

**UNITED WAY OF THE MIDLANDS CONTACT:**

Rachel Cordwin (rcordwin@uwmidlands.org)  
Office: 402.522.7933 | Mobile: 402.319.8266

Jill Samuelson (jsamuelson@uwmidlands.org)  
Office: 402.522.7922 | Mobile: 402.319.8213

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## **United Way of the Midlands Announces 2018-2020 Community Investments**

Through donors' generosity and genuine care for our community, United Way of the Midlands (UWM) raised nearly \$19 million this year to help individuals in the Omaha-Council Bluffs metro area stand strong and work toward independence. This is made possible from the combined support of individual donors, corporate partners, family foundations, grants, campaign leadership and the UWM Board of Directors. We are grateful for Sue and Steve Seline's and Danene Tushar and Scott Moore's passionate leadership for the 2017 campaign.

Thanks to these efforts, UWM is pleased to announce it will invest \$16.5 million in financial support into the Omaha-Council Bluffs community from July 1, 2018 through June 30, 2019. UWM is committed to a two-year investment cycle and will provide the same level of funding the following year as long as the program continues to meet its grant agreement requirements. Investment amounts will be contingent upon 2018 campaign results. Two-year investments provide financial continuity for funded programs to have a longer runway to demonstrate impact.

Of the total investment, \$8.1 million will be distributed through the *Community Care Fund* to 112 local health and human service programs selected through a robust volunteer-led community investment process; \$2.4 million in additional investments will be donor-directed to 175 agencies; \$6.0 million will support special initiatives and community collaborations including the Federation of Combined Health Charities, Labor United, 2-1-1 Helpline, Court Referral, Opportunity Youth, Campaign for Grade Level Reading, the Siemer Institute Family Support Program and to support children with intellectual disabilities through the Karnett Trust. For more information, please visit [www.unitedwaymidlands.org/investment/](http://www.unitedwaymidlands.org/investment/).

Investment decisions for the *Community Care Fund* were made by Community Investment Review Teams (CIRT) consisting of 105 volunteers, including donors and subject matter experts who spent more than four months in the review process. CIRT volunteers evaluated programs against criteria aligned to UWM's 2025 goals.

UWM staff and investment volunteers will continue to receive and evaluate the important data that *Community Care Fund* programs submit over the next two years – an assessment that is a critical part of the funding process. Investments aim to reduce poverty, increase the stability and future success potential of our metro area's most vulnerable residents and advance progress toward long-range community impact goals in the areas of basic needs, education and financial stability:

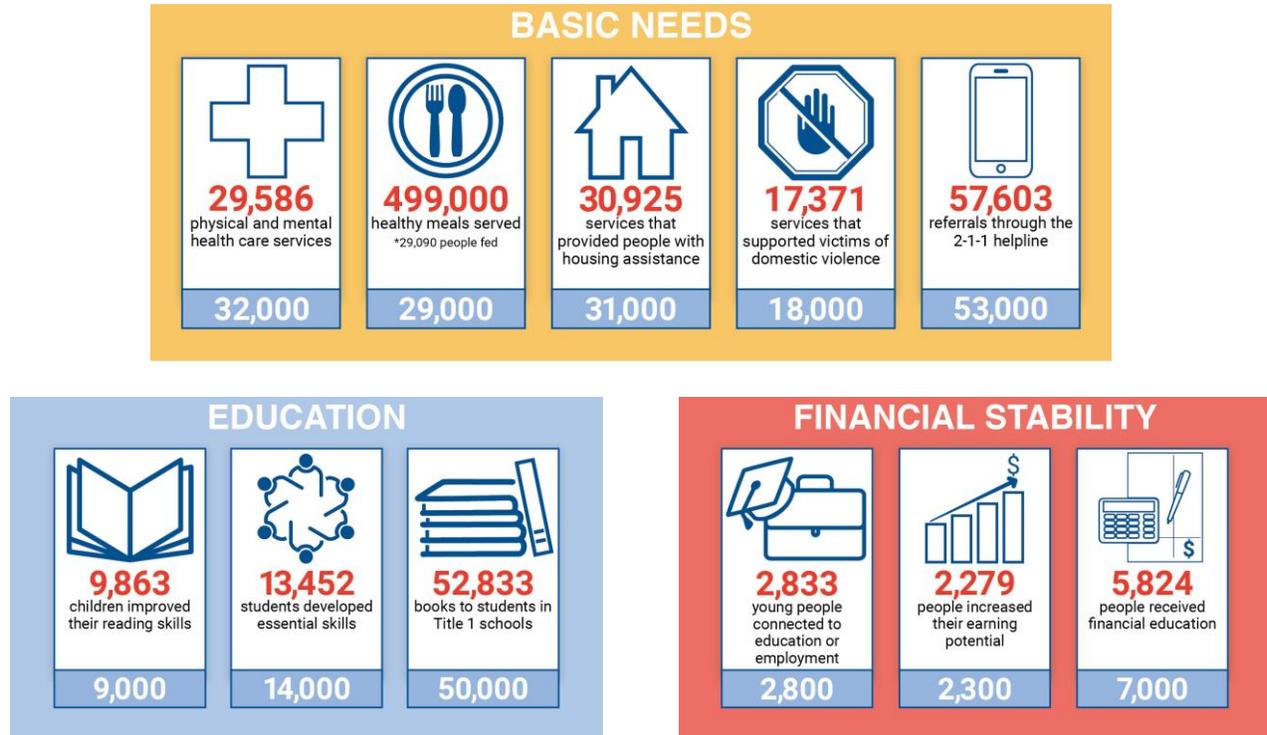
- By 2025, over two million services addressing basic needs will be delivered to our neighbors living in or at risk of poverty.
- By 2025, 85% of 9th graders (approximately 7,900 students) are on track to succeed in school and life.
- By 2025, 65% of residents (approximately 564,500 people) in the Omaha-Council Bluffs community are financially stable so they can support themselves and their families.

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The investment in the network of supports over the past year impacted more than 140,000 people in the Omaha-Council Bluffs metro area. The following numbers represent 2017 investment results with 2018 goals below:



To guarantee maximum donor and community impact, UWM remains committed to operating efficiently and will invest in the community 90.2 cents of every dollar raised.

**About United Way of the Midlands**

Thanks to donors, volunteers and community partners, United Way of the Midlands (UWM) 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. UWM is community-based, community-focused. Thanks to those who share their strength, UWM is COMMUNITY STRONG. Please visit [UnitedWayMidlands.org](http://UnitedWayMidlands.org) for more information.

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