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Welcome to the United Way of the Midlands 2016-2017 Annual Report. We’re honored to serve an organization that is doing so much in our community to lift up those who need it.

But even more, we’re proud to be part of a community that gives so much to help our neighbors meet their most basic needs. The United Way works to ensure access to healthy food, physical and mental health services, safe and affordable housing, as well as academic support. We help provide basic needs for our community’s most vulnerable individuals and families attain their full potential, investing in supports to ensure children come to school prepared to learn and succeed, and to improve the financial stability of local residents, while helping them develop the fundamental skills needed to gain and sustain employment. It’s a daunting job, but with your support, we’re up to the task.

This is an exciting crossroads for us – UWM is in a two-year cycle investing dollars in a network of support, with clear measurable goals. You’ll read about our first year of progress in this report. It’s so valuable to be able measure our advancement toward our goals, and make adjustments as necessary. We’re applying the same rigorous standards to ourselves that our Community Investment Review Team applies to our recipient agencies. Overall, we are very pleased with our progress, and we think you will be, too. Over the two-year cycle, United Way will invest approximately $38.6 million into the community.

As part of our push to be more efficient, this year’s Annual Report is only available online – saving the costs of printing and mailing. If you want more details about United Way of the Midlands, our goals and successes, I encourage you to visit us online at UnitedWayMidlands.org.

We are fortunate to work on behalf of the many corporate and individual donors in our community. With more than 40,000 donors, including the 250+ members of our Tocqueville Society, whose leadership sets the standard for generous investment, over 600 companies running workplace giving campaigns, 56 distinct agencies, and thousands of volunteers from every walk of life, the United Way of the Midlands truly is a community treasure.

Your generosity with both your time and your money gives us the ability to do what we do for our community. You’ll see the results of your help in the success stories we are able to share, and in the more than 120 programs we support across the community. Thank you for your support and being part of this important work.

Dan O’Neill
Board Chair

Shawna Forsberg
President and CEO
United Way of the Midlands
How Are We Doing?

We are honored to work on behalf of our corporate and individual donors in our community to help our neighbors meet their most basic of needs including access to healthy food, medical care, safe and affordable housing and academic supports. In our community, UWM is working to foster basic need help for individuals and families to attain their full potential, investing in wraparound supports to ensure children come to school prepared to learn and succeed and to improve the financial stability of local residents to develop the fundamental skills needed to gain and sustain a job.

Taking a quick look back, it’s heartwarming to see the impact your dollars have made in our community. In fiscal 2016/2017, the United Way of the Midlands invested $19.6 million dollars to work in the Omaha-Council Bluffs area, supporting more than 120 programs in their efforts to support our neighbors in need.

As we work to achieve our 2025 goals, we set benchmarks for ourselves and for our partner agencies. While we have room for growth in some places, we’re well ahead of plan in many.

<table>
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<tr>
<th>LAST YEAR’S RESULTS</th>
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<tr>
<td>29,586 physical and mental health care services</td>
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<tr>
<td>29,090 people receive healthy meals</td>
</tr>
<tr>
<td>30,925 services that provide people with housing assistance</td>
</tr>
<tr>
<td>17,371 services to support victims of domestic violence</td>
</tr>
<tr>
<td>57,603 referrals through the 2-1-1 helpline</td>
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<tr>
<td>9,863 children improve their reading skills</td>
</tr>
<tr>
<td>13,452 students develop essential skills</td>
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<tr>
<td>52,833 books to students in Title 1 schools</td>
</tr>
<tr>
<td>2,833 young people connect to education or employment</td>
</tr>
<tr>
<td>2,279 people increase their earning potential</td>
</tr>
<tr>
<td>5,824 people receive financial education</td>
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</table>

Approximately $38.6 million will be invested over the two-year cycle in the Omaha-Council Bluffs metro. A complete list of the partners and programs we fund is available for download on our website. Reducing poverty calls for a broad investment portfolio and recognizes that challenges are interconnected.

Your investment in United Way is changing lives for thousands of people in our community. To see how your investment impacts those who need, please view our Campaign video available on our website.

We are proud of the progress made this past year, but also know that there is still more to do to ensure that every individual in our community reaches their full potential. We are committed to research based, results-driving investment. So you can be assured, that your generous support is changing the course of life for thousands of people living in our community.

