United Way of the Midlands’
ANNUAL REPORT
July 2013 – June 2014
A COMMUNITY’S STRENGTH

Community’s strength can be measured in many ways, and by a variety of methods. But at the heart of every approach, you’ll find people making the difference.

United Way of the Midlands exists because people gathered more than 91 years ago to help those in need. They came together to bring that caring to the next level, a larger scale, and make it more efficient. It has grown and changed in those nine decades, thanks to donors, corporate and civic leaders, and community volunteers who believed in the power of people to find solutions for problems. They believed in the power of creating positive change for our neighbors.

Every year, a committed team of our neighbors carefully invests donor dollars in the best programs across the greater Omaha-Council Bluffs metropolitan area, in pursuit of a positive impact.

Over the past two years, thousands of people gathered for neighborhood and community conversations, and took part in surveys. They talked about local human challenges, and some of their own. They suggested and tested possible solutions. They spoke loud and clear about the need for people and groups to work together to make positive, permanent change that reduces poverty.

People are still our community’s strength, and United Way’s as well. They always will be. This annual report shows where we are today, and how we want to put the community’s collective response into action – for the benefit of all who live and work here.
Karen Bricklemyer, United Way President and CEO, passed away on July 28, 2014, after suffering an aortic dissection. Karen was 47 years old, and left behind husband, Jordan, and two children, Hannah and Emma. She is also survived by her parents, sister and brother, nieces and nephews, an aunt and cousins.

Lance Fritz, United Way of the Midlands Board Chair, said that Bricklemyer quickly determined upon her arrival here in early 2011 that the greater Omaha area is characterized by a number of metro-area neighborhoods. The board president said Bricklemyer set a strategy in motion to achieve that goal.

“It will be Karen’s legacy that more children will get the additional support they need to be Classroom Ready and graduate from high school, and for all young adults to be Workforce Ready and achieve financial independence,” said Fritz. “The organization’s historic support for Basic Need services for the most vulnerable will continue to be a priority.

“I am confident the United Way will maintain Karen’s work and momentum, and also continue to look for the benefits of our entire community.”

Fritz is President and Chief Operating Officer of Union Pacific Railroad.

Bricklemyer’s involvement in the Omaha metro area included membership on the Greater Omaha Chamber of Commerce Board of Directors and its Omaha Executive Institute, 2011 Building Bright Future’s Community Advisory Network and Omaha Business Ethics Alliance Board of Trustees. She also participated in a superintendent search committee process for Omaha Public Schools, the Omaha Network, and was a member of a regional group of female CEOs and the executive committee here in the Omaha metro area. Bricklemyer also served as a member of United Way Worldwide’s Membership Accountability Committee.

Donations made in Karen’s memory can be addressed to the Karen G. Bricklemyer Fund, which resides with the United Way of the Midlands Foundation. As of October 2014, $44,583.90 has been donated to make our community stronger.
The desire to gather our community's feedback made fiscal year 2013-2014 a very busy one for United Way. The Community Assessment was underway, conducted in partnership with Omaha Community Foundation, Iowa West Foundation and ConAgra Foods Foundation. Together, we wanted to hear the community's voice – to get a snapshot of current conditions, identify the most urgent needs, and to better understand how each of the nonprofits could use their unique strengths to serve people and work toward even greater community strength.

In addition to online and mailed public surveys in Spring 2013, our neighbors shared their opinions with us in a variety of ways, including:

- Community conversations with residents in North, South and West Omaha and Council Bluffs
- Solutions-oriented World Café brainstorming sessions, with community leaders, human service providers and others
- Surveys and focus groups targeted toward those with household incomes below $35,000 and those considered to be “vulnerable populations” to gain a greater understanding of their challenges.

More than 4,700 of our neighbors raised their voices. Even in our thriving metro area, poverty was mentioned time and again – families and entire neighborhoods had a negative impact, not only at the personal level, but the community as well.

This confirmed the findings of UWM's strategic planning team led in 2011-2012 by Ken Stinson, Chairman Emeritus of Peter Kiewit Sons', Inc. and Omaha World-Herald Publisher and CEO Terry C. Hickey, who agreed United Way should continue to provide critical support for local "safety net" of basic needs services.

The process had also resulted in a call for UWM to become a proactive catalyst for long-term solutions for local challenges, and to unite with other nonprofits, public and civic organizations to end the social and economic root causes of our neighbors’ hardships. This directive would later help guide United Way in 2014 in an evolution of its service to the Greater Omaha metro area.

Our Community & United Way: Evolving Together, In Strength

United Way honors its past. Recognizes today's challenges. It's working toward an even stronger community tomorrow.

