



STRONGER TOGETHER



UNITED WAY
of the Midlands

THANKS TO THE GENEROSITY
OF THE UNITED WAY OF THE MIDDLE



\$30 M

TO INVEST IN OUR

ITY OF OUR COMMUNITY,
ANDS RAISED MORE THAN

ILLION

UR COMMUNITY



UNITED IS THE WAY

At United Way of the Midlands (UWM), we understand there is great need across the Omaha-Council Bluffs metro, and an enduring urgency to come together and support one another.

As needs evolve and new challenges emerge, we're honored to work alongside so many partners and community members who care deeply and want to give back to this place we all call home.

Together, we're helping individuals and families who are working hard but struggling to make ends meet by directing your care for community into impactful programs that provide assistance and deliver lasting results.

UWM EXECUTIVE BOARD COMMITTEE

Christopher Leitner

UWM Board Chair
President & CEO
Tenaska

Chanda Chacón

President & CEO
Children's Nebraska

Derek Leathers

Chairman & CEO
Werner®

Paul Maass

CEO
Scoular

Dina Tilgner

President & COO
NP Dodge Company

Troy Via

COO
Omaha Public Power District

Randy Wood

President & CEO
Lindsay Corporation

Shawna Forsberg

President & CEO
United Way of the Midlands



SCAN FOR
FULL UWM
BOARD LIST



LEADING WITH IMPACT

In today's fluid landscape, United Way is here – working alongside partners, donors and volunteers to create meaningful and lasting change across the metro.

\$.93 Efficiency Ratio

150+ Programs

57,000 Volunteer Hours

550+ Partners

Board members Chris Schaffer, Randy Wood and Denise McCauley joined UWM President & CEO Shawna Forsberg for a panel discussion at our most recent all-staff offsite.



RESULTS THAT MAKE A DIFFERENCE



HEALTHY COMMUNITY

Improving health and well-being for all

- 12 Million Meals
- 250,000 Health Services
- 175,000 Shelter Nights



YOUTH OPPORTUNITY

Helping young people realize their full potential

- 10,000 Youth Served
- 50,000 Youth Services
- 10,000 Academic + Employment Achievements

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

Building financial stability and strength

- 50,000 Education and Training Hours
- \$1 Million in Financial Assistance
- 15,000 Other Supportive Services



COMMUNITY RESILIENCY

Addressing urgent needs today to advance a better tomorrow

- 1 Million Family Essentials Distributed
- 400,000 Referrals Provided
- 50,000 Volunteer Hours

Data reflects fiscal year 2027 goals

OUR COMMITMENT

We honor your generosity by investing contributions efficiently and effectively. Your gift reaches neighbors across our community and helps people move forward with hope and support.

LOCAL

We're closely connected to the needs of our community, so donations are invested in the most impactful health and human service programs.

EFFICIENT

As trusted stewards of donor funds, UWM's efficiency means that 93 cents* of every donated dollar is invested back into our community – exceeding national standards.

COLLABORATIVE

Through public-private partnerships, the dedication of local volunteers and the expertise of community leaders, we deliver services that address community needs.

RESULTS-BASED

We collect program outcomes, measure impact and share the results with you.

**This calculation is based on fiscal year 2027 projections*



At DreamLab, Girl Scouts experience hands-on learning that sparks creativity, builds confidence and opens doors to new possibilities.

150+ PROGRAMS, PARTNERS & INITIATIVES

When you give to United Way of the Midlands, you fuel a network of proven programs and direct services that work together to meet our community's most pressing needs. Your generosity helps align resources where they're needed most, reaching a scale and impact no single program or organization could achieve alone.



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





KARNETT
TRUST



COMMUNITY IMPACT FUND

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.

100 Black Men of Omaha
African American Empowerment Network
Alcoholic Resocialization Conditioning Help
Autism Action Partnership
Big Brothers Big Sisters of the Midlands
Boys & Girls Clubs of the Midlands
Career EdVantage
Carole's House of Hope
Catholic Charities of Des Moines
Catholic Charities of the Archdiocese of Omaha
Child Saving Institute
Christ Child Society
CIRA
City Sprouts
Collective for Youth
College Possible
Completely KIDS
Connected Roots Care Center
D2 Center

Eastern Nebraska Community Action Partnership
Easterseals Nebraska
Family Housing Advisory Services
Firefly
Father Flanagan's Boys' Home
Girl Scouts Spirit of Nebraska
Girls Inc. of Omaha
Goodwill Industries
Habitat for Humanity of Council Bluffs
Heart Ministry Center
Heartland Family Service
Heartland Hope Mission
Heartland Workers Center
HomeWoven
I Be Black Girl
inCOMMON Community Development
International Council for Refugees and Immigrants
Iowa Jobs for America's Graduates (IJAG)