We thank Dr. Ken and Annie Bird for their leadership in the 2017 campaign year. Their efforts made a tremendous impact on our community. Ken Bird is president and CEO of Avenue Scholars Foundation and former superintendent of Westside Community School. Annie Bird served Nebraska students and families for nearly 30 years as Special Education Coordinator in the Nebraska Department of Education. They worked alongside 19 highly-engaged community volunteers that made up their campaign cabinet. The Tocqueville Chairs were Jeff and Becky Sharp.
What’s Next?

United Way of the Midlands’ initial purpose of mobilizing resources to address community needs is as viable today as it was when we were founded in 1923. We work on behalf of our donors to fund the most effective programs, measuring results and ensuring desired outcomes are achieved. We are constantly looking at ways to become more effective and maximize the good we can do across the Omaha and Council Bluffs area, today, tomorrow, and for many tomorrows to come.

We are pleased to be ranked 17th out of 1400 in the network for operational effectiveness and will continue to strive to do better.

Over the past year, we have worked with our agency partners to create a consistent, standardized framework for reporting outcomes across agencies. These new metrics allow us to know not just who we are reaching with our efforts, but to see in more detail what the programs are doing and the impact they are driving. Now, we’re able to see the direct results of our investments in the community, and make refinements as necessary to enhance their effectiveness.

As we look ahead, the Community Investment Review Team or CIRT process will begin its important work to determine program recipients for the next two-year investments which will be announced in the spring. The CIRT teams, made up of content experts and community volunteers leveraging data, diving deep into understanding the issues and community-wide perspective to make wise investment decisions. They ensure your dollars benefit the programs making the greatest impact to help those who need it most.

It is an increasingly competitive process to identify and select programs that demonstrate a measurable impact on the lives of those who participate in them. As such, tracking data on clients through their participation in the programs is critical. When we put our efforts together, and leverage the volunteer resources and experience of the United Way, thousands of lives are changed for the better.

<table>
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<tr>
<th>THIS YEAR’S GOALS</th>
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<tr>
<td>32,000 physical and mental health care services</td>
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<tr>
<td>29,000 people receive healthy meals</td>
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<td>31,000 services that provide people with housing assistance</td>
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<tr>
<td>18,000 services to support victims of domestic violence</td>
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<tr>
<td>53,000 referrals through the 2-1-1 helpline</td>
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<tr>
<td>9,000 children improve their reading skills</td>
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<tr>
<td>14,000 students develop essential skills</td>
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<tr>
<td>50,000 books to students in Title 1 schools</td>
</tr>
<tr>
<td>2,800 young people connect to education or employment</td>
</tr>
<tr>
<td>2,300 people increase their earning potential</td>
</tr>
<tr>
<td>7,000 people receive financial education</td>
</tr>
</tbody>
</table>
Raising the funds to invest back into the Omaha-Council Bluffs metro is also an impressive community effort. Our current campaign season is off to a great start.

2017 Campaign Leadership
Campaign Chairs: Steve and Sue Seline

We welcome Steve and Sue Seline as they head the 2017 campaign season. We are delighted to have the Selines’ enthusiasm and passion for United Way of the Midlands and for this great community. Steve is President of Walnut Private Equity Partners, LLC where he focuses on transactions and consulting for high net worth families. Steve sits on the Southroads LLC and Premier Bank Advisory boards. Sue Baggerly Seline is currently Chairman of the Westside Community Schools Foundation. Previously she began her career in Nebraska broadcasting that spanned 17 years, 14 of them at WOWT where she reported, produced and anchored the news. Sue is Vice President of the Christ Child Society, member and teaches religious education at Saint Margaret Mary’s Church and sits on the board at Munroe Meyer Institute. They are currently working with 12 committed and passionate cabinet members who are dedicated to seeing us hit our mark this next year. The Tocqueville Chairs this year are Scott Moore and Danene Tushar.

Tocqueville Chairs: Scott Moore and Danene Tushar
Excellence in Impact

We held the “Excellence in Impact Celebration” in Spring of 2017, with the purpose of honoring those in the Omaha-Council Bluffs metro area who go above-and-beyond to strengthen United Way’s work, and ultimately, its impact on local poverty. The event was hosted by Campaign Chairs Dr. Ken and Annie Bird.

Speakers included Dr. Ken and Annie Bird and 2016 Excellence in Impact recipient, Ken Stinson.

Marian Andersen and her late husband, Omaha World-Herald Publisher Harold “Andy” Andersen, were local founders and inaugural members of United Way’s Tocqueville Society, a leadership giving group whose members give $10,000 or more annually. Their first year, they increased membership from three to 10. By the end of their term as Tocqueville chairs, there were 49.