1. Previous Community Research Efforts

Findings from over 50 previous studies were leveraged to identify key learnings and to assist with development of the study methodology.

2. Community Needs Survey

Two surveys were available: A mailed survey that included a representative sample of our community, and a web survey open to all adults.

3. Community Conversations

Four community conversations used audience polling technology to hear more in-depth feedback from a wide cross-section of residents.

4. Targeted Survey

This survey of participants with household incomes below $35,000 provided a deeper understanding of the themes identified in the broader community survey.

5. Focus Groups

13 focus groups were held exploring themes identified in the prioritized needs survey. Participants were recruited who met a specific set of criteria, ensuring they represented a subset of a vulnerable population.

6. World Cafés

Four World Café-style facilitated meetings were held with service providers, community leaders, policy makers and other stakeholders. During these sessions, the list of possible solutions identified throughout the Community Needs Survey were refined and the group explored opportunities for community partnerships and collaboration to more efficiently and effectively develop solutions.

7. Inventory of Programs

An inventory of programs and existing community funding was developed to understand the current landscape and "gaps" in programming and funding.
IMPACT: CAREFUL COMMUNITY INVESTMENT

United Way is proud to build a connection from our community’s generous donors and volunteers to those of our neighbors who struggle to maintain their well-being and independence. Funded programs also provide a hand-up for people who are working to stabilize their living situation to begin building a better life for themselves.

On July 1, 2013, United Way of the Midlands’ Board of Directors approved the release of campaign contributions for the 2013-14 fiscal year in 11 areas of human service:

- **Family Support**: 6%
- **Senior Recreation**: 2%
- **Youth Resources**: 17%
- **Mental Health**: 15%
- **Health**: 13%
- **Basic Needs**: 9%
- **Youth Recreation**: 9%
- **Housing, Employment & Income**: 9%
- **Mentoring & Youth Development**: 8%
- **Domestic Violence & Sexual Abuse**: 8%
- **Safety, Disaster & Volunteers**: 6%
IMPACT: HOW YOUR CONTRIBUTION CHANGES LIVES

You’ve heard the saying “strength in numbers.” It’s true in more ways than one at United Way. Sure, the millions of dollars that come from millions of donors provide support for great human services programs. Thousands of people volunteer for UW, or hold great work opportunities with our agencies. Clients of organizations receive financial support through our comprehensive funding process, and we collaborate with many, never-at-odds sorts of community-strengthening projects.

But the numbers inevitably earn the most important ones. They represent the people of whom we all care. These numbers provided to individuals and families, and the lives they’ve changed. These are the figures United Way’s community investment volunteers pay close attention to when they seek to allocate the proceeds of the annual campaign. They’re good numbers, but we continue to seek even greater results, in the quest to make our community even stronger.

* These figures represent highlights from some of the programs that received United Way support in FY 2013-14.

12,642
The number of times households accessed help for rent and utility assistance, housing, and preparation for home ownership.

64,359
The number of services patients needed received for necessary health care, infant care and vaccinations, and medical equipment.

14,209
The number of times services were provided to help serve victims of domestic abuse.

20,583
The number of individuals who received food, clothing and shelter during a time of crisis or disaster.

52,709
The number of individuals who received food.

1,462
The number of services families used to become more independent by securing employment.

23,075
The number of young people who achieved greater success in school through out-of-school-time programs.

1,315
The number of children who increased their skills through high-quality early childhood programs.

1,297
The number of older adults who used a funded program to help improve their health, engage in social activities and avoid isolation.
Funding for local health and human service programs has long been a community-based process at United Way. Staff and local volunteers have spent countless hours considering the best use of donor dollars.

Through the years, the process and timelines have gone through changes. In 2013-14, the robust Community Investment Review Teams (CIRTs) created in the previous year continued to represent a powerful dedication to the citizen-volunteer’s involvement.

139 people were recruited in early 2014 for CIRT teams. The volunteers included individual donors from some of the companies and organizations that participate in the annual campaign, as well as members of the Women’s Leadership Council – a highly-engaged group already committed to United Way’s community-building mission.

Another key group of volunteers were recruited for their knowledge and experience in specific areas of health and human services – “content experts” who could provide valuable context for the larger group.

Over the course of five months, CIRT volunteers reviewed funding requests, visited the site of each funded program, examined the results, and had candid discussions with the nonprofit partners on the front lines of local human services. Their recommendations were reviewed and vetted by the Community Impact Cabinet, led by Dr. Mary Hawkins.

This thorough process enables United Way to invest in the most effective services available across the community. It guarantees the biggest impact possible with donors’ contributions, and the greatest opportunity for our neighbors to get back on their feet.

