability and progress across our community.

## GIVING THAT GOES FURTHER

- Align giving with the areas of greatest need and the most impactful local programs
- Support hundreds of trusted programs with one strategic gift
- Connect a range of services at a scale no single program could reach alone
- Keep essential services within reach for families across our community
- Engage with purpose at exclusive gatherings with like-minded leaders
- Enjoy a tax advantage while supporting causes you care about



## WARREN BUFFETT CHALLENGE

Through the Warren Buffett Challenge, your Tocqueville Society gift has even greater impact. When UWM reaches 400 Tocqueville donors, Mr. Buffett donates \$1.6 million to strengthen our community.

# BRIDGEBUILDER SOCIETY



## A FOUNDATION FOR GOOD

With annual gifts of \$1,000 or more, Bridgebuilder Society members help fill critical gaps and strengthen the systems that hold our community together.

## HOW THESE GIFTS HELP

Bridgebuilder Society gifts are directed to high-impact programs aligned with four key areas: Healthy Community, Youth Opportunity, Financial Stability and Community Resilience.

## BRIDGEBUILDER INVESTMENTS:

- Connect neighbors with food, healthcare, transportation and utility assistance
- Keep families safely housed through eviction prevention and rent assistance
- Expand access to mental health services for young people
- Support job training and skill-building programs that lead to long-term employment



## MAKE GIVING A VISIBLE PART OF YOUR WORKPLACE

Inviting your team to give at this level is about more than fundraising. It's about creating shared purpose, building meaningful connections and recognizing employees who want to lead with care and generosity.

Many CEOs choose to host Bridgebuilder breakfasts or appreciation events, recognizing team members who give \$1,000 or more annually. These moments build morale, showcase your company's values in action and remind your team that their generosity is part of something bigger.

# WOMEN UNITED



## CONNECTION THAT INSPIRES CHANGE

With gifts of \$1,500 or more each year, Women United is a powerful network of leaders who lift each other up and make positive change possible for families across the Omaha-Council Bluffs metro.

- Raising awareness around critical issues like housing insecurity and access to mental health support
- Investing in high-impact local programs through collective giving
- Hosting meaningful events and volunteer opportunities to connect, learn and lead
- Advocating for change and amplifying the voices of women and families in our community

## IN THE METRO, 50 FAMILIES A MONTH EXPERIENCE HOMELESSNESS FOR THE FIRST TIME.

Led by Women United, the United Housing Network works with families to ensure they stay housed, stay stable and stay on track with:

- Flexible Financial Support
- Coordinated Community Support
- Housing Navigation
- School-Based Case Management
- 12-Month Follow-Up
- Tenant & Landlord Support

**100%**  
of contributions  
directly  
support families



*"I enjoy the amazing women that I have met and the commitment to our cause is what makes me so proud to be a part of this group."*

- Leslie Volk,  
Women United Chair



**UNITED  
HOUSING  
NETWORK**

# EMERGING LEADERS



UNITED WAY OF THE MIDLANDS  
**EMERGING  
LEADERS**

## BRINGING PHILANTHROPY TO LIFE

Emerging Leaders is a network of early to mid-career professionals who are already making their mark – at work, in the community and through their generosity.

## A LAUNCHPAD TO CONNECT, SERVE AND LEAD

Members of Emerging Leaders engage in purposeful giving, meaningful volunteerism and custom opportunities for growth including:

- Unique networking opportunities with other civic-minded professionals
- Hands-on volunteer events that tie into UWM’s impact areas
- Professional development experiences rooted in leadership and purpose
- Engagement with UWM’s work and behind-the-scenes community insights
- Recognition as an active leader in building a stronger Omaha-Council Bluffs metro

## DEVELOPING YOUR TALENT

Emerging Leaders helps members grow professionally while giving them a meaningful way to get involved and give back. Members gain visibility, build cross-sector networks and deepen their understanding of the community’s most pressing challenges – all while representing the company they work for.