Mrs. Andersen has made a measurable impact in many areas within the Omaha-Council Bluffs metro from the state of Nebraska and at the national level in the areas of education, health, history and the arts.

In accepting the award, Mrs. Andersen stated she is “absolutely dazzled with approximately 250 Tocqueville members.” From their founding of the local Tocqueville Society to today, the group has invested more than $84 million which has resulted in the delivery of 1.9 million human services to neighbors in need right here in our community.
2017 Citizens of the Year

The amount of support we receive from a multitude of generous donors and engaged volunteers, it is with extreme difficulty to choose an individual or a couple for special recognition. There are so many caring and committed community members.

Thankfully with the advice and counsel from the previous Citizens of the Year recipients, United Way of the Midlands is proud to name a special couple for this year’s recognition: Bruce and Gerry Lauritzen.

They live very active civic lives in Nebraska and are prominent philanthropists in the metro area, state and region. With generations of family history in the Omaha area, Bruce and the Davis-Lauritzen family were a central part in redeveloping Omaha’s business district. Following the family business, Bruce became president of First National Bank of Omaha in 1987. He is now the chairman of the bank’s holding company, First National of Nebraska and the parent company, Lauritzen Corporation. Bruce was named the Omaha World-Herald’s “2015 Midlander of the Year” for his role in downtown’s rebirth, for contributing to the success of one of the nation’s largest family-owned banks and for his leadership as head of the family dedicated to Omaha since the city’s founding. Under Bruce’s leadership, First National Bank has consistently been one of the top performing campaigns for UWM. Bruce and Gerry married in August 2011. Continuing advancements in the metro area, they enhanced what is now the Lauritzen Gardens, a center of community activity and tourism. Bruce’s civic involvement includes serving for more than four decades on the Clarkson Hospital and Nebraska Medical Center boards. Gerry has served as Chairman on the Nebraska Environmental Trust and is Co-founder of Fontenelle Forest Trustees. She also serves on the Omaha Community Playhouse board, Filmstreams board and is involved in many other community activities. In March of 2017 she was awarded the Boy Scouts of America Citizen of the Year. Bruce and Gerry were recently awarded the Edward F. Owen award for their long time support of the Playhouse. In 2016 Nebraska Medicine named its new Outpatient facility Lauritzen Outpatient Center.

A video listing some of the Lauritzen’s philanthropic contributions, was shown at our Annual Meeting and is available for view on our website.
TOP 50 Company Campaigns

It is remarkable how the Omaha-Council Bluffs community rallies together each year during campaign season. Here are the top 50 company campaigns from this past fiscal year but we thank all 600 companies who generously give.
2016-2017 United Way Leadership

(Pictured left to right) Jessica Pate, Dan Waters, Sherrye Hutcherson, Corey Shaw, Cameron Burt, Gail DeBoer, Jerry Crouse, Joy Stein, Shawna Forsberg, Dan O’Neill, Othello Meadows, III, Dr. Mary Hawkins, Steve Kaniewski, Susan Courtney, Dr. Mark Foxall and Joel Falk

Not Pictured: Tim Burke, Rafael Dorador, Michael Geary, Kathleen Gerber and Terry Kroeger

Dan O’Neill, Board Chair
Former President & Chairman
First National Bank of Omaha

Tim Burke
CEO
Omaha Public Power District

Cameron Burt
Vice President
Holmes Murphy

Susan Courtney
Executive Vice President, Operations
Blue Cross Blue Shield of Nebraska

Jerry Crouse
Vice Chairman & CEO
Tenaska, Inc.

Gail DeBoer
President & CEO
SAC Federal Credit Union

Rafael Dorador
Vice President Aftermarket – Central Region
Cummins Sales and Service

Joel Falk, Board Treasurer
Regional President & CEO
UMB Bank

Dr. Mark Foxall
Director
Douglas County Department of Corrections

Michael Geary
Vice President of Human Resources
Kiewit Corporation

Kathleen Gerber
Community Volunteer

Dr. Mary Hawkins
President
Bellevue University

Sherrye Hutcherson
Vice President, Human Resources
Union Pacific Railroad

Steve Kaniewski
President & CEO
Valmont Industries

Terry Kroeger
President & CEO
Berkshire Hathaway Media Group

Othello H. Meadows, III
Executive Director
Seventy Five North Revitalization Corp.