The CIRT’s funding decisions were voted on and endorsed by the United Way of the Midlands Board of Directors, and funding was distributed to the 121 programs starting July 1, 2014 and running through June 30, 2015.

In late 2014, United Way will accept the first applications from new and currently-funded non-profit organizations for the Basic Needs and United By Strength priorities. CIRT volunteers will review these requests in early 2015, making decisions on United Way support that will begin July 1, 2015.

2-1-1: THE POWER OF INFORMATION

In addition to supporting a network of human services that provide help for those in need across the greater Omaha-Council Bluffs metropolitan area, United Way offers our neighbors a free, confidential call that can connect them with local resources to help establish, maintain, and grow stronger. This assistance is particularly helpful for the most vulnerable populations, including the elderly, disabled, and those affected by crisis, including victims of the tornado in Pilger, Nebraska.

2-1-1 provides callers with valuable referrals 24 hours a day, to a wide variety of public and nonprofit programs, including the Omaha World-Herald Goodfellows Charities, and the U.S. Marine Corps’ “Toys for Tots.”

Information and Referral Specialists identify the agencies and services best suited to each caller’s situation and location. The call can be made any time of day or night, from any phone number in Nebraska and eight counties in Southwest Iowa.

More than 190,000 calls came into the center from July 1, 2013 through June 30, 2014. Requests for help with housing and utilities accounted for 52% of the calls. Online, people searching for helpful services visited 47,483 times at www.211omaha.org and www.211nebraska.org during the same time period. Southwest Iowa residents can access their online information at the Nebraska site and at www.211iowa.org.

Tele-interpreter services are available for non-English-speaking callers. Roughly 92% of all U.S. residents can dial 2-1-1 in their communities, too.

Boys and Girls Clubs of the Midlands
There's a key resource that benefits our community in very personal ways: the volunteer. One-time or ongoing projects give individuals, families and corporate teams the chance to give back to local human services in action, and provide support for people working to build a better life for themselves.

United Way of the Midlands is proud to marshal volunteer resources, by connecting hundreds of people each year to service opportunities, including our Community Investment Review Teams.

**DAYS OF SERVICE:**

**Day of Caring:** October 18, 2013: 800 people, 82 projects across the Douglas, Sarpy and Pottawattamie county metro area, including cleaning and painting for nonprofit groups, stocking food pantries, and organizing children in a community service day at school agencies.

**Holiday Helpers:** November/December 2013: Individuals, groups and families donated their time to help nonprofits spread some holiday joy to their clients. Projects included serving meals, sorting Christmas donations of food and toys, and providing cleanup support at a variety of agencies.

**Martin Luther King Jr. Day:** January 20, 2014: Women’s Leadership Council members and other community volunteers worked with children at youth-serving agencies around the metro area.

**Community Investment Review/Reinvest (CIR/IR) Process/UWM Board:** January to April 2014: 13 volunteers in the inaugural group of Community Investment Review/Reinvest members reviewed agency funding requests, determined which would receive UWM donor support, and made recommendations. Their recommendations were approved by the UWM Board of Directors.

**YEAR-ROUND VOLUNTEERING:**

**Women’s Leadership Council (WLC):**

The WLC is a powerful network of caring women who invest their time, talent and resources to explore and address critical issues facing the metro area. Through the WLC, women can be brought into the decision-making process of local nonprofit and community organizations. By participating in their service hours, offenders and others in the community can see the impact of their efforts. Members also provide financial support for nonprofits working to strengthen community connections, members also provide the ad of other community services at various events throughout the year.

**Eastern Nebraska-Western Iowa Medical Reserve Corps:** On behalf of our community, United Way thanks the health professionals who train annually to ensure that the “first hour” of a public health emergency. MRC members volunteered on the ground in a Federal Emergency. Volunteers included, among others, a psychologic adviser for survivors. To strengthen the Corps’ working relationships and community connections, members also provide the aid of other community services at various events throughout the year.

**Court Referral Community Service Program:** In partnership with the Douglas County and District Courts, United Way matches court-ordered offenders with volunteer opportunities at a variety of local nonprofits and community organizations. By completing their service hours, offenders and others in the community can see the impact of their efforts. Members also provide financial support for nonprofits working to strengthen community connections, members also provide the ad of other community services at various events throughout the year.

Local residents can browse available opportunities online, and the search clients at www.UnitedWayMidlands.org/volunteer.

**VOLUNTEER ENGAGEMENT: COMMITMENT TO COMMUNITY**

*Based on Independent Sector’s estimated hourly rate for Nebraska of $20.13

[1] [1] United Way of the Midlands
The United Way of the Midlands drive is the community’s single-largest individual fundraising campaign for local health and human services. It’s an effort that includes thousands of volunteers, and gifts large and small, from thousands of donors. United Way’s metro area-wide effort, including local federal workers who give through the Combined Federal Campaign (CFC), brings people and organizations together in a common cause – to create positive community change.

