

United Way of South Central Nebraska Information

Mission: To provide leadership by assessing needs, raising funds, and allocating resources to enrich lives and to build stronger communities in South Central Nebraska.

Basic Facts

- In operation since 1941.
- 1300 United Ways across the country (1289 to be exact); each is run independently
- 19 United Ways in Nebraska

Campaign

- Raised \$453,500 in 2010-2011 Campaign (highest amount raised to date)
- Campaign donations; over 60% of donations come from local businesses and employee campaigns, 6% from leadership givers, and over 10% from local professionals
- Approximately 2,000 people donate to the United Way of South Central Nebraska every year
- Average contribution is \$226.75

Community Investment

- Low overhead; 99% of the money raised each stays here in our region
- Supports a system of 54 quality programs provided by 20 local health and human service agencies; each must demonstrate quality in the areas of programs, governance, finance, and administration
- Average allocation to programs is \$16,000
- Service area includes 4 counties in Nebraska (Adams, Clay, Nuckolls, and Webster)
- \$6800.00 invested in region each week
- 1 in 3 people in our community get help each year from the United Way, more than 20,000 annually
- United Way of South Central Nebraska offers 5 programs of its own: Born Learning, Family Wise Drug Cards, 2-1-1, Toys for Tots and Volunteer Connection

Administration and Governance

- Local controlled; the strategic direction of the each United Way is decided by local volunteers
- 28 members serve on the United Way of South Central Nebraska Board of Directors
- The board oversees an annual audit, an annual report and all financial transactions
- The board sets goals, policies and procedures
- The board controls all fund raising and allocation decisions
- 2 full-time staff (Executive Director and Community Coordinator)