*“Emerging Leaders is all about giving back and I’m so proud to be part of a group that’s dedicated to making a difference.”*

- Gemma Morales,  
Emerging Leaders Member



# RETIREE ENGAGEMENT

**2.2B**

hours of volunteer service are contributed each year by Americans age 55 and older

**88%**

of older adults say volunteering improves their sense of connection

Retirees who volunteer are

**64%**

more likely to report high levels of happiness

Give retiring employees a pathway to stay involved, share their skills and make a lasting difference. Retirement marks a major life transition and also a valuable opportunity to stay engaged in ways that bring purpose and impact. United Way of the Midlands offers retiring employees meaningful ways to give back through initiatives like Volunteers United, SkillShare and other community programs designed to keep their time, talents and values in motion.

By including United Way in your retirement packets or offboarding process, you're offering employees a natural next step: the chance to stay connected to their community, their values and each other.

## WAYS WE SUPPORT YOUR RETIRING EMPLOYEES

- Volunteer with purpose on flexible, high-impact projects
- Share experience and insight through mentorship and service
- Stay connected through local events and community updates
- Support programs that strengthen the community's safety net
- Explore legacy giving and other ways to continue making a difference

## WHY IT MATTERS

- Extend your culture of care beyond the workplace
- Reinforce your brand's commitment to community and well-being
- Support employee mental and emotional wellness in retirement
- Provide a meaningful touchpoint during offboarding and transitions
- Strengthen long-term engagement between your company and the community

## LET'S BUILD A BETTER TRANSITION

We'll work with you to provide customized materials or brief info sessions for upcoming retirees. It's a simple step with lasting benefits – for your people, your company and our community.

*Corporation for National and Community Service, 2018*  
*Voices for National Service, 2025*  
*Kiplinger Happy Retirement, 2025*

# PLANNED GIVING

## LEGACY SOCIETY

With a planned gift to UWM, donors become part of the Legacy Society – a group of philanthropists who've made the choice to invest in the future and ensure their generosity keeps working for the community they love.

## FLEXIBLE, PERSONAL GIVING OPTIONS

From beneficiary designations to an endowment, there are many meaningful ways to structure gifts. UWM can work with donors directly or with financial advisors to discover the right giving option that ensures this generosity keeps making a difference.

## A TRUSTED PARTNER

- More than 100 years of disciplined, transparent investment on behalf of the community
- Oversight from a respected local Board of Directors and financial leadership
- Impact measured through outcomes with accountability
- Strategic support to align giving with the causes you care about, areas of greatest need and impactful local programs

*Born and raised in Council Bluffs, Ron Lewer was a quiet, lifelong giver whose deep generosity and simple living led to a legacy gift of more than **\$836,000** to United Way of the Midlands endowment – supporting the community he uplifted throughout his life.*

# HOW YOUR LEGACY BUILDS OVER TIME

Based on an average 5% return

**50 YEARS** | **\$500,000**  
gifted in spending grants

**25 YEARS** | **\$250,000**  
gifted in spending grants

**10 YEARS** | **\$100,000**  
gifted in spending grants

**\$200,000 ENDOWMENT GIFT**



# VOLUNTEERISM AT WORK

Foster team spirit and connection through hands-on volunteering



## Year-Round

We come to you to build care kits for local nonprofits to distribute.



## July 28-31

Pack 5,000+ hygiene kits to help students start school with confidence.



## Year-Round

This program matches skills-based volunteer requests with those who have the expertise and experience needed.

## NATIONAL VOLUNTEER WEEK



## April 19-25

Celebrate volunteers and serve the community through metro-wide opportunities.



## Year-Round

Connect with caring people and support essential programs that keep our community strong.



## January 18, 2027

Honor Dr. King's legacy through service and community impact.



*Strong communities rely on a robust base of committed volunteers. One of the primary drivers in my decision to retire was to have more time to give back.*

*Being part of Volunteers United allows me to support the important work of United Way of the Midlands and join others in doing good across the metro.*

**- Greg Schilling, Volunteers United**



**September 11**

A one-day volunteer event supporting local nonprofits and community needs.



**November 7**

Providing local students with the essential winter gear they need to stay warm, safe and ready to learn.



**November & December**

Give back through holiday drives, volunteer projects and community support all season.