2013

The 2013 United Way drive kicked off in late August, with an army of corporate leaders standing with Chairs Kirk and Teresa Kellner. The Kellners and volunteers on their campaign cabinet reached out to companies and individuals across Douglas, Sarpy and Pottawattamie counties, inviting them to support services that address basic needs and give our neighbors access to programs that increase their independence.

80,000 people pledged their financial support, and 800 organizations participated. The drive raised $22.7 million, including $903,813 for the CFC, making our community 40th in revenue support among 1,400 United Ways in the U.S. and around the world. These contributions are supporting health and human services programs across our community through June 30, 2015.

2014

At the Community Engagement Center on University of Nebraska at Omaha’s campus – a brand new center dedicated to community collaboration – the chairs of the 2014 UWM Campaign, Rodrigo and Mary Lopez, kicked off the annual drive on August 26. They set a high bar: $23.7 million dollars, to be pledged by individuals, foundations, and the employees of companies, nonprofit organizations and government agencies over the weeks ahead.

Already by launch day, a record $3 million was accounted for, thanks to a record number of early contributions from Tocqueville Society leadership givers, and local companies. The campaign runs through March 2015.

RAISING FUNDS FOR A STRONGER COMMUNITY

*As the Principal Combined Fundraising Organization (PCFO), United Way of the Midlands is required to report that its federation members are charged no member dues and/or service fees.
United Way of the Midlands’ leadership giving groups value and promote community awareness of local health and human service challenges through events that feature experts in the field and vigorous question-and-answer sessions.

These highly-engaged groups held three such events from Fall 2013 through June 2014:

**November 21, 2013 – Hosted by UWM Women’s Leadership Council**

“Violence in the Metro Area: Causes & Prevention Strategies”

**Moderator & Panelists:** Mark Foxall, Ph.D., CJM and Director of the Douglas County Department of Corrections; Francisco “Rick” Gutierrez, Unit Director of the South Omaha Boys and Girls Club; Sgt. Teresa Negron, Omaha Police Department; Thomas Warren, President and CEO of Urban League of Nebraska, Inc.

**April 22, 2014 – Hosted by UWM Tocqueville Society & ConAgra Foods, Inc.**

“Food Insecurity”

**Speakers:** Dr. Craig Gundersen, University of Illinois Economist and Professor of Agricultural Strategy; Kori Reed, VP of Cause and ConAgra Foods Foundation

**April 28, 2014 – Hosted by UWM Women’s Leadership Council**

“Mental Health and Its Impact on Our Community”

**Moderator & Panelists:** Rhonda Braeks, VLC member; Vice President of the Behavioral Health Support Foundation and co-founder of Living Hope Recovery Center; Candis Egge, CEO of Community Alliance Jeff Vallet, Assistant Clinical Social Service Director for The Salvation Army Wesley Casabian; Local mental health advocate.

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**FOR A COMMUNITY TO BE STRONG, ITS PEOPLE NEED TO BE STRONG**
As it has since 1923, United Way of the Midlands will continue to provide support for the basic needs of our most vulnerable neighbors. Hundreds of local residents remain in an emergency mode every day of their lives, seeking critical services currently defined by UWIM in the broad categories of food, shelter, health, and safety. Members of our community in need see basic needs support as more than just feeding someone, as it helps people prepare to take steps toward greater stability and provides strength for the local network of human services.

Basic need services will help stabilize their situation. But United Way must do more—to help them succeed.

**UNITED BY STRENGTH**

To not only serve needs but to solve problems, United Way is targeting some of its organizational strength and resources to help people succeed. To escape poverty that haunts their families and neighborhoods, and to help more of our neighbors become financially stable and independent members of our community. The new focus, called United By Strength, includes two approaches to empowerment:

- **CLASSROOM READY** means removing the barriers that local children face in learning, and helping them build skills that lead to school success and a high school diploma. They propose to:
  - Make sure children have a safe place outside of the classroom to practice what they’ve learned and get extra help on challenging subjects.
  - Provide parents the tools to help their children succeed, and address the experience gap that many children of poverty face.
  - Work on common goals with school districts and youth-serving agencies to improve student outcomes.

- **WORKFORCE READY** is United Way’s effort to collaborate with other community organizations to provide young adults with a choice of high-quality paths to train for and join the workforce. That means:
  - Helping teens and young adults build the right skills, confidence and personal commitment to succeed on-the-job today and tomorrow.
  - Preparing them for opportunities in college, apprenticeships and jobs in the job training.
  - Empowering our neighbors to become wealthier, more prosperous, financially stable and achieve economic independence.

