THE LANDSCAPE

A data-driven reflection of the Omaha-Council Bluffs area.
Your Community Team

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Omaha Community Foundation
Let good grow.
FOCUS AREAS

HEALTH

SAFETY

EDUCATION

NEIGHBORHOODS

TRANSPORTATION

WORKFORCE

These are the initial focus areas, but we plan to add additional information as we learn more about community priorities.
DATA · INSIGHT = STRONGER COMMUNITY PROBLEM SOLVING

(DATA: indicators within the Landscape) + (INSIGHT: lived experience of community residents) = STRONGER COMMUNITY PROBLEM SOLVING
Why did we create this?

It’s an opportunity to develop a shared vision of our community priorities, to spark new conversation and accountability around these issues, and to create a different focus and alignment of efforts to move the indicators forward.

» Shared learning and understanding
» A collaborative prioritization of community issues
» More aligned investment and coordinated effort within the focus areas
» Public accountability to move the needle forward on important issues
Who can use it?

**RESIDENTS** // Ensure that their voice is incorporated into community problem solving

**DONORS** // Give to support initiatives or nonprofits addressing the focus areas

**NONPROFITS** // Align and strengthen work to address prioritized issues

**POLICYMAKERS** // Ensure we have smart policies and legislation in place

**ADVOCATES** // Vigorously share the information about the data and findings
What are we asking people to do?

**PROVIDE FEEDBACK**
» Tell us what you think
» Share your experience
» Meet with OCF to discuss data or indicators

**FIND A NONPROFIT**
» Landing page on omahagives24.org for each focus area

**GET INVOLVED**
» Volunteer for a nonprofit or serve on a board
» Advocate for your favorite causes
» Share your knowledge or learning from others
The Data

**SOURCES**
- Publicly available
- Represents Douglas, Sarpy, and Pottawattamie Counties
- Regularly produced

**UPDATES**
- Annually unless data is available less frequently, ex. CHNA
- As we learn about new sources
Connected to the Community

There’s no need to reinvent the wheel. We connected with several organizations already collecting data as we developed The Landscape.

- Community Health Improvement Plan
- Heartland 2050 Closing the Gap
- United Way of the Midlands 2025 Goals
- The Empowerment Network Transformation 2025
- And so many more...
Explore the Site- www.TheLandscapeOmaha.org

Let’s make our city a great place to call home - no matter who you are or where you live.

Be Sure to Check-Out:

» “Stories” to hear from local residents

» “Your Voice” to share what matters to you

» “Get Involved” to take action around an issue important to you

» Go to “Find a Nonprofit” to visit the Omaha Gives platform
Unique page accessible only through The Landscape website.

Nonprofits are able to be organized by multiple categories.
Profile Updates

The primary category chosen during initial registration cannot be changed.

You can select additional program areas.

Contact Katrina Adams, katrina@omahafoundation.org if you have any questions.
Omaha Community Foundation’s Promise

» **TO INVEST** in a form of community knowledge and share that information with our stakeholders

» **TO COMMUNICATE** how funding flowing through the Foundation relates to the areas of the Landscape

» **TO INCORPORATE** the knowledge gained from The Landscape by aligning our own resources and implementing through our programs
How can nonprofits use The Landscape?

USE THE DATA
  » Amplify your work

SHARE YOUR STORY
  » Year-round Omaha Gives profile

ADD YOUR VOICE
  » Through you or your clients

Did you know that one needs to make at least $14/hour in order to afford a one-bedroom apartment in Omaha? [http://incommoncd.org/what-we-do/the-bristol-apartments/](http://incommoncd.org/what-we-do/the-bristol-apartments/) [http://www.thelandscapeomaha.org/N/Affordability-of-Housing-Omaha-Community-Foundation](http://www.thelandscapeomaha.org/N/Affordability-of-Housing-Omaha-Community-Foundation)

Affordability of Housing

The guideline according to the Department of Housing and Urban Development (HUD) is that a person should not spend more than 30% of his or her income on housing. The “30% rule” helps us understand the affordability of both rent and mortgages. In our [THELANDSCAPEOMAHA.ORG](http://THELANDSCAPEOMAHA.ORG)
Next Steps

ADDITIONAL FOCUS AREAS
» Transportation + Safety :: January 2017
» Education + Workforce :: February 2017

DONORS
» Sharing additional insights
» Reporting back on the community listening

COMMUNITY LISTENING
Thank you!

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