Iowa Legal Aid
Kids Can Community Center
La Fuente Business Center
Latino Center of the Midlands
Legal Aid of Nebraska
Lutheran Family Services
MICA House Corporation
Millard Public Schools
Nebraska Center for Workforce Development
and Education
Nebraska Diaper Bank
Nebraska Enterprise Fund
Neighborgood
New Visions Homeless Services
No More Empty Pots
Ollie Webb Center
Omaha Home for Boys
OneWorld Community Health Centers
Partnership 4 Kids
Restoring Dignity
RISE
Santa Monica House
Saving Grace Perishable Food Rescue
Shine Bright
Siena Francis House
Stephen Center
The Salvation Army
The Simple Foundation

The Wellbeing Partners
Together
Urban League of Nebraska
Visiting Nurse Health Services
Whispering Roots
Women's Center for Advancement
YMCA of Greater Omaha
Youth Emergency Services
YouTurn



For more information about
UWM's investments, visit:

UnitedWayMidlands.org/Impact

211 HELP STARTS HERE

Every hour of every day, someone in our region is facing a challenge and needs support. The 211 Helpline connects people looking for assistance to essential resources including housing, food, healthcare, financial support and mental health services. 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.

*388,000 CONTACTS



Get Connected. Get Help.™

TOP FIVE NEEDS OF CALLERS TO 211

HOUSING



UTILITIES



TRANSPORTATION



INCOME ASSISTANCE



FOOD/MEALS



**Represents calls, emails, texts, engaged web sessions and app interactions through our Contact Center during fiscal year 2026.*

For more information:
NE211.org or 211iowa.org



Behind every 211 call is a knowledgeable team ready to connect people with the support they need. 211 Training & QA Manager Kevin Richardson helps prepare our specialists to provide trusted guidance and resources.

211 COMMUNITY PROGRAMS

To address the evolving needs of individuals seeking help, 211 offers specialized assistance through the following programs to ensure help is accessible, responsive and rooted in community care.



211 Nebraska Warmline – Through a partnership with the Nebraska Department of Health and Human Services, the Warmline is a single point of contact for families to receive early access to community-based services that help prevent deeper system involvement and reduce family stress.



ADRC (Aging and Disability Resource Center) – The ADRC provides support for seniors, persons with disabilities, their families and caregivers with information, assistance and education on community and long-term services.



CRCSP (Court Referral Community Service Program) – In collaboration with Douglas County and the court system, the CRCSP and Offender Work Program connect participants with community service opportunities, verify completed service hours and report completion to probation officers and the courts.



Military and Family Helpline (MFH) – In partnership with Offutt Air Force Base and the Nebraska Department of Veterans' Affairs, the MFH embeds a navigator on base to connect veterans, service members and their families to community and base resources.



Save Our Seniors (SOS) – The program empowers Nebraskans aged 60+ in overcoming hardships caused by abuse, neglect and/or financial exploitation by offering strengths-based, trauma-informed and person-centered services and referrals – allowing seniors to remain independent.

WEATHERIZATION ASSISTANCE PROGRAM

UWM is proud to partner with OPPD, MUD and the Nebraska Department of Water, Energy and Environment to provide free weatherization services for eligible Douglas County households. The program helps lower utility costs while improving comfort, health and safety at home.

Through insulation, air sealing and home safety assessments, trained crews help create healthier, more energy-efficient living environments. United Way's 211 Helpline helps residents apply.



WEATHERIZATION ASSISTANCE PROGRAM

Benefits of the program include:

- Lower energy bills by up to 30%
- Improved comfort year-round
- Enhanced safety inside the home

Weatherization is provided at no cost to eligible households through federal funding from the U.S. Departments of Energy and Health and Human Services.

For more information:

UnitedWayMidlands.org/Weatherization



Mike Linarez - Director, Weatherization Assistance Program at UWM

GOODFELLOWS

United Way of the Midlands is proud to partner with the Omaha World-Herald to administer the Goodfellows program that offers assistance to those who find themselves in crisis and need a helping hand. Through 211 and community partners, Goodfellows provides emergency support and holiday food vouchers to help people move forward.

For more information:
GoodfellowsOmaha.com

Last year, Goodfellows
supported nearly
3,500 households

Omaha World-Herald
Goodfellows
In Partnership with United Way of the Midlands



UNITED HOUSING NETWORK

Without a home, everything else falls apart. The United Housing Network (UHN) helps families stay housed, stay stable and stay on track by combining flexible financial assistance with rapid connections to local support.