With this new foundational work, United Way of the Midlands will issue an open call for proposals and initiate a request for new and currently-funded nonprofits in late 2014. Funding aligned with the new priorities begins with the July 2015-June 2016 investment cycle.

Keeping “community” at the center of this new work, local volunteers are helping United Way determine the way forward. As always, UWIM will seek out the very best programs with the strongest outcomes among new and currently-funded organizations.

**NEXT STEPS: COMMUNITY INPUT CONTINUES**

Keeping “community” at the center of this new work, local volunteers are helping United Way determine the way forward. As always, UWIM will seek out the very best programs with the strongest outcomes among new and currently-funded organizations.

- **UNITED WAY: FORWARD-FACING PRIORITIES**
  - To ensure a safe environment – a priority.
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When Dustin and his daughter Mariah found themselves homeless, they didn’t know where to turn for help. As a single dad, there were few shelter or temporary housing options available to them. But Dustin found help, and hope, after calling 2-1-1. United Way’s call center referred them to Family Housing Advisory Services, Inc. and within a week, they were living in their own apartment. The non-profit’s Family Support Program also helped Dustin with budgeting, financial management strategies and connected him with a list of job opportunities. The team at Family Housing helped them become more financially steady and created a safe and stable environment for Mariah, which also improves her opportunity for success in school. It’s an ongoing process, but one that gives them the skills and support to build a brighter future.

STORIES OF CHANGE

DUSTIN + MARIAH

BASIC NEEDS

United Way funded the Family Housing Advisory Services, Inc. and within a week, they were living in their own apartment. The non-profit’s Family Support Program also helped Dustin with budgeting, financial management strategies and connected him with a list of job opportunities.

The team at Family Housing Advisory Services helped them become more financially steady and created a safe and stable environment for Mariah, which also improves her opportunity for success in school. It’s an ongoing process, but one that gives them the skills and support to build a brighter future.

SHARLING + ARTURO

As a young adult, Sharling decided she wanted to make up for lost time and complete her education. Without a high school diploma, she and her husband Arturo enrolled in the GED program at the Latino Center of the Midlands, a United Way-funded program designed for Spanish-speaking adults.

The couple received instruction from a dedicated teacher, and studied alongside other motivated students. Now, they’ve both earned their GEDs. Arturo helps others prepare for their exams and is looking forward to college one day. A career.

Sharling is committed to continuing her education too, and looks forward to teaching their newborn daughter that education is the key to success.

LATINO CENTER OF THE MIDLANDS

Ben, a college student, was looking for a way to volunteer in our community. He signed up for a mentoring program at Kids Can Community Center, supported by United Way of the Midlands, where he could have a positive role model for a young person.

Ben was matched with Darius, who wanted a mentor — a friend he could look up to and hang out with. The two work together, play football, and they say baking is a big favorite too. Ben says his time as a mentor has taught him more than just how to help people. He’s helped him develop stronger leadership skills, and become more open-minded.

They both agree that their friendship has changed their lives in positive and lasting ways.

BAZAR:

22 23

29

22
FINANCIALS

REVENUES
Fall Campaign Contributions (Net of Collection Loss) $21,613,995
Other Revenue Items (Grants, Fees, Investments, etc.) $2,189,850
Total UWM Revenues $23,803,845

DISBURSEMENTS
Donor Designations ($4,907,161)
Allocations to Community Programs & Services ($12,863,796)
Community Services Provided by UWM ($2,613,706)
Operating Expenses ($2,905,490)
Reserves ($513,692)
Total UWM Disbursements ($23,803,845)

United Way of the Midlands’ audited financial statements and Form 990 are available at www.UnitedWayMidlands.org/Financials.

$20.3 million
Funding Distributed to our Community

$2.9 million
Fundraising & Administration

$.5 million
Board Reserve
Community's strength comes from its citizens—those who have vision, who are willing to invest in the future and in the well-being of their neighbors.

Our community's strength comes from members of the United Way of the Midlands, Tocqueville Society.

With an annual contribution of $10,000 or more, Tocqueville donors put their vision into action by strategically investing in a comprehensive network of the Omaha-Bellevue-Council Bluffs area's strongest health and human services. Tocqueville members carry out this vital process of vetting services.

Tocqueville members provide United Way with leadership to pursue long-term solutions to our community's most difficult human challenges.

Members have a historic commitment to United Way support of basic needs, and the funding for food, shelter, safety and health continues in 2014 and beyond. The Tocqueville Society's philanthropic leadership also inspires a focus on efforts that prepare our children, teens and young adults for a rewarding and self-sufficient life.

