

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 partners deliver vital basic needs services and help families achieve financial stability.



United Way
of the Midlands

DONATIONS RECEIVED FROM IOWA FUNDERS

1,249 Donors + **19** Corporate Gifts = **\$636,801** Raised

TOTAL 2017-2018 IOWA INVESTMENT

\$1,075,000 Community Care Fund

\$ 442,000 Other Grants and Allocations

\$ 418,000 Initiative and Outreach Work

\$1,935,000 Total Amount Invested

COMMUNITY CARE FUND = \$1,075,000

The Community Care Fund remains the key channel through which United Way of the Midlands addresses poverty. Community Care Fund dollars are invested into programs that advance our community impact goals in three areas – basic needs, education and financial stability. Together, these programs form a network of supports that helps people achieve their full potential.

Rigorous tracking of investments made through the Community Care Fund allows us to illustrate, with more specificity, the impact those programs are having in Iowa.

Community Care Fund investments impacted the lives of **14,071** Iowans through **82** different programs provided by **41** different agencies.

2017-2018 Community Care Fund Investments by County:



2017-2018 Community Care Fund Investments by Support Area:



GRANTS AND ALLOCATIONS = \$442,000

United Way of the Midlands distributes millions of dollars through special grants and programs like Siemers and the Karnett Trust. Funds are also allocated to agencies through donor-directed designations as well as United Way of the Midlands' partnership with the Combined Health Charities.

OTHER INVESTMENTS AND SPECIAL INITIATIVES = \$418,000

United Way of the Midlands also contributes to the community by operating the 2-1-1 Helpline, hosting capacity-building workshops, facilitating groups that drive impact and more.

- The 2-1-1 Helpline is a free, confidential Information and Referral (I&R) service that connects people in Nebraska and Southwest Iowa to a specialist who will help them find local health and human services. 2-1-1 answered 2,325 calls from residents of Southwest Iowa and provided 3,529 social service referrals. They also took an additional 4,991 calls on contract from the Quad Cities area, providing 5,604 referrals.
- UWM provided leadership on a project to create a community-wide food plan that includes Pottawattamie County and engaged three Iowa agencies.
- To help find new paths forward for youth who are not in school or working, UWM lead the work of the Opportunity Youth Alliance. More than 40 agencies participated, with several representing Iowa interests.
- UWM funded and provided evaluation expertise for the Opportunity Youth HUB, a pilot program that successfully expanded the reach of the Nebraska Children and Families Foundation's existing youth re-engagement center. The pilot connected 28 young people from Iowa (14% of the total pilot participants) to school or employment.

TOP 5 PROGRAMS SERVING IOWANS IN 2017-2018



Youth Sports for At Risk Youth
Served 1,581 residents



BOYS & GIRLS CLUBS
OF THE MIDLANDS
OMAHA • CARTER LAKE • COUNCIL BLUFFS

Served 1,278 residents



Professional Counseling Program
Served 1,479 residents



Domestic Violence and Sexual Assault Program
Served 1,126 residents



HOPE DIGNITY JUSTICE.
IowaLegalAid.org

Economic Stability Project
Served 651 residents

GET INVOLVED

It takes a community to tackle our area's greatest challenges. 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 the initiatives and volunteer activities made available through United Way of the Midlands.



Emerging Leaders: A dynamic group all about making connections – with a purpose. Members participate in meetings, events and volunteer projects to create positive change in our community. Currently, the Emerging Leaders support the Book Trust initiative. For more information, visit unitedwaymidlands.org/advocate/emerging-leaders.



Women United: A diverse, vibrant group of women leaders, bound together by their desire to advocate, volunteer and give to those who need it most. Currently, Women United supports the Opportunity Youth initiative. For more information, visit unitedwaymidlands.org/advocate/women-united.

Opportunity Youth: An initiative to support Opportunity Youth, 16-24 year-olds who are currently disconnected from education or work. To get involved, please consider donating to the initiative. Donations support the Hub, a pilot program that helps Opportunity Youth navigate existing resources and supports in our community. For more information, visit unitedwaymidlands.org/initiative-opportunity-youth.

Campaign for Grade-Level Reading: A community-wide, collaborative effort to increase early reading proficiency. The campaign, which expands upon Pottawattamie County's Raise Me to Read initiative, focuses on three core components: school readiness, school attendance and summer learning. To get involved, please consider donating to the initiative. For more information, visit unitedwaymidlands.org/cglr.

Book Trust: An initiative to bring books to K-3rd graders in ten Title 1 schools across six school districts. Students are given a stipend of \$7 a month to select and purchase their own books from a Scholastic Reading Club. To get involved, please consider donating to the initiative, sponsoring a Book Trust school or volunteering in a classroom. For more information, visit unitedwaymidlands.org/initiative-book-trust.