



**United Way
of the Midlands**

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UNITED STARTS WITH YOU

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Save the Date: United Way Invites Community to Give Back on “Day of Action” on April 8

To support United Way of the Midlands’ (UWM) partner organizations on the frontlines of COVID-19, UWM is hosting Day of Action, a community-wide giving day on Apr. 8, and promoting volunteerism throughout the month of April.

Thanks to Day of Action’s presenting sponsor, Blue Cross and Blue Shield of Nebraska, and supporting sponsors, Facebook and FNBO, 100% of the donations made on Day of Action will go directly to participating nonprofit partners. KMTV will serve as the day’s media sponsor and will promote the day as part of their Rebound Heartland initiative, which aims to help the community navigate the pandemic and connects them to resources to recover.

“COVID-19 has impacted all of us: our loved ones, our neighbors, our co-workers and more – and we still have a long road ahead of us. But through these dark times, we’ve learned that our greatest strength is our spirit of community,” said Matt Wallen, Senior Vice President of Community Impact and Analytics. “When we’re faced with challenges, we rise up to meet them, together. That’s why we’re inviting people to reach out a helping hand to our neighbors, our community and nonprofits on the frontlines of COVID-19 by donating on Day of Action and volunteering in April.”

On Apr. 8, individuals will be able to make a donation at www.uwmdayofaction.org. They can also sign up for a volunteer project via the site.

To learn more Day of Action, UWM invites the community to visit www.uwmdayofaction.org and view its “What Action Looks Like Gallery,” which features stories and images illustrating how participating nonprofits have responded to COVID-19. The community can also learn more about the participating nonprofits by reading UWM’s recent feature in the Omaha World-Herald.

About United Way of the Midlands

United Way of the Midlands (UWM) has served the Omaha-Council Bluffs metro for 98 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 donor dollars efficiently and effectively 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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