

UNITED WAY OF THE MIDLANDS CONTACTS:

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Local Nonprofits Get a Helping Hand on United Way of the Midlands' Day of Caring

Approximately 1,000 volunteers rolled up their sleeves to help local nonprofits on United Way of the Midlands' 18th annual "Day of Caring" today.

"Day of Caring" is a day of service where volunteers from across the community spend their day helping local nonprofits fulfill a variety of needs – from yardwork to painting and everything in between. This year, 46 local nonprofit organizations across Douglas, Sarpy and Pottawattamie counties hosted individual volunteers and employee teams from area companies.

"It takes all kinds of help to make a community stronger and to assist people in need," said Shawna Forsberg, President and CEO of United Way of the Midlands. "Real change is possible when people from all walks of life roll up their sleeves and work together."

For many companies in the Omaha-Council Bluffs metro area, "Day of Caring" is an annual tradition. Approximately 50 companies had representatives participating in volunteer projects throughout the day. Many run United Way of the Midlands fundraising campaigns, and volunteering on "Day of Caring" allows them to see firsthand the impact their donations are making in the local community.

"Volunteers make a real difference in people's lives every day," Forsberg 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."

To learn more about United Way of the Midlands' volunteer opportunities, visit unitedwaymidlands.org/volunteer.

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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