**VOLUNTEER YOUR WAY**

Contact our team for custom, flexible and ready-to-go opportunities to serve and build connection.



# COMMUNITY SPONSORSHIPS

United Way of the Midlands offers a variety of high-visibility sponsorship opportunities designed to connect your brand with the causes your employees, customers and community care about most.

Whether your goal is visibility, employee engagement or targeted giving, our team will help you identify the sponsorships that best align with your priorities and business goals.

- RANGE FROM \$1,000 TO \$25,000 AND TAILORED TO YOUR PRIORITIES
- INCLUDE RECOGNITION ON DIGITAL, PRINT AND EVENT MATERIALS
- INCLUDE CUSTOM OPPORTUNITIES FOR EMPLOYEE INVOLVEMENT
- COUNT TOWARD TOTAL UWM CONTRIBUTIONS



## WHY SPONSOR A UNITED WAY OF THE MIDLANDS ACTIVITY?

- Signal Your Commitment to Community Leadership
- Engage Employees and Customers
- Complement Your Workplace Campaign
- Tailor Your Impact
- Strengthen Community Connections



- April 9, 2026
- April 19-25, 2026
- April 27-May 8, 2026
- May 9, 2026
- July 28-31, 2026
- August 24, 2026
- September 11, 2026
- October 19, 2026
- November 7, 2026
- Winter, 2026
- December 11, 2026
- January 18, 2027
- February 2027

- Volunteer Appreciation Awards
- National Volunteer Week
- Get Involved and Give Back Digital Campaign
- Stamp Out Hunger
- Shine Bright
- Applied Underwriters Golf Tournament
- Day of Caring
- Annual Meeting
- Winter Warm-Up Coat Drive
- Year-End Giving Digital Campaign
- Blue Collar Boxing
- MLK Day of Service
- JAG Career Development Conference (CDC)

# BOARD OF DIRECTORS

As community leaders, these individuals are deeply invested in our work. They steward the vision of UWM and provide strategic guidance to move our organization forward.



**PAUL MAASS**  
BOARD CHAIR  
CEO  
Scoular



**SHAWNA FORSBERG**  
President & CEO  
United Way of the Midlands



**DAVE ANDERSON**  
Managing Partner  
KPMG



**CHANDA CHACÓN**  
President & CEO  
Children's Nebraska



**ANNA CRAMER**  
Chief Legal and Compliance  
Officer, People Officer  
Nebraska Medicine



**MATTHEW DEBOER**  
Global Director,  
Transportation Architecture  
HDR



**JASON HANSEN**  
President  
American National Bank



**GLADYS HARRISON**  
President & Owner  
Big Mama's Kitchen  
& Catering



**CAROL HENRICHS**  
Division Vice President,  
Patient Care Services  
CHI Health



**SAL ISSAKA**  
Director of Resident  
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U.S. Bank



**DINA TILGNER**  
President & COO  
NP Dodge Company



**GRETCHEN TWOHIG**  
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Provider Partnerships  
Blue Cross and Blue Shield  
of Nebraska



**TROY VIA**  
COO  
Omaha Public  
Power District



**LESLIE VOLK**  
Women United Board Liaison  
Director  
CFO Systems



**JOHN WALKER**  
Partner  
Lamson Dugan and Murray



**RANDY WOOD**  
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## CAMPAIGN LEADERSHIP

2025

Jeff and Lisa  
Russell



2026

Paul and Julie  
Maass



2027

Derek and  
Nicole Leathers



2028

John and Amy  
Henderson



2029

Chris and  
Michelle Leitner



# UPCOMING **EVENTS**

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**2026 Volunteer Appreciation Awards Luncheon**  
April 9

**Giving From the Heart**  
June 2

**Shine Bright**  
July 28-31

**UWM 2026 Campaign Kickoff**  
August 20

**Day of Caring**  
September 11

**UWM Annual Meeting**  
October 19

**Holiday Helpers**  
November 1 - December 31

**Winter Warm-Up**  
November 7

**Blue Collar Boxing**  
December 11

**2027 MLK Day of Service**  
January 18

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