Our Approach:

- Focus on families with children to reduce school disruption and learning loss
- Prioritizes prevention and long-term stability over crisis response
- Leverages UWM's network and in-house programs for faster, more effective support

In Partnership With:



For more information:

UnitedWayMidlands.org/Housing-Network



**UNITED
HOUSING
NETWORK**

100%

of donations to
UHN directly
support families
thanks to a
partnership with the
Siemer Institute

JOBS FOR AMERICA'S GRADUATES (JAG) NEBRASKA

JAG Nebraska is a for-credit, classroom elective available in middle and high schools that equips students with essential life skills, career development and leadership training to excel both academically and in their future careers.

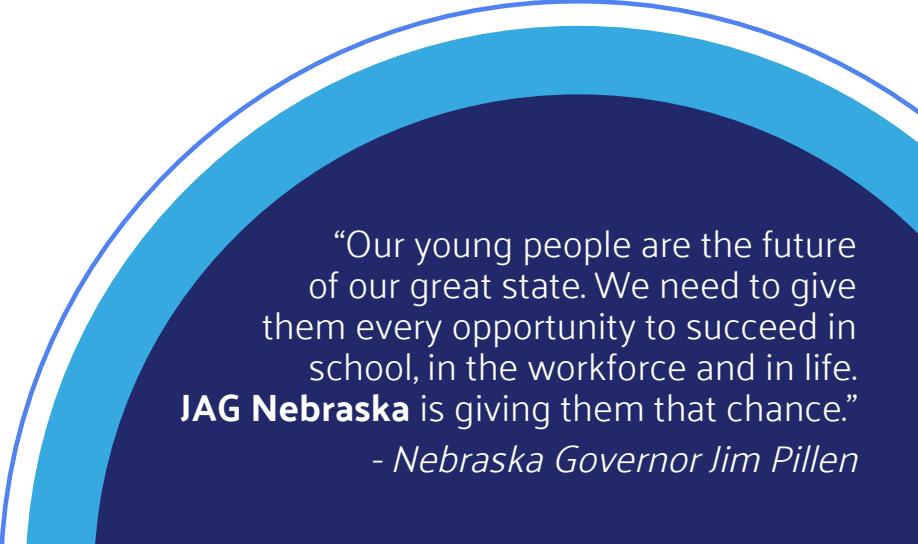
Through a partnership with the Nebraska Departments of Labor and Health and Human Services, and with the support of Governor Jim Pillen, the program plans to serve more than 5,500 students across the state for the 2026-2027 school year.

JAG Nebraska Outcomes*

- 99% graduation rate
(higher than the NE state average)
- 83% full-time employment rate
- 2,600 student engagement activities

**Based on 2024-25 school year and 12-month post-graduation follow-up*

For more information: **JAGNebraska.org**



“Our young people are the future of our great state. We need to give them every opportunity to succeed in school, in the workforce and in life.

JAG Nebraska is giving them that chance.”

- Nebraska Governor Jim Pillen



KARNETT TRUST

KARNETT TRUST

Created through a legacy gift from Ellen C. Karnett and administered by United Way of the Midlands, the Karnett Trust supports children with intellectual and developmental disabilities in our community. Volunteers review applications and make multi-year funding recommendations for programs in the Omaha-Council Bluffs metro.

2025-2027 Funded Agencies:

- Autism Action Partnership
- Completely KIDS
- Connected Roots Care Center
- Easterseals Nebraska
- Education Rights Counsel
- Goodwill Industries
- Heartland Equine Therapeutic Riding Academy (HETRA)
- Little Leaf Learning Center
- Sheltering Tree
- United Cerebral Palsy of Nebraska



For more information:
UnitedWayMidlands.org/Karnett

GREENER TOGETHER

By partnering with OPPD on the Greener Together Program, United Way of the Midlands is helping build a stronger, more sustainable future. Together, we're investing in projects that support local nonprofits – helping them build capacity, improve efficiency and deliver services in more sustainable ways.

Here's how the process works:

- Community members and OPPD customers contribute to the Greener Together Fund at a level that fits their budget.
- Local nonprofits apply for funding to support sustainability-focused projects.
- Funds are distributed to nonprofits to bring their projects to life – helping create a cleaner, healthier community for all.
- We track the impact, ensuring transparency and measurable results.

