

2010 Campaign Designation Form

To designate, please complete this form and a pledge card. In order for United Way to process your designated gift, please print legibly and return the designation form to your campaign manager before December 31. Remember, only individual gifts can be designated. A minimum of \$25 per designation is encouraged.

A United Way of the Midlands

Your gift supports a network of health and human services in Douglas, Sarpy and Pottawattamie counties. Programs in the United Way *Community Care Fund* serve people at all points in the human lifespan – infants to senior citizens – and are monitored for their effectiveness. The end result: people’s urgent needs are met and they have the opportunities to build a good life. The building blocks for their future are:



- **EDUCATION** – programs that help children and teens achieve their potential.
- **INCOME** – services that help people become financially stable and independent.
- **HEALTH** – programs that improve physical and mental wellness.

United Way maximizes the value of your contribution by keeping costs to a minimum, so **90 percent of your gift to the *Community Care Fund* goes directly to programs and services.**

B Other Designations

If you choose to direct your gift to a specific agency, please note the following guidelines: the receiving agency must be a 501(c)(3) organization with a primary mission to deliver health or social services in Douglas, Sarpy and Pottawattamie Counties, or counties contiguous to them. United Way and CHC-Nebraska agencies listed on the reverse side of this form are pre-approved. To designate any of these agencies, enter the numerical code in the space provided. To designate any other organization, please complete the information requested below. **Excluded from designations are: cultural institutions, churches, schools, animal welfare agencies, environmental organizations, political institutions, or government entities.**

Payment of designations to agencies will begin by February 28, 2011, and will continue quarterly. Designated gifts require special handling, and they cost more to process. Still, a high 87% of each designated gift goes to the chosen organization.*

For more information, please contact United Way at 402.522.7914 or hbong@uwmidlands.org.

PLEASE PRINT

United Way of the Midlands Designation Form

Last Name	First	M.I.

Employer Name		

Home Address	Apt.	

City	State	Zip

Day Phone Number	E-mail Address	

Signature	Date	

Please Check One. Must Complete to Process.

- | | |
|--|------------------------|
| <input type="checkbox"/> Cash | # of pay periods _____ |
| <input type="checkbox"/> Payroll Deduction | |
| <input type="checkbox"/> Bill Direct | Total Gift \$ _____ |

A United Way of the Midlands
Community Care Fund \$ _____

Focus your gift in the area that matters to you most (optional):
 EDUCATION (5000) **INCOME** (5001) **HEALTH** (5002)
 \$ _____ \$ _____ \$ _____

B Other Designation \$ _____
 Organization: _____
 Agency# (if applicable): _____
 Address: _____
 City: _____
 State: _____ Zip: _____
 Phone: _____

Please forward my name to the designated organization, so I may receive acknowledgement.

FOR UNITED WAY USE ONLY

United Way of the Midlands *Funded Community Partners*

101	American Cancer Society High Plains Division (Douglas, Sarpy, and Pottawattamie)
923	American Heart Association-Heartland Affiliate
111	American Red Cross, Heartland Chapter
112	American Red Cross, Loess Hills Chapter (includes Meals on Wheels CB)
130	Big Brothers Big Sisters of the Midlands
113	Boy Scouts, Mid-America Council
123	Boys and Girls Clubs of the Midlands
114	Camp Fire USA Midlands Council, Inc.
124	Catholic Charities Council Bluffs / Des Moines Diocese
129	Catholic Charities – Omaha Archdiocese
924	Charles Drew Health Center
125	Child Saving Institute
115	Christ Child Society
922	Council Bluffs Senior Center, Inc.
148	Family Housing Advisory Services, Inc.
116	Girl Scouts Spirit of Nebraska
117	Girl Scouts of Greater Iowa
118	Girls Incorporated
126	Heartland Family Service
926	HELP Adult Services
127	Jewish Community Services
119	Kids Can! Community Center
131	Latino Center of the Midlands
128	Lutheran Family Services of Nebraska, Inc. (includes Building Families Boutique-Council Bluffs)
561	Micah House
122	Offutt Youth Center
102	Ollie Webb Center, Inc.
103	OneWorld Community Health Centers
150	Ponca Tribe of Nebraska
136	The Salvation Army
149	United Way of the Midlands <i>Foundation</i>
137	Urban League of Nebraska, Inc.
109	Visiting Nurse Association (serving Omaha and Council Bluffs)
140	YMCA of Greater Omaha
141	YWCA Omaha

Community Health Charities (CHC) Nebraska *Funded Community Partners*

248	The ALS Association Keith Worthington Chapter
249	Alzheimer's Association, Midlands Chapter
250	American Diabetes Association of Nebraska
251	American Lung Association® of the Central States
252	Arthritis Foundation, Nebraska Chapter
30080	Crohn's & Colitis Foundation of America, Nebraska Chapter
253	Cystic Fibrosis Foundation, Nebraska Chapter
563	Juvenile Diabetes Research Foundation
262	Leukemia & Lymphoma Society
256	March of Dimes, Nebraska Chapter
257	Muscular Dystrophy Association of Greater Nebraska
259	National Multiple Sclerosis Society, Nebraska Chapter
529	Nebraska AIDS Project
21844	Nebraska Hospice and Palliative Care Partnership
258	Nebraska Kidney Association Inc.
260	Prevent Blindness Nebraska
21841	Susan G. Komen for the Cure Nebraska
263	United Cerebral Palsy of Nebraska
912	Equal Distribution to CHC Partner Agencies

United Way of the Midlands *Impact Initiatives*

5003	<i>Financial Stability Partnership™</i>
5004	<i>International Center of the Heartland</i>
5005	<i>Project Bridge</i>
5006	<i>Ready in 5</i>
5007	<i>Older Adult Initiative</i>

* Donor designated pledges are assessed a fundraising and processing fee based on actual historical costs in accordance with United Way Worldwide Membership Standards as outlined in its publication titled United Way Worldwide Cost Deduction Requirements for Membership Standard M. If applicable, an assessment for uncollectible pledges may also apply.