

YOU CREATE A CIRCLE OF SUPPORT AROUND OUR COMMUNITY

For the past 98 years, United Way of the Midlands (UWM) has used our community-wide perspective to identify local needs that are going unseen or unmet—and we've partnered with corporate, government organizations, nonprofits and people like you to tackle them. When you make a donation, we invest your gift in more than 100 local nonprofit programs that are addressing pressing social and economic disparities and meeting families' essential needs, such as food, a safe place to go after school and job support. Together, these programs create an entire circle of support around our community so more people can grow, thrive and provide for themselves and their families.



MAKE AN IMPACT

You can make an impact in our community by giving, volunteering, joining an affinity group or becoming a leadership donor. Learn more about the ways you can support UWM here:

UnitedWayMidlands.org



YOU CAN TRUST YOUR DOLLARS ARE MAKING A DIFFERENCE



Local

Your donations are invested in the most impactful nonprofit programs right here in the Omaha-Council Bluffs metro. Together, they lift our neighbors up and build an even stronger tomorrow for our community.



Efficient

Your dollars go further when you donate to United Way of the Midlands (UWM). We meet the Better Business Bureau's standard for nonprofit efficiency, meaning we keep our costs low and invest more of your dollars back into the programs that help those who need it most. UWM invests **93 cents*** of every donated dollar back into our community.



Impact-Driven

You can rest assured your donations are funding nonprofit partners who efficiently address our community's most pressing needs. A dedicated, diverse team of experts *and* community volunteers review and vet local nonprofit programs to recommend which ones receive UWM funding.



Results-Based

You'll see your donations at work right here in our community. To hold ourselves and our partner agencies accountable, we collect program outcomes, measure impact and share the results with you.

YOU LIFT UP PEOPLE LIKE MELVIN



Melvin is a single father to a son who is disabled. Before COVID-19, he was working and going to school full-time—but then the pandemic changed everything. He was laid off from his job, and his son's daycare closed. With no one to watch his son, Melvin had to take time off school to stay home and take care of him. Soon, Melvin found himself struggling to put food on the table and buy other needed items, like hygiene supplies and clothing. Thanks to support from donors like you, a United Way of the Midlands-funded partner, Heartland Hope Mission, provided Melvin with groceries, hygiene supplies and Christmas gifts so he and his son could weather the challenges they were facing.

When you donate to UWM, you build a stronger tomorrow for people like Melvin here in the Omaha Council-Bluffs metro.

*This calculation is based on fiscal year 2020-2021.