For more information:

UnitedWayMidlands.org/GreenerTogether

Omaha Public Power District



GREENER TOGETHER

In Partnership with United Way of the Midlands



SHINE BRIGHT

UWM partners with local school districts and raises funds for the purchase and assembly of Shine Bright hygiene kits for kindergarten, sixth- and ninth-grade students. The kits are then distributed to students in the Omaha, Council Bluffs and Papillion La Vista school districts – as well as JAG Nebraska students across the state. Each Shine Bright kit contains the full-size essential hygiene items kids need to feel prepared, confident and ready to learn.

Each year, Shine Bright:

- Brings together more than 400 community supporters
- Includes more than 30 organizations or companies
- Features age- and gender-appropriate essentials tailored to student needs
- Distributes 5,500 kits to school districts and JAG students across Nebraska

For more information: UnitedWayMidlands.org/ShineBright



WINTER WARM-UP

Every child deserves to come to school feeling confident, cared for and ready to learn. Unfortunately, during the harsh winter months, many local students across the Omaha metro face the cold without essential winter gear such as hats and gloves - impacting their health, learning and overall confidence.

In partnership with Omaha Public Schools, this program will help students access essential winter clothing so they're ready to face the cold weather and stay warm all winter long.



WINTER WARM-UP

For more information:

UnitedWayMidlands.org/WinterWarm-Up

OMAHA FEDERATION OF LABOR

Since 1941, the relationship between United Way of the Midlands and the Omaha Federation of Labor (AFL-CIO) has been built upon a mutual desire to create a better, stronger and more resilient community.

Blue Collar Boxing is a exciting night of amateur boxing and a community tradition that brings together local labor union members, businesses and supporters to make a lasting impact. The evening showcases the grit, determination and camaraderie of Nebraska's skilled trades while raising funds to strengthen critical programs.



December 11, 2026
7 p.m.

.....
Baxter Arena - Omaha, NE

BLUE
COLLAR
BOXING
UNIONS UNITED FOR GOOD



For More Information: BlueCollarBoxing.org



Every round at Blue Collar Boxing brings together local fighters and supporters to build a stronger community.

MAKING POSITIVE CHANGE POSSIBLE

Improving **HEALTH**
and **WELL-BEING** for all

Nina moved to Omaha 25 years ago and discovered Catholic Charities when her family needed help putting food on the table. The support they received inspired her to give back, continuing a tradition of service she learned as a child helping her family's small store provide food to neighbors in need. Today, she volunteers at the local pantry, where she sees firsthand how United Way's **Community Impact Fund** strengthens nonprofit partners and helps ensure families have the support they need.

A circular portrait of a woman with long, wavy brown hair, wearing a dark purple sequined top and a necklace with a small pendant. She is smiling slightly and looking towards the camera. The background of the portrait shows a wall with large, stylized black letters, including 'C' and 'H'.

About 20%
of adults in the metro area
ran out of food in the last year
before they could buy more.

Source: 2024 Community Health Needs Assessment

When individuals have what they need to thrive, it impacts our entire community. Here are some examples of how your care for community is making an impact across the metro.

Helping **YOUNG PEOPLE** realize their **FULL POTENTIAL**

Jasmine was already a dedicated student when she first joined **JAG Nebraska** – but she was also reserved, rarely participated in class discussions and was uncertain about her post-graduation plans. Thanks to the support of her Career Specialist and the program's project-based learning approach, her confidence grew and she started engaging with her peers and actively participating in class activities. But her real turning point came after JAG helped her secure an internship at Children's Hospital. It was there she discovered her desire to work in healthcare. This fall, Jasmine will begin pursuing her Bachelor of Science in Nursing degree with the goal of becoming a NICU Nurse Practitioner.

More than
7,500

youth in the metro are
disconnected from
work or school.

Source: 2022 Measure of America



OUR COMMUNITY IS STRONGER WHEN WE COME TOGETHER

Building financial STABILITY and STRENGTH

Daniel is an older adult living on a fixed income. When rising health care costs made it difficult for him to keep up with his utility bills, he earned about the **Goodfellows** program through United Way of the Midlands' outreach. The assistance from the UWM eligibility team helped connect him to resources and eased a growing financial burden. Daniel was overcome with gratitude and he is now seeking part-time employment to help supplement his income.



Elisabeth Hernandez - Program Assistant, Weatherization Assistance Program

1 in 4

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

Source: 2024 Community Health Needs Assessment

Addressing urgent **NEEDS** today to advance a **BETTER TOMORROW**

Tracey's home had become difficult to heat and cool efficiently with an aging furnace, air conditioner and water heater. Through United Way's **Weatherization Assistance Program**, her home received new appliances, insulation and other improvements that made a significant difference in comfort, air quality and energy efficiency. Tracey was especially thankful for the care and kindness of the team, who took time to explain each step of the process. "I am so grateful for everything done to my home to ease the burden of cooling and heating bills plus the comfort and air quality it's added," she said.

