UNITED STARTS WITH YOU

Here in the Omaha-Council Bluffs metro, people like YOU...

Dream big
Work hard
Help those who need it most

Because YOU believe...

Our schools will be better when more students are ready to learn
Our economy will improve when more people are financially stable
Our community will be stronger when more people are thriving

But we’re not there yet.

More than 100,000 people are living in poverty right here in our community. It’s hard for just one person, one company or one nonprofit to tackle the challenges our neighbors are facing. That’s why we approach poverty in a specific way – a “United” way.

And YOU play an important role.

YOU + 40,000 OTHER DONORS + 700 ORGANIZATIONS + 13,000 VOLUNTEERS = 223,350 LIVES CHANGED!
When you donate to United Way of the Midlands (UWM), 92 cents of every dollar is invested directly back into the community. That means more of your donation benefits those who need it most and helps them access...

- **basic needs** supports, like healthy food, safe and stable housing, physical and mental health services, domestic violence services and the 2-1-1 Referral Helpline
- **education** supports, like mentoring, out-of-school time programs and early childhood education programs that focus on improving literacy and school attendance
- AND **financial stability** supports, like job training, personal finance classes and post-secondary education

The remaining eight cents helps us do the work necessary to make a difference, like...

- build awareness of our community's needs
- raise dollars for those who need it most
- ensure your donations are used wisely

And **YOU** can feel good knowing you made a real difference.

- Experts and volunteers evaluate each nonprofit program before making investments so your donations fund the programs that will make the biggest impact.
- To hold ourselves and our partner agencies accountable, we collect program results, measure the impact and share the results with you.
- We are ranked the 7th **best United Way in the nation** for campaign performance out of approximately 1,200 United Ways.
Poverty is complex and challenging. We know that someone who needs food might also struggle with physical and mental health, job stability and more.

That's where you come in!

When you make a donation, United Way of the Midlands (UWM) invests your gift in more than 110 programs that form a circle of support for people in need. When our neighbors have access to basic needs, education and financial stability supports, they can start down a path to independence and success.
Meet Cass  “The Center for Healthy Families played an active role in helping put my family back together.” – Cass

Imagine being pregnant... and not having a place to call home.

Cass was referred to the Pottawattamie County Center for Healthy Families when she was residing in a local shelter. The Center, which is funded by United Way of Midlands and operated by Lutheran Family Services (LFS), promotes healthy family behaviors.

When Cass started classes there, she was determined to become the best possible parent for her unborn child. “I treated the class as a requirement for a start in my new life,” Cass said. “I gave birth to my son during the course of the class, and it was the only class that I missed.”

Since being referred to the Center, Cass has finished drug court and obtained her driver's license. Now, two years later, both she and her son’s father are able to provide for their family.

“The entire team at LFS also offered support in ways that I never thought strangers could,” she said. “I don't think I could have done it without them.”

Meet Luis  “He started to help other kids (by showing them) how to cope.” – MaryBel, Luis’ aunt and caregiver

MaryBel remembers a time when she was constantly receiving calls about her niece and nephew's behavior. “I used to get to school and all I got were complaints, complaints and complaints,” she said. “At times, I just started to cry because I was so overwhelmed.”

MaryBel took in the twins after her sister was no longer able to care for them. She did everything she could to help them adjust and excel, but their behavior, especially Luis’, posed a problem in the preschool classroom.

That’s when Luis and his sister were referred to KidSquad, a behavioral and mental health education program operated by Child Saving Institute and funded by United Way of the Midlands.

LeLynda, a KidSquad consultant, began to work with Luis, his teacher and MaryBel. Luis learned coping mechanisms and soon his behavior improved so much that he no longer needed support from KidSquad. Now, despite his childhood trauma, Luis has developed healthy, positive attachments with peers and adults at school.

