



United Way of the Midlands

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UNITED STARTS WITH YOU

UNITED WAY OF THE MIDLANDS CONTACT:

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Community Acts Today to Strengthen Tomorrow on United Way's "Day of Action"

- Who:** To support its trusted partner organizations on the frontlines of COVID-19, United Way of the Midlands (UWM) is hosting Day of Action, a community-wide giving day, 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 the 80 participating nonprofit partners.
- What:** Community members can reach out a helping hand to the United Way nonprofit partners of their choice by donating on Day of Action via www.uwmdayofaction.org or by signing up to participate in one of approximately 50 volunteer projects taking place during April at 24 different agencies.
- Why:** COVID-19 has impacted all of us: our loved ones, our neighbors, our co-workers and more. For many, recovery – physically, mentally and economically – will take time. At the same time, nonprofits are struggling to meet these increased needs. Approximately 50 percent of local nonprofits have experienced volunteer and staff shortages. And in a survey conducted by the Nonprofit Association of the Midlands late last year, 75% of nonprofits reported budgetary implications related to strains on the economy. UWM is proud to provide community members the opportunity to support local United Way partners on the frontlines of COVID-19.
- When:** Thursday, April 8, 2021
12 a.m – 11:59 p.m.
Make a donation or sign up for a volunteer project at www.uwmdayofaction.org.

Volunteer Project Media Sites on Thursday, April 8th

10:30 – 11:30 a.m.

Hope Center Painting Project

The Hope Center for Kids

2220 N 20th St

Omaha, NE 68110

UWM Media Representative: Brayton Hagge, Manager, Communications

5:00-6:00 p.m.

United Way of the Midlands Emerging Leaders – Literacy Kit Assembly Project

University of Nebraska Omaha

Barbara Weitz Community Engagement Center

6400 University Dr S.

Omaha, NE 68182

Room: 201

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