27%

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

Source: Dynamics of Poverty Report,
U.S. Census, 2017-2019 published
December 2022



WE MAKE IT EASY TO MAKE A DIFFERENCE



Year-Round

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



Year-Round

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



Year-Round

Join to connect with caring people and support essential programs that keep our community strong.



July 28-31

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



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.

For More Information: UnitedWayMidlands.org/Volunteer

UWM stays connected to local needs, partners with agencies to identify impactful projects and inspires people to come together in service.

57,000

service hours for
our community



November & December

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



January 18, 2027

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

NATIONAL VOLUNTEER WEEK



Third Week of April

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



Community members turn care into action through Shine Bright and other volunteer opportunities.

LEADING THE WAY WITH PURPOSE



TOCQUEVILLE SOCIETY

Inspired by Alexis de Tocqueville's belief in civic engagement, the Tocqueville Society recognizes individuals who make 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 annually and has exceeded \$150 million in total contributions. Mr. Warren Buffett matches a percentage of each eligible gift, multiplying the impact of these leadership investments.

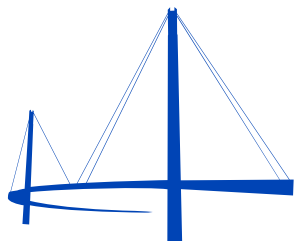
For more information: UnitedWayMidlands.org/Tocqueville

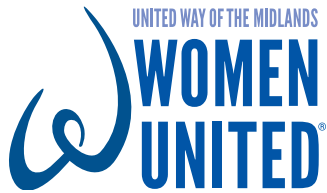


BRIDGEBUILDER SOCIETY

Established in 1989, the Bridgebuilder Society recognizes individuals and families making annual gifts of \$1,000 to \$9,999. Together, these contributions help bridge the gap between increasing needs in our community and services available to meet them by filling critical gaps and strengthening the systems that hold our community together.

For more information: UnitedWayMidlands.org/Bridgebuilder





WOMEN UNITED

With gifts of \$1,500 or more each year, Women United members lift each other up and make positive change possible for families across the Omaha-Council Bluffs metro. They strive to gain a deeper insight into challenges in our community and take action to support families across the metro. Women United's current initiative is the United Housing Network – working to keep families with children safe, stable and housed in our community.

For more information: UnitedWayMidlands.org/WomenUnited



EMERGING LEADERS

This dynamic group of early- to mid-career professionals are already making their mark – at work, in the community and through their generosity. Recognized for their annual gifts of \$250 or more, Emerging Leaders connect with each other, serve our community and lead projects that make a difference.

For more information: UnitedWayMidlands.org/EmergingLeaders

BUILD YOUR LEGACY

HOW YOUR LEGACY GROWS OVER TIME



ENDOWMENT GIFT
\$200,000

10 YEARS
\$100,000

gifted in spending grants

25 YEARS
\$250,000

gifted in spending grants

50 YEARS
\$500,000

gifted in spending grants

Based on an average 5% return



One Gift - A Lifetime Investment

A planned gift to United Way of the Midlands is a powerful way to make your generosity go further, creating lasting impact for future generations. When you make a planned gift, you become part of the Legacy Society, a group of caring individuals committed to ensuring opportunity, security and progress continue for years to come.

Flexible, Personal Giving Options

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

UWM is a Trusted Partner

- More than 100 years of community leadership and stewardship
- Strategic local insights and strong partnerships that maximize impact
- Accountability and measurable results that inspire confidence
- A commitment to directing resources where they are needed most

For more information:

UWMForeverUnited.org



Mark A. Weber has worked his entire career to help families efficiently transfer their wealth upon death to their heirs. Mark's connection to United Way began when he enrolled in the UWM Endowment Society in 1991 with a designation in his will. Through this gift, he hopes to instill in his children, and others, the need to help the less fortunate in our community.

HOW YOUR GIFT HELPS

Every contribution makes a difference. By investing in United Way of the Midlands, you're helping strengthen a network of trusted programs that respond to our community's greatest needs and ensure help is always within reach.



\$10

A MONTH

=

A 30-day bus pass to help individuals reach work, school or medical appointments and keep daily life on track



\$20

A MONTH

=

Clothing and hygiene supplies so a young adult living in a shelter can feel safe and cared for



\$50

A MONTH

=

40 take-home bags of nutritious food so children don't go hungry over the weekend



\$100

A MONTH

=

A full year of mental health support for three neighbors struggling to move forward



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

FOLLOW US ON SOCIAL MEDIA



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