Meet Jabin  “I think just having that degree opens up a whole new road of opportunity.” – Jabin

Jabin’s parents always wanted more for their children. “If you work hard, you can go to college and get a career so that you don't have to go through what I have to go through,” Jabin’s father would say. But because they were living paycheck to paycheck, the dream that Jabin and his parents shared seemed out of reach.

That is until Jabin heard about College Possible, which is funded by United Way of the Midlands.

College Possible makes college admission and success possible for low-income students. Coaches help students prep for the ACT, apply to college, apply for financial aid, transition into college and work toward their college degree.

Today, Jabin is the first in his family to complete two years of college at the University of Nebraska at Omaha. With support from Denzel, his College Coach, Jabin is steadily working toward his degree and his dream to own a restaurant and be a consultant to help other entrepreneurs succeed.
PROGRAMS FUNDED THROUGH THE COMMUNITY CARE FUND

BASIC NEEDS
American Red Cross - Omaha-Council Bluffs Metro:
• Disaster Cycle Services
Boys and Girls Clubs of the Midlands:
• Basic Needs Health 2018-2020
Catholic Charities Diocese of Des Moines/Council Bluffs:
• Domestic Violence and Sexual Assault Program
Catholic Charities of the Archdiocese of Omaha:
• Neighborhood Centers
• Domestic Violence Services - The Shelter
• Senior Centers
Charles Drew Health Center:
• Mobile Dental Unit
• School-Based Intervention
Child Saving Institute, Inc.:
• Child and Adolescent Therapy
• Emergency Shelter
• Teen and Young Parent Program (TYPP)
City Sprouts, Inc.:
• City Sprouts Urban Farming Summer Internship
Completely KIDS:
• Mental Health Services
• Weekend Food Program
Community Alliance Rehabilitation Services:
• Crossroads to Health & Recovery
• Peer Support Shelter Initiative
Family Housing Advisory Services, Inc.:
• Housing Access Retention and Prevention (HARP)
FAMILY, Inc.:
• Parents as Teachers - Early Childhood Home Visitation
Father Flanagan's Boys' Home:
• Boys Town of Iowa’s In-Home Family Services
Heart Ministry Center, Inc.:
• Food Pantry
Heartland Family Service:
• Community Education
• Hardship Assistance
• Professional Counseling - Behavioral Health
• Domestic Abuse and Sexual Assault Program
Heartland Hope Mission:
• Hunger and Homelessness Prevention Program
HELP Adult Services:
• Health & Medical Equipment Loan Program (H.E.L.P.)
Intercultural Senior Center:
• Case Management for Diverse Elders
Iowa Legal Aid:
• Economic Stability Project
Jewish Federation of Omaha:
• Mental Health Care and Counseling
Latino Center of the Midlands:
• Nutrition and Well-Being Program
Legal Aid of Nebraska:
• Making Equal Justice Happen: Hope and Opportunity Through Legal Aid
Lutheran Family Services of Nebraska, Inc.:
• Centers for Healthy Families
• International Center of the Heartland
• LFS Behavioral Health Programs
• RSafe® Therapies
MICAH House:
• Emergency Shelter Services
Nebraska Children’s Home Society, Inc.:
• Children & Family Center - Pathways to the Future
• Home Visitation - Healthy Families America
Nebraska Urban Indian Health Coalition, Inc.:
• Eagle Heights Transitional Living Program
No More Empty Pots:
• The Community Market Basket
Omaha Healthy Kids Alliance:
• Project AIR
Omaha Home for Boys:
• Jacobs’ Place Transitional Living Program-Crisis Intervention
OneWorld Community Health Centers, Inc.:
• Community Care Clinics for Children
• Healthy Outreach and Access for Refugee, Immigrant and Minority Populations
• Health Supportive Services
• Integrated Health Care for Uninsured Adults
Siena Francis House:
• Emergency Shelter Program
• Meal Program
• Rehousing and Reintegration Services Program
Stephen Center, Inc.:
• Homeless Engagement and Diversion
The Salvation Army-NE.:
• Community Counseling and Wellness Program
• Material Assistance and Seasonal Services
• Omaha Area Feeding Programs
• The Salvation Army Residential Housing Programs
Together, Inc. of Metropolitan Omaha:
• Horizons Program
• Nutrition Education
Visiting Nurse Association (VNA):
• Home Health Aide
• Home Health Care
• Maternal Child Community Home Visitation
• Maternal and Infant Home Health Care
Women’s Center for Advancement (WCA):
• Domestic Abuse/Sexual Assault Safety Services
YMCA of Greater Omaha:
• Senior Wellness