United Way's work relies upon the determination and support of Tocqueville Society members to realize the full potential for the next generation. There is much to do. Proudly, that work is advancing today.

Tocqueville Society Recognition Levels

La Table Ronde des Millions de Dollars: Members who have given $1,000,000 or more cumulatively throughout their lifetime.

Ordre de Prospérité: $750,000 to $999,999.
Ordre d’Egalité: $50,000 to $74,999.
Ordre de Connaissance: $500,000 to $749,999.
Ordre de Liberté: $25,000 to $49,999.
Ordre d’Indépendance: $250,000 to $499,999.
Ordre d’Altruiste: $20,000 to $24,999.
La Société Nationale: $100,000 to $249,000.
Ordre de Classique: $15,000 to $19,999.
Ordre de Fraternité: $75,000 to $99,999.
Ordre de La Société: $10,000 to $14,999.

Step-Up Tocqueville Members: Members who pledge to increase their contributions to Tocqueville Society level over a three-year period.
LA TABLE RONDE DES MILLIONS DE DOLLARS

Two donors wish to remain anonymous.

ROBERT B. DAUGHERTY FOUNDATION

Robert B. Daugherty Foundation

Δ Carmen and John Gottschalk

Δ Holland Foundation

Δ Peter Novick Foundation

Δ Suzanne* and Walter Scott, Jr. *Deceased

Loyal Contributors

Δ Charter Members
ORDRE DE FRATERNITÉ

Peter Kiewit Endowment Fund

ORDRE D’ÉGALITÉ

Henry A. Davis, Ann and Ken Simon, Kiewit, VecTech Family Foundation

ORDRE DÉ LIBERTÉ

Cindie and Magnus Bøe, Valmont Industries, Inc.
Simon and Alice Borel, Union Pacific Railroad
Howard L. and Barbara A. Heeks
Mary C. and Charles F. Holder
Donna and Matt Johnson, Kiewit
Patricia and Brian Keck, ConAgra Foods, Inc.
Stephan and Jack Koraleski, Union Pacific Railroad
Bruce and Gail Lawhiser, First National Bank of Omaha
Sara and Jeff Pedersen, Omahans.com
Mary and Rodrigo Lopez, AmeriSphere Multifamily Finance LLC
Marilyn and Carl Mammel
Linda and Douglas Patten, Kiewit
Barbara and Gary Reddin, ConAgra Foods, Inc.
William and Ruth Scott Family Foundation
Barbara and Todd Simon, Omaha Steaks
Bruce and Holly Simon, Omaha Steaks
Annette L. and Paul C. Smith, Tenaska
Robert H. Sloz, Sloz Foundation
Manlio R. and Mark R. Wright, Wright Printing Co.

ORDRE D’ALTRUISTE

Judith and Jack Baker
Patricia and Richard Bell
Dr. Amy M. Haddad and Steven S. Martin, Creighton University
Blue Cross and Blue Shield of Nebraska
Sara and Rick Masters, Wells Fargo Bank, N.A.
Heaters Business Performance Coaching, Inc.

ORDRE DE CLASSIQUE

Maureen and Rich Arndt, Mutual of Omaha
Marian and Harold Andersen, Retired Publisher – Omaha World-Herald Company
Ann and Peri Barton, Stettler S. Bartruff, Wells Fargo Bank, N.A.
Barbara and Dan Bratko
Lori and Paul Hogan, Home Instead Senior Care
Susan and Todd Johnson
A. William "Bill" Kernen and Family

ORDRE DE CHARITÉ

Judy and Daniel Healy, Mutual of Omaha
Joe and Michael Richter, Kiewit
Dillman and Stanley Hultman
One donor wishes to remain anonymous

ORDRE D’ALTRUISTE

Sherry and Daniel Healy, Mutual of Omaha
Joe and Michael Richter, Kiewit
Dillman and Stanley Hultman
One donor wishes to remain anonymous
MEMBRES DE LA SOCIÉTÉ

Deana and LeVan Adams, Valmont Industries, Inc.
Brian and Jillian Ahmad, HDR, Inc., Houghton
David and Leigh Anne Adams, Blue Cross and Blue Shield of Nebraska
Tal and Marylgaa Anderson Family, Performance Auto Group
Katherine Anderson Hemmers and Doug Hemmers, Physician Mutual
Jen Wagner, Omaha World-Herald
Sharon and Steven Andrews, Latitude Corporation
Tad and Susan Alkire, Valmont Industries, Inc.

Catherine and Andrew Alkire, ConAgra Foods, Inc.
Tracy and Kimberly Alcock, ConAgra Foods, Inc.

