

**UNITED WAY OF THE MIDLANDS CONTACT:**

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**United Way of the Midlands Ranked Seventh in the Nation for Performance**

United Way of the Midlands (UWM) is pleased to announce it has been ranked as the seventh best United Way in the nation for campaign performance out of approximately 1,200 United Ways.

The ranking is determined by United Way Worldwide's Performance Index. The performance index takes into account each United Way's fundraising campaign size, campaign per capita, campaign per effective buying income (EBI, a measure of disposable income) and growth in each of these areas between 2001 and 2017.

Shawna Forsberg, president and CEO of UWM, accredited the organization's success to the residents of the Omaha-Council Bluffs metro.

"This achievement speaks to the generosity of our entire community," she said. "United Way has worked hard to grow and evolve to meet our community's needs, but we wouldn't have been successful without the support we've received from donors, companies, volunteers, foundations and our nonprofit partners, as well as the hard work of the UWM staff.

"We also recognize the dedication and passion of our Campaign Chairs Tim and Terri Burke. They have inspired countless individuals and businesses to get involved and give back to our community."

UWM partners with 700 local organizations and more than 40,000 donors to raise millions for the Omaha-Council Bluffs metro each year. Because of their support and UWM's continued focus on cost efficiencies, UWM is able to invest 91 cents out of every donated dollar back into the local community.

As UWM looks to the future, it will maintain its focus on financial excellence while continuing to prioritize impact. As part of this effort, the organization has implemented the Results Based Accountability framework into its grant process. This will help UWM more accurately measure the effectiveness of its investments in local nonprofit programs.

"We couldn't be more excited about what lies ahead," Forsberg said. "With the support of our community and our nonprofit partners, we can help even more of our neighbors in poverty meet their basic needs, receive the supports they need to succeed in school and become financially stable."

**About the United Way of the Midlands**

Thanks to donors, volunteers and community partners, United Way of the Midlands is not only focused on addressing our community's human needs today; it is focused on what can be, and what should be. It is building on today's strong partnerships to create even more comprehensive human service efforts tomorrow, so our community can solve some of the root causes of poverty. United Way is community-based, community-focused. Thanks to those who share their strength, United Way is COMMUNITY STRONG. We invite you to visit [www.UnitedWayMidlands.org](http://www.UnitedWayMidlands.org) for more information.

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