EDUCATION
Big Brothers Big Sisters of the Midlands:
• Community-Based Mentoring for Children Facing Adversity
Boys and Girls Clubs of the Midlands:
• Educational Support 2018-2020
Child Saving Institute, Inc.:
• KidsSquad
• School and Family Enrichment (SAFE)
Completely KIDS:
• Maximizing Academic Readiness through a Multigenerational Approach
Father Flanagan’s Boys’ Home:
• South Omaha Schools Collaborative: Strengthening Families to Support Student Success
Girl Scouts Spirit of Nebraska:
• Girl Scouts Spirit of Nebraska - Outreach
Girls Incorporated of Omaha:
• The Girls Inc. Experience
Greater Omaha Attendance and Learning Services:
• GOALS Center
Heartland Family Service:
• Ready in 5
• Solomon Girls Center
Hope Center for Kids, Inc.:
• The Hope Employment and Learning Academy
Kids Can Community Center:
• Early Childhood Education
• Out-of-School Programs
Latino Center of the Midlands:
• Pathways to Success
Omaha Home for Boys:
• Omaha Home for Boys Residential Care Education Services
OneWorld Community Health Centers, Inc.:
• Learning Community Center of South Omaha
Partnership 4 Kids:
• P4K Middle and High School Group Mentoring Program
• P4K Pre-K through Elementary Mentoring Program
Teammates Mentoring Program:
• Metro Omaha Match Support and Training
Urban League of Nebraska, Inc.:
• Traunzy Reduction Program (Youth Attendance Navigators)
• Violence Prevention and Youthful Offender Re-entry Program (Community Coaches)
YMCA of Greater Omahas:
• Early Childhood Education
• Out-of-School Time

FINANCIAL STABILITY
African American Empowerment Network, Inc.:
• Step Up Omaha Jobs and Work Experience Program
Child Saving Institute, Inc.:
• Independent Living Skills (ILS)
College Possible:
• College Possible Omaha’s Core Program
Collective for Youth:
• Train to Gain
D2 Center:
• Youth Academic Navigator (YAN) / Re-engagement Specialist
Family Housing Advisory Services, Inc.:
• Pathways to Prosperity
Heartland Family Service:
• Ways to Work
Goodwill Industries, Inc.:
• Employment Solutions
inCOMMON Community Development:
• inCOMMON Workforce Development
Iowa Jag, Inc.:
• Transforming At-Risk Students into Future-Ready Graduates
Latino Center of the Midlands:
• Adult Basic Education
Lutheran Family Services of Nebraska, Inc.:
• Refugee Education and Employment Program (REEP) and Careers and Connections
Midlands Latino Community Development Corporation:
• Financial Stability Program for Latinos
Mercy Housing Midwest:
• Resident Services; 2-Generation Approach to Breaking the Cycle of Poverty
New Visions:
• Homeless Services
Omaha Home for Boys:
• Branching Out Independent Living Program - Financial Stability
Project Houseworks:
• Healthy at Home
RISE:
• Post-Release Program
Stephen Center, Inc.:
• Permanent Housing Transition
Urban League of Nebraska, Inc.:
• Employment and Career Services
• Whitney Young Academy
Women’s Center for Advancement (WCA):
• Domestic Abuse/Sexual Assault Self-Sufficiency Services
Youth Emergency Services, Inc.:
• Partnership for Youth Job Skill Development (Job Readiness)