Jessica Pate
Community Volunteer

Cory Shaw
Chief Strategy Officer
Nebraska Medicine

Joy Stein
Community Volunteer

Dan Waters, Board Secretary
Partner
Lamson, Dugan & Murray LLP
# Fiscal Year 2016-2017

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<tr>
<th>REVENUES</th>
<th>$ in Millions</th>
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<tr>
<td>Campaign Contributions</td>
<td>$17.4</td>
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<td>Other Revenue Items (Grants, Fees, Investments, etc.)</td>
<td>$1.8</td>
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<tr>
<td><strong>Total Net Revenues</strong></td>
<td><strong>$19.2</strong></td>
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<tr>
<th>DISBURSEMENTS</th>
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<tr>
<td>Funding to Community Programs and Services</td>
<td>($12.6)</td>
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<tr>
<td>Community Services Provided by UWM</td>
<td>($3.5)</td>
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<tr>
<td>Fundraising and Operating Expenses</td>
<td>($3.1)</td>
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<tr>
<td><strong>Total UWM Disbursements</strong></td>
<td><strong>($19.2)</strong></td>
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United Way of the Midlands’ audited financial statements and Form 990 are available for view on our website.
For nearly 95 years, United Way donors have provided critical funding to help our neighbors meet their most basic needs including 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. The dedicated and passionate leaders of the Tocqueville Society champion this important work, knowing that we all have a stake in the strengthening of our community.

As Tocqueville Society Members, you help set the standard for giving in the Omaha- Council Bluffs metro and are at the forefront of creating positive change while tackling our community’s toughest issues. Membership is open to individuals and couples who contribute $10,000 or more annually.

By being a part of this remarkable group, you have an opportunity to make a lasting difference that will impact the generations of tomorrow.

**RECOGNITION LEVELS**

<table>
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<th>La Table Ronde des Millions de Dollars:</th>
<th>La Société Nationale: $100,000 to $249,000</th>
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<tr>
<td>Members who have given $1,000,000 or more cumulatively throughout their lifetime.</td>
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<td>Ordre de Prospérité: $750,000 to $999,999</td>
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<td>Ordre de Connaissance: $500,000 to $749,999</td>
<td>Ordre d’Egalité: $50,000 to $74,999</td>
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<td>Ordre d’Indépendance: $250,000 to $499,999</td>
<td>Ordre dé Liberté: $25,000 to $49,999</td>
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<td>* - Deceased</td>
<td>Ordre d’Altruiste: $20,000 to $24,999</td>
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<td>Δ – Charter Members</td>
<td>Ordre de Classique: $15,000 to $19,999</td>
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<td>□ - Loyal Contributors</td>
<td>Membres de la Société: $10,000 to $14,999</td>
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<td>○ - Already renewed for Fall 2017</td>
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**La Table Ronde des Millions de Dollars**

- Robert B. Daugherty Foundation
- John and Carmen Gottschalk
- Peter Kiewit Endowment Fund
- Peter Kiewit Foundation
- Suzanne* and Walter Scott Δ∞
- 3 Anonymous Donors

**La Société Nationale**

- 1 Anonymous Donor

**Ordre d’Egalité**

- Henry A. Davis
- Mammel Family Foundation
- Ann and Ken Stinson

**Ordre de Liberte**

- Gilbert M. and H. Hitchcock Foundation
- Mogens and Cindy Bay
- Lance and Julie Fritz
- Howard L. and Rhonda A. Hawks
- Donna and Matt Johnson
- Steph and Jack Koraleski
- Mr. and Mrs. Bruce R. Lauritzen

**Ordre d’Altruiste**

- Susan and Michael Lebens Family
- Steven Martin and Dr. Amy Haddad
- William and Ruth Scott Family Foundation
- Betiana and Todd Simon
- Annette L. and Paul G. Smith
- Marsha R. and Mark R. Wright

**Ordre d’Fraternité**

- Andrea and Trevor Barton
- Patricia and Richard Bell
- Steve Booker and Katrina Becker
- Jerry and Ann Crouse
- Jim and Anne Greisch
- Robert and Addie Hollingsworth
- Gail and Harry Koch
- Ronald M. Lewer
- Dan and Shirley Neary
- Robert H. Storz Foundation
- Phillip and Terri Schrager
- Jim and Kathy Simpson
- Dottie and Stanley Truhlsen
- Carol and Mike Whetstine
- Joan Gibson and Donald Wurster
- 1 Anonymous Donor
Ordre de Classique
Dan and Esther Brabec
Jerry and Rhonda Byers
Tim and Linda Daugherty
Diane Duren and Drew Collier
Sandra and Drew Fossum
Ramona and Deryl Hamann
Daniel Hamann
Lori and Paul Hogan
Mark and Alice Jaksich
Gwen A. Teeple and E. Lyle Kinley, Jr.
Jackie and Terry Kroeger Family
Patty and C.L. Landen
Diny and Jim Landen
Nancy A. and Michael R. McCarthy
Adah and Leon Millard Foundation
Rondalyn and Robert Mitchell
Linda and Larry Pearson
Stacie and Rob Reed
Betsy and Bob Reed
Barb and Ron Schaefer
Colleen and Scott Schmidt
Fred and Eve Simon Charitable Foundation
Ellen and Richard Slosburg
Martha and David Slosburg
Keith and Deb Spackler
Jack and Polly Struyk
Frederick Wooldridge