Jerry and Rhonda Ball, Mutual of Omaha
Shawn and Randy Badger, Literacy Center for the Midlands
Paul and James Badger, Mutual of Omaha

Sam and Brandy Baker, Mutual of Omaha
Nicholas and Steve Badger, T.E.N’s American Mining Corporation, ConAgra Foods, Inc.

Maureen and Nicholas Bannan, Terreles
John K. and Lynda C. Bauer

Jenn and David Benbow, Blue Cross and Blue Shield of Nebraska
Michael Cassidy, CREASING
Sydney Calix
Tina and Tim Chasnoff, Mutual of Omaha
Barbara and David Cornell, Union Pacific Railroad
Clare and Steven Corby, HDR, Inc.
Richard and Patricia Corvetto, Valmont Industries, Inc.

Pat and Susan Courage, Union Pacific Railroad
Terri and Collis Coss Bay, ConAgra Foods, Inc.

Dr. CC and Max Cremer Memorial Foundation
Tim and Mary-Crockett, HDR, Inc.

Rhonda and Mike D. Dreyfuss, Terreles
Terence M. Dukart, Kwik-Rod LLP
Briane and John Dukart, Midwest Laboratories, Inc., Midtab Laboratories, Inc.

Amery and Port Dubke, Keiser
Carolyn and David Diamond, Mutual of Omaha
Mr. and Mrs. N. P. Dodge, Jr., NP Dodge Company

Rae and Bill Dyer, Standard Nutrition Company
Michael G. Fahey, Michael L. Faust, Kiewit

Leo and Mary Ellen Findley, ConAgra Foods, Inc.
Katie and John Fitzgerald, United Way of the Midlands

Jenny and Phoebe Gifford, Blue Cross and Blue Shield of Nebraska
Michael Cassidy, CREASING
Sydney Calix

Tina and Jim Chasnoff, Union Pacific Railroad

Barbara and David Cornell, Union Pacific Railroad
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UNITED WAY OF THE MIDLANDS FOUNDATION

For nearly 90 years, United Way of the Midlands has brought people and resources together to find solutions to area human service needs. But what does the future hold for our community? No one can know for sure. That’s why United Way created the Foundation in 2003, as a vehicle for you and your family to use when making your charitable and philanthropic decisions – decisions that will impact our community for generations to come.

Your gift to the Foundation can impact the lives of thousands of individuals, one at a time. Everlasting contributions through wills, trusts, insurance, general estate plans and outright gifts help us adapt to the changing needs of the community, preparing us to meet the inevitable new challenges in our ever-changing world.

The Foundation’s mission is to ensure the future availability and effectiveness of United Way of the Midlands and its local human service programs and initiatives. Your gift can be tailored to reflect your personal wishes, vision and aspirations. We stand ready to help make your charitable passion become reality.

You’ve given for a lifetime. Now consider a gift for all time. Give to the United Way of the Midlands Foundation.

For more information on how to make a Foundation gift, call (402) 522-7906 or email foundation@uwmidlands.org.

United Way of the Midlands

Dorothy Becker

In 1998, United Way of the Midlands learned we had been named as a beneficiary in the will of Mrs. Becker, a longtime Lincoln resident. We were deeply grateful to Mrs. Becker for her $1.3 million gift – at that time, the largest one-time gift ever received by United Way of the Midlands.

Peter Kiewit Endowment Fund

Upon his death in 1979, the estate of Peter Kiewit awarded a grant of $750,000 to United Way of the Midlands to create the Peter Kiewit Endowment Fund. The grant provided $100,000 per year for income from the fund to be distributed by United Way to area agencies. The fund has resulted in total income to United Way of more than $2.4 million over the 34 years it has been in place.

Million Dollar Roundtable:

Gifts either realized or valued at over $1 million dollars.

Tocqueville Legacy Circle:

Gifts that perpetuate or endow a Tocqueville level gift ($10,000 or more per year) that extend our impact for generations to come.

Outright Gifts:

Gifts received in the 2013-2014 fiscal year, such as gifts of cash, realized bequests, appreciated stocks, lead trusts, property and real estate.

Deferred Gifts:

Gifts that help later, such as bequests in wills, charitable remainder annuities, charitable remainder trusts, charitable gift annuities, retirement plans, savings bonds or Certificates of Deposit and Similarities.

For more information contact Freedom Foundation gift, call (402) 522-7906 or email foundation@uwmidlands.org.
The United Way of the Midlands Bridgebuilders Society is a group of individuals who have chosen to set the pace for the rest of the community with an annual gift of $1,000 or more. The contributions represent a vital part of United Way funding, and they help encourage others to give to the best of their ability.

