

Omaha World-Herald

Goodfellows

In Partnership with United Way of the Midlands



Learn more about Goodfellows

Thanks to the generosity and support of everyone who donated to Goodfellows in the last fiscal year, you helped us raise nearly \$1,000,000 to help those in need. These funds represent the resilience and compassion of our community, ensuring everyone has the opportunity to overcome challenges and that no one is left behind in their pursuit of a brighter future. Your generosity is truly making an impact in thousands of lives throughout Nebraska and the Council Bluffs metro area.



4 in 10 Americans can't cover a \$400 unexpected expense

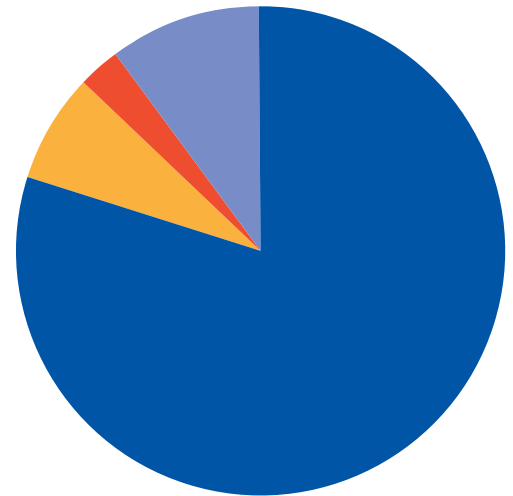
(Report on the Economic Well-Being of U.S. Households in 2022)

emergency assistance **81%**

meal vouchers **10%**

shoes and clothing **3%**

other **6%**



Through Goodfellows, we offer crucial support to families on tight budgets by mobilizing community funds during a crisis.



Rent, mortgage and utility support for more than 1,500 families

66% for utilities aid
34% for housing support



Purchased **71,440** diapers which provided a monthly supplement to **1,100** children



6,250 meals for local families in need



Shoes, coats and clothing for more than **14,000** school-aged children at **76** schools

GOODFELLOWS COMMUNITY PARTNERS



TO FURTHER INSPIRE YOU

Here are a couple clips from beautiful stories written by OWH reporter Betsie Freeman, that highlight the impact your donations have, and the many reasons people donate to Goodfellows.

“Most of the world didn’t have a chance to meet tiny Rosalie Dickson,’ says her mom, Jennifer Hopwood. Rosalie died in October 2018, about a week after she was born.

“It was a really bad circumstance of birth that led to oxygen deprivation, and she was never able to recover,” Hopwood said, choking up a little. “She was beautiful and really special.” Hopwood and her husband, Tim Dickson, wanted Rosalie’s name and memory to live on. They have donated to The World-Herald’s Goodfellows charity in her honor for the last couple of years.

...This year, Hopwood and Dickson gave \$200 in memory of Rosalie. They also donated in her name last year. They learned about Goodfellows after moving from Michigan to Omaha about nine years ago and began subscribing to the newspaper. Hopwood enjoyed articles about the charity during the yearly campaigns.

“I appreciate reading stories about how the donated money makes an impact,” she said. “You can see a straight line, see where the money went and the impact it made on someone. I thought that was unique and special and something we wanted to be a part of.”

She said she comes from a philanthropy-minded family: Her parents and grandparents all donated to charity when she was growing up in Kansas. She likes Goodfellows because all donations — big and small — go directly to help clients and because she focuses on nonprofits that distribute local funds locally. Even people with modest means can participate, she said.

...She’s proud to have Rosalie’s name on their gift to Goodfellows. “Part of the reason we donate in her memory is because having her name associated with something that has such a positive impact is really important,” she said. Remembering — and talking about — her daughter “is a gift to me,” she said.

– OWH December 1, 2022

“The Omaha Retail Meat Dealers Association was founded 136 years ago for men in the meatpacking, butchering and sales industry. Over the years, membership waned as packinghouses closed and small butcher shops became rare.

Current President Gary Wesely said the group came close to folding, then made a transition: It’s now a social group with monthly gatherings for meals, meetings, fellowship ...And philanthropy. The group has donated more than \$20,000 to Omaha nonprofits this year and about \$340,000 to worthy local causes since it began fundraising in 2000, Wesely said.

... One of the recipients of that generosity is the World-Herald’s Goodfellows charity, which has been providing one-time emergency aid to struggling Omaha-area residents for almost as long as the meat dealers association has been around.

... They chose Goodfellows because of its strong community commitment. “We try to keep the money in the Omaha area,” Wesely said, “and everything I’ve read about Goodfellows says the money stays in Omaha.”

– OWH December 21, 2022

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