

2025 Goals: Moving forward with greater precision and a focus on measuring impact.



United Way of the Midlands 2025 Community Impact Goals

We are a convener and collaborator, helping to bring organizations together to address challenges with collective responses.

The following 2025 Goals are the culmination of the work of UWM's strategic plan, community needs assessment, task force results, and study of national data and trends. The goals convey how United Way will invest and measure progress over the next ten years.

Our community is known for coming together to make a difference. If any community can make an impact on poverty, we can. Thank you for your support and for being part of this important journey.



United Way of the Midlands has been honored to serve the Omaha-Council Bluffs Community for the past 93 years.

Our continued research validates more than ever that the most effective way we can serve is through an ongoing focus on providing the most basic of needs – things like access to healthy food, medical care, safe and affordable housing, and academic supports – with the ultimate goal of helping families achieve long-term financial stability. We are committed to meeting the basic needs of those living in poverty and focused on reducing the need for these services moving forward.

With deep knowledge of both our community needs and local human services programs, we leverage analytics and performance measurement to ensure the greatest impact possible for the over 50,000 donors who invest through United Way of the Midlands.

United Way works to foster an integrated and coordinated system of basic needs supports to help individuals and families attain their full potential.

By 2025, over two million services addressing basic needs will be delivered to our neighbors living in or at risk of poverty.

In 2017, this is how we will work toward this goal:

1 | Provide 35,000 quality physical and mental health care services to improve health of community members.

Living in or at risk of poverty increases the chances of poor health, making access to health care even more important.

Connection to quality care supports a healthy community where students are ready to learn and workers able to be productive.

Connection to quality care improves health by encouraging preventive care and early treatment and also keeps costs down by reducing hospital stays and unnecessary emergency room visits.



2 | Provide 20,000 critical safety services to community members.

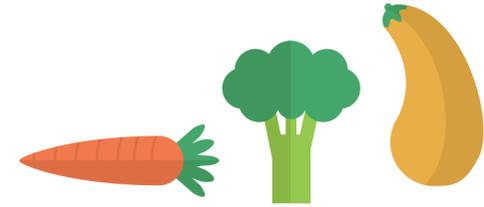
1 in 4 women and 1 in 7 men have experienced severe physical violence by an intimate partner.

Children who experience or witness violence are more likely to have poor health and difficulty in school. The impacts of such trauma continue into adulthood impacting physical and mental health, work performance and financial stability.

3 | Provide 53,000 referrals to services and supports through Nebraska's 2-1-1 for people seeking information on community resources.

Many residents are unaware of the health and human services available to assist them.

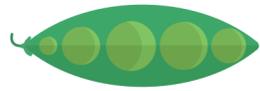
The 2-1-1 Call Center helps people in crisis get connected to the help they need.



4 | Provide 48,000 healthy food services to people at risk of hunger.

Children without enough to eat generally have poorer health, do worse in school and have higher hospitalization rates.

People struggling with food insecurity often face the choice of putting food on the table or paying for other basic needs such as utilities, rent or medications.



5 | Provide 15,000 services that link individuals and families to housing supports and help stabilize their living situations.

Student mobility correlates to poor classroom performance, higher dropout rates and problems in early adulthood, such as depression.

Adults also suffer from the stress of constantly moving, with increased rates of chronic and preventable diseases and with worsened mental health.

In the metro's largest school district, 8,723 students move in a given year.

United Way invests in wraparound supports to ensure our local children come to school prepared to learn the academic and essential skills needed to succeed.

By 2025, 85% of 9th graders (approximately 7,900 students) are on track to succeed in school and life.

In 2017, this is how we will work toward this goal:

1 | Improve grade-level reading and pre-literacy skills for 7,000 kids.

Grade-level reading matters for success in school. If a child does not read at grade level by the end of 3rd grade he or she is

four times more likely to drop out of high school, six times if that child lives in poverty.

2 | Develop key life skills in 17,500 students.

Students who develop key social and emotional skills are more likely to achieve proficiency in reading, writing and math.

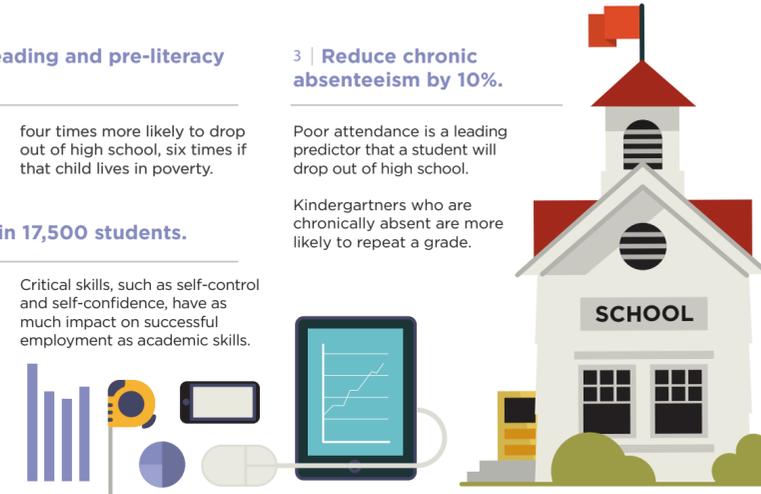
Critical skills, such as self-control and self-confidence, have as much impact on successful employment as academic skills.

