



Tuesday, March 19, 2019
For Immediate Release

BANK ON NEBRASKA STRONG flood relief fund

As Nebraskans unite to help recover from the devastating floods, we are reminded that the Good Life is all about people coming together to help. There are countless numbers of volunteers, examples of heroic efforts and thousands of donated items unselfishly shared with a resiliency to come together and recover stronger.

In this spirit of coming together locally, the Nebraska United Ways and the Nebraska Bankers Association have worked together to establish the **Bank On Nebraska Strong** flood relief fund to offer local opportunities for people to give at their local banks to serve their local communities. The **Bank On Nebraska Strong** flood relief fund establishes local (and state-wide) funds at Nebraska banks for people to donate to flood relief efforts. People can drive-thru or walk in to local banks to donate to local relief efforts. Banks and local United Ways will collect funds and then work with local emergency management teams and community relief efforts to aid recovery and rebuilding.

“People want to help and want to know their dollars are going to help people locally. We believe the **Bank On Nebraska Strong** flood relief fund gives people this opportunity as they are working with local banks and their local United Way” noted Karen Rathke, Heartland United Way President and CPO.

The **Bank On Nebraska Strong**'s will also have a statewide fund to be distributed to impacted areas in the state by representatives from the Nebraska Bankers Association, United Way, Emergency Management and other relief providers to ensure contributions provide the greatest impact for recovery and rebuilding.

Donations to **Bank On Nebraska Strong** flood relief fund will also be accepted at <https://www.unitedwaymidlands.org/nefloodrelief/> or people can text NEFLOODRELIEF to 41444.

“We are overwhelmed with concern for our fellow Nebraskans suffering from this tragedy. Throughout the past few days, we have been contacted multiple times by our Nebraska banking family and bankers throughout the nation asking what they can do to help. We have been in touch with our members in the affected communities and have realized it will take some time, particularly in heavily flooded areas, to fully assess the extent of the damage. We hope that through the **Bank On Nebraska Strong** fund, we can assist with initial needs and, when the flooding subsides, the ongoing rebuilding of businesses and communities,” said Richard Baier, NBA president and CEO.

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Heartland United Way's mission is to improve lives and create possibilities for people living in Hall, Hamilton, Howard and Merrick Counties. The Heartland United Way fights for the Health, Education and Financial Stability for every person in every community.

HEARTLAND UNITED WAY

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