Membres de la Societe
Daun and Len Adams
Mr. and Mrs. Richard and Maureen Anderl
Marian Andersen
Tal and Mary Joy Anderson Family
Doug Hiemstra and Kathy Anderson-Hiemstra
Steve and Sheri Andrews
S. Bartruff
Lewis Batchelder
Jean Creighton Bell
Jeff and Kate Betsworth
Annie and Dr. Ken Bird
Paula and James Blackledge
Irv and Susie Blumkin
Chris and Ron Blumkin
Maureen and Nicholas Borman
Patrick J. Bourne and Renee A. Fry
Dana and Danielle Bradford
Matt and Linda Brandl
Gerald and Joanne Bray
Maggie and David Brown
Timothy and Terri Burke
Cynthia and Eric Butler
Michael and Elizabeth Cassling
Tony and Nancy Chacon
Larry and Diane Cochran
Claire and Tim Connolly
Richard and Patricia Cornish
Pat and Susan Courtney
Greg and Nancy Crawford
Dr. C.C. and Mabel Criss Memorial Foundation
Tim and Mary Crockett
Laura and Brad Crosby
Tom and Jan Dahik
Robert and Susi Dalrymple
Mr. and Mrs. John DeBoer
Aimee and Trent Demulling
Carolyn and David Diamond
Meg and Nate Dodge
Mr. and Mrs. N. P. Dodge, Jr.
Michael and Jan Doiel
Mark Dolsky
 Rafael and Ana Dorador
Jon and Kay Doyle
Patrick and Melissa Duffy
Rae and Bill Dyer
Quint R. English
Stephen Eulie
Rhonda and Clayton Ferguson
Mr. and Mrs. William A. Fitzgerald
Grant and Shawna Forsberg
Mike and Shelley Foutch
Gregory Garrison
Kathy and W. Gary Gates
Carol and Michael Geary
Kathy and Bill Gerber
Dr. Jeffrey P. Gold
Danielle and Jeff Gordman
Steve and Barb Grandfield
Thomas Haley
Jennifer Hamann
Julie Hamann
Traci and Tim Harrison, CFP, MSFS, CPWA
Timothy D. and Debra J. Hart
Chris and Kayla Hawkins
Karen and Kim Hawkins
Marianne and Fred Hawkins, Jr.
Gregory A. Heckman Family
The Heider Family
Dr. Anne Herman and Jeffrey Vlcan
Kimberly and Jason Hess
Dean and Lisa Hollis
Richard and Susan Hrabchak
Drs. Shirley and James Huerter
Fred and Teresa Hunzeker
Michael and Lauren Hupp
Wes and Sherrye Hutcherson
Karen and Tom Jacobi
Susan and Todd Johnson
Steve and Patricia Kaniewski
David and Kris Karnes
Julie and Eric Keen
Dr. Lynn Kelley
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<td>Bill Kernen ∞</td>
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<td>Mary and Rodrigo Lopez</td>
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<td>Paul and Julie Maass</td>
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<td>Moglia Family Foundation - Joe Moglia, Trustee</td>
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<td>Scott Moore and Danene Tushar ∞</td>
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<td>Mr. and Mrs. Daniel K. O’Neill ○</td>
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<td>Dorothy Otis*</td>
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1. To view our 2025 Goals document:

2. To view a complete list of the agencies and programs that we fund:

3. To view our 2017 campaign video:

4. To view our 2017 Campaign Cabinet:

5. To view the Luitzen “Citizens of the Year” video:
   http://www.unitedwaymidlands.org/2017-citizens/

6. To view our audited financial statements and Form 990s:
   http://www.unitedwaymidlands.org/about/financials/

7. To view photos from our past year:
   http://www.unitedwaymidlands.org/report-gallery/