Today's job market requires key problem-solving, teamwork, applied math and communication skills.

3 | Reduce chronic absenteeism by 10%.

Poor attendance is a leading predictor that a student will drop out of high school.

Kindergartners who are chronically absent are more likely to repeat a grade.



United Way invests to improve the financial stability of local residents. We support the development of essential interpersonal, academic and technical skills to gain and sustain a living wage job and to maximize the positive impact of work.

By 2025, 65% of residents (approximately 564,500 people) in the Omaha-Council Bluffs community are financially stable so they can support themselves and their families.

In 2017, this is how we will work toward this goal:

1 | Help 4,500 people increase their earning potential through access to job skill development and post-secondary education.

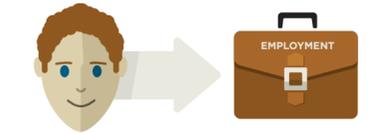
Over 600 local employers report they currently have positions for which they cannot find qualified candidates.

106,000 people (including 38,590 children) are living in poverty in our community.

2 | Improve the financial opportunities of 7,000 metro area residents through financial education, Earned Income Tax Credit and by eliminating barriers to work.

Financially stable individuals and families lead to a more competitive workforce and a stronger community.

Financial literacy is critical to avoiding high levels of debt, accessing credit and creating savings and building assets.



3 | Connect 1,000 young people who are not in school or working to meaningful education or employment.

By improving outcomes for this population, businesses and communities have the potential to increase savings for society, improve the quality of talent available to employers and interrupt a multi-generational cycle of poverty for youth and their families.

Each youth who is out of school and out of work costs taxpayers \$13,900 per year.

As education levels rise, median income increases and unemployment decreases.

C O M M U N I T Y

Why it's important



Approximately 300,407 (33.9%) of Omaha/Council Bluffs residents have had difficulty or delay in obtaining health care services in the past year.



3,297 (14.9%) kids in Pottawattamie county were reported as abused in 2014.

1,611
Substantiated neglect cases in Douglas and Sarpy counties in 2015.

Neglect cases are where a child is insufficiently provided with basic needs (e.g., food, shelter, clothing) which is often an economic issue.



81,000 people in Nebraska live with a serious mental illness.

16,866
Domestic Violence calls

Over 16,866 domestic violence 911 calls were made in our community in 2015.

14,094
Households with < 15% of income toward rent

15,878
Households with 15%-19.9% of income toward rent

15,591
Households with 20%-24.9% of income toward rent

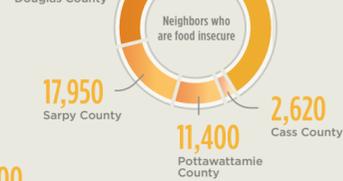
13,415
Households with 25%-29.9% of income toward rent



50,520 households are paying more than 30% of household income toward rent.

50,520
Households with 30% or more of income toward rent

75,540
Douglas County



1,500
Homeless

1,500 people in the Omaha-metro area are homeless on any single night.

Why it's important

13,094
Kids

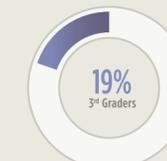
13,094 kids in grades 3-8 and 11 in Douglas and Sarpy counties weren't reading on grade level in 2014-2015.



Approximately 2100 (32%) of Council Bluffs students grades 2-11 were not reading on grade level in 2014-2015.

4,433
Chronically absent elementary students

4,433 elementary students across the Learning Community school districts were chronically absent per state definition in 2014-2015.



1,789 (19%) of 9,414 3rd grade students in the Learning Community school districts were not reading on grade level in 2014-2015.

406
Chronically absent K-8 students

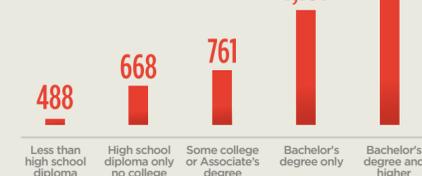
406 chronically absent K-8 students per state definition in the Council Bluffs Community School District in 2015-2016.

Why it's important

10,425
Disconnected Youth

Omaha is home to some 10,425 disconnected youth, those not in school or working.

Median Weekly Earnings



106,731 (12.3%) people in the Omaha-Council Bluffs metro area are living in poverty.



37.5% of residents, or approximately 326,000 people, in the Omaha - Council Bluffs metro area are not financially stable.

36,583
Neighbors

36,583 neighbors living in poverty work full or part time.