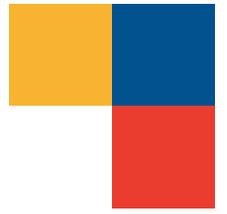


COMMUNITY



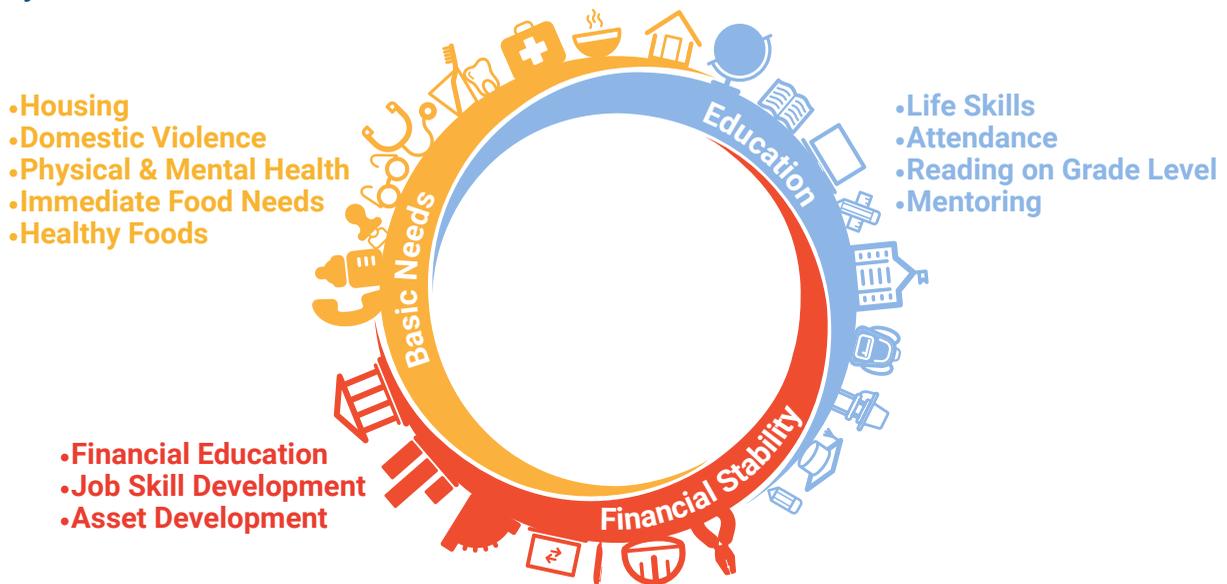
United Starts With You

Mission Statement: *To impact poverty, we focus the efforts of many to help our neighbors stand strong – by addressing basic needs and fostering success in the classroom and workplace.*

It's hard for just one person, one company or one nonprofit to tackle poverty on their own. That's why United Way of the Midlands (UWM) approaches poverty in a specific way – a "united" way. And you play an important role.

With the support of volunteers, community partners and donors like you, UWM invests more than 92 cents of every donated dollar in the most effective nonprofit programs in the metro. Together, these programs make a real and measurable impact on the lives of those who need it most.

United Way of the Midlands' Focus Areas:



One trip to the food pantry often isn't enough to set someone up for long-term success. That's where you come in! When you make a donation, United Way invests your gift in more than 110 programs that form a support circle for people in need. When our neighbors have access to basic needs, education and financial stability supports, they can start down the path to independence and happiness.

United Way of the Midlands at a Glance:



Local: Your investments stay right here in the Omaha-Council Bluffs metro, where they help us achieve our greatest potential as a region and generate a higher quality of life for everyone.



Efficient: Your dollars go further. UWM invests **more than 92 cents** of every donated dollar back into our community and is ranked **7th in the network** for campaign performance out of 1,200 United Ways.



Impact-Driven: Experts and volunteers evaluate each nonprofit program before making investments, so your donations fund the programs that will make the biggest impact.



Results-Based: You can feel good knowing you made a difference by donating to United Way. To hold themselves and their partner agencies accountable, UWM collects program results, measures the impact and shares the results with you.

Get Involved Today:

It is easy for companies to partner with UWM.



ENERGIZE

RECRUIT A STRONG TEAM TO LEAD YOUR UNITED WAY CAMPAIGN



CONNECT

WORK WITH A UNITED WAY REPRESENTATIVE TO SET UP PAYROLL DEDUCTION OR ONLINE GIVING OPTIONS



INSPIRE

HELP EMPLOYEES UNDERSTAND THE IMPACT OF THEIR DOLLARS BY SHARING DATA AND STORIES



ENGAGE

GET COWORKERS INVOLVED THROUGH SPECIAL EVENTS



ASK

ASK EMPLOYEES TO GIVE AND VOLUNTEER



THANK

THANK EMPLOYEES FOR GIVING AND SUPPORTING OUR COMMUNITY

The Benefits of Giving Back:



Better Community: You'll make our community a warmer, more welcoming place for everyone, including your employees and your customers.



More Connections: You'll build relationships with other respected business leaders who care about the metro.



Stronger Reputation: You'll strengthen your company's public image.



Greater Employee Satisfaction: You'll increase employee morale by showing them your company cares.

United Way of the Midlands' 2-1-1 Helpline

People across our area face challenges every day and may not know how to find or access the human service programs that address those challenges.

The 2-1-1 Helpline, managed by United Way of the Midlands, is a free, confidential Information and Referral (I&R) service that connects people of all ages in Nebraska and Southwest Iowa to a specialist who will help them find local health and human services.

To access Helpline resources, individuals can dial 2-1-1, text their zip code to 898211 or visit www.NE211.org.

Did You Know?



2-1-1 provided nearly **128,000** referrals to community programs over the last two years.



2-1-1 can assist callers in over **100** languages using our Tele-interpreter service.



55% of caller needs were related to housing and/or utilities. These are also the top unmet needs, as community resources are limited.