

UNITED WAY OF THE MIDLANDS CONTACT:

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Hundreds of Volunteers Unite to Support Local Nonprofits on United Way's "Day of Caring"

In support of United Way of the Midlands' 18th annual "Day of Caring" on Friday, Sept. 20, nearly 1,000 volunteers will be rolling up their sleeves and getting to work on behalf of area nonprofit organizations.

Forty-seven local nonprofit organizations across Douglas, Sarpy and Pottawattamie counties will host volunteers at a variety of times between 8:00 a.m. and 5:00 p.m. Employee teams from area companies, as well as individual volunteers, will participate in about 95 volunteer projects, bringing them closer in touch with the needs that exist in neighborhoods across our community. The projects support United Way of the Midlands' goal to impact poverty by strengthening the local organizations that also pursue that goal every day.

Shawna Forsberg, president and CEO of United Way of the Midlands, said that although poverty is a community-level challenge, the solutions begin when individuals take action. "It takes all kinds of help to make a community stronger and to assist people in need. Real change is possible when people from all walks of life roll up their sleeves and work together."

Forsberg is grateful for the number of companies in our community that make a commitment to engage their employees in volunteer work. "Volunteers make a real difference in people's lives every day," she said. "We are thrilled to connect hundreds of individuals and employee teams to meaningful, local volunteer projects on Day of Caring and throughout the year."

This event is a tradition for dozens of Omaha-Council Bluffs metro area companies and organizations. Projects will range from organizing, cleaning and painting at local nonprofit sites to helping metro area students with their homework and job interviewing skills.

To learn more about "Day of Caring," please visit www.unitedwaymidlands.org/dayofcaring.

About the United Way of the Midlands

United Way of the Midlands (UWM) has served the Omaha-Council Bluffs metro for more than 95 years. Guided by best practices and community input, it approaches poverty in a specific way – a "united" way. With the support of volunteers, community partners and donors, UWM invests 92 cents of every donated dollar in our local community. These dollars fund basic needs, education and financial stability programs at local nonprofits, creating a circle of support for people in need. Please visit unitedwaymidlands.org for more information.

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