

UNITED WAY OF THE MIDLANDS CONTACT:

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Wells Fargo Named the Top United Way Contributor in the Nation with \$286.5 Million in Giving

United Way of the Midlands (UWM) is proud to announce Wells Fargo raised more than \$200,000 to support individuals in the Omaha-Council Bluffs metro area during their 2017 local UWM workforce campaign. Total giving has increased by \$11,000 from 2016. With Wells Fargo's support, UWM will continue its investments with a commitment to address the complex and interconnected barriers to opportunity that are experienced by people living in poverty in our community.

"Wells Fargo prioritizes creating opportunity for economic equity and serving the underserved in our communities," said Kirk Kellner, region bank president at Wells Fargo. "We have a longstanding relationship with United Way and strong, ongoing collaborative effort. We are proud to be a part of this campaign, raising awareness and funds to help improve financial self-sufficiency and income mobility."

Since Kellner became president in 2005, the company has raised over \$2.5 million during the UWM workforce campaigns. Currently, Wells Fargo's contribution, along with others, are invested in a network of support in more than 120 local programs helping over 140,000 people.

The campaign supports UWM's efforts to invest in a broad portfolio of community services that address poverty and advance progress toward long-range community impact goals in the areas of basic needs, academic supports 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.

Wells Fargo's local campaign is part of their national philanthropic efforts. For the ninth consecutive year, Wells Fargo was named United Way Worldwide's number one workforce campaign in the United States. In 2017, the corporation donated \$286.5 million to nonprofits nationally, up from \$281.3 million in 2016. Team members volunteered a record two million hours.

"We couldn't be prouder of our team members whose generosity underscores our company's values and inspires our investments in the communities we call home," said Jon Campbell, Wells Fargo and Company, Executive Vice President, Corporate Responsibility and Community Relations. "Looking ahead, we are committed to growing our investments in community revitalization, resiliency and economic growth, especially in underserved communities."

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 for more information.