Membership in the Society represents a high level of commitment to our community and a desire to help “bridge the gap” for people-in-need from their dreams of independence to reality.

BRIDGEBUILDERS SOCIETY RECOGNITION LEVELS

<table>
<thead>
<tr>
<th>Platinum</th>
<th>$7,500 to $9,999</th>
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<tr>
<td>Silver</td>
<td>$2,500 to $4,999</td>
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<tr>
<td>Gold</td>
<td>$5,000 to $7,499</td>
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<tr>
<td>Bronze</td>
<td>$1,000 to $2,499</td>
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Reggie Reese
Tall Amor and Gary Greaves
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Tammy Guzman
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Jennifer Hahn
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Pat and Tom Hansen
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*Deceased*
WOMEN'S LEADERSHIP COUNCIL

The Women's Leadership Council (WLC) is a powerful network of caring women who invest their time, talent and resources to explore and address critical issues facing the greater Omaha-Bellevue-Council Bluffs metropolitan area.

The WLC has a unique model of targeted educational and volunteer opportunities that help members gain deeper knowledge of local issues. Prepared with this heightened understanding of not only the needs but the solutions, WLC members strengthen our community and make a positive difference through their investment in the work of United Way.

In late 2014, the group, led by Chair Annette Smith, is launching a targeted fundraising effort for its new initiative to support greater training and professional development for staff members at local out-of-school time youth programs. Studies indicate such training results in greater school success for the children served.

The generous support of an annual contribution to the Tocqueville Society ($10,000+) or Bridgebuilders Society ($2,500+) automatically qualifies female donors for membership in the WLC.

LEADERSHIP GIVERS: EDUCATION & ACTION

The power of one. It’s very strong. So when many come together and combine their strengths, great things happen.

Philanthropy is a very personal experience, and engaging with an organization like United Way of the Midlands is a great way to utilize the expertise of women from a variety of backgrounds.

Two United Way leadership giving organizations are committed to understanding our community’s needs and working together to make a positive impact.

TOCQUEVILLE WOMEN’S INITIATIVE

Started by a group of motivated and dynamic Tocqueville women in 2008, the initiative’s goal is to connect and engage the women of the Tocqueville Society in the community work of United Way of the Midlands. Chair Karen Hawkins is guiding the group in 2014.

Mission:
The Tocqueville Women’s Initiative aims to develop connections between its members and provide avenues for education, input and engagement in local community issues.

Objectives:
• Keep informed on the critical needs of our community.
• Provide input on and engage in important local community work through United Way.
• Bring local women philanthropists together on local issues.

Benefits of Membership:
• Meet and network with other business and community leaders who have a like-minded spirit of philanthropy.
• Work together on opportunities to collectively influence community issues.
LEADERS BRING STRENGTH TO OUR COMMUNITY

United Way of the Midlands benefits from the guidance and foresight of highly engaged local volunteers who share their time and expertise to guide our organization. Members of the United Way of the Midlands Board of Directors bring unique perspectives and considerable experience to the table - from the corporate, civic and nonprofit sectors.

Thanks to their leadership, United Way’s donors and volunteers can be assured their support is making the greatest impact possible across the Douglas, Sarpy and Pottawattamie county metropolitan area.

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President & CEO, Omaha Community Foundation

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Jodi Fike
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CEO, BaileyLauman

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Executive Director, Security Mortgage Corporation

John Nelson
Chairman, SilverStone Group Inc.

Jeff Nieto
Real Estate Technology Consultant, Nieto-Breylin

Jessica “Jess” Pate
Community Volunteer

2014-2015 BOARD MEMBERS

UWM SENIOR STAFF
hat began more than 91 years ago is still going strong.

But how can an organization remain nimble enough to help people and groups work better together, serve and empower our most vulnerable neighbors? Create socially-driven solutions to alleviate poverty right here, where we live and work?

It’s easy to answer, harder to do. But we have a plan, we’re setting goals, and we’re not going to do it alone.

Unleash the power of the Midlands by leveraging the support of our communities, the gifts of time and talent from dedicated volunteers, and the partnership of nonprofit, public, educational and corporate entities—setting together toward an evolution of positive community change.

We had the opportunity to step back for a moment, reassess community conditions, and sharpen the focus on solutions that will have enduring impact.

The organization is using its strongest resources in the best places. And we are committed to making a lasting change that shines the light of hope and progress across the Omaha-Bellevue-Council Bluffs greater metropolitan area.

United Way continues to provide basic needs support for those facing extreme vulnerability. Yet we will join with others to empower children and young adults with the skills and support that will lead them out of poverty and lift their families into independence and stability.

Together, with like-minded individuals, companies, nonprofits and other organizations, we’ll fulfill the goal of making our Community Strong.