

July 31, 2017

Cox Communications Supports Omaha 2-1-1 Helpline With Three-Year Grant

United Way of the Midlands (UWM) is proud to announce it will receive a gift of \$60,000 from Cox Communications over the next three years to support operations at the 2-1-1 helpline.

The helpline at United Way makes important connections for people in need. The staff makes referrals to public and nonprofit services that can address their urgent situation, and help them move toward financial stability in the future.

This one-stop-shop for human service help provides the free service to residents of the Omaha-Council Bluffs metropolitan area, including nine counties in Southwest Iowa – and serves callers from across the state of Nebraska. The center answered more than 54,000 calls in 2016.

The most frequently reported needs from year-to-year are for housing and utility assistance. Other situations involve individual and family support for food assistance, protective services, respite care and burial expenses.

“Cox believes in investing in the neighborhoods we serve, and United Way of the Midlands’ 2-1-1 service is a multifaceted lifeline for individuals across our community” said Cox Market Vice President Lynne Sangimino. “Connecting those most in need to vital resources has never been more important.”

“Creatively partnering to help the organizations bringing these programs to life is just as critical to us,” said Sangimino. “In addition to our financial support, Cox is pleased to provide call center management expertise through skill-sharing and peer-to-peer engagement.”

“Cox Communications’ multi-year contribution will accelerate United Way’s collaborative work to address critical needs and advance progress toward measureable human service goals” said UWM president and CEO Shawna Forsberg. “United Way is honored to launch this new partnership and we look forward to making an even greater impact on the lives of those who seek basic needs assistance and opportunities to reach financial stability.”

To support the United Way of the Midlands’ annual campaign, Cox Communications will also donate broadcast airtime on more than 60 cable networks, scrolling messages during The Weather Channel’s “Local on the 8s” broadcasts and digital advertising to celebrate the campaign’s kickoff August 22.

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 for more information.