



Nebraska Bankers Association Establishes Natural Disaster Relief Fund

-For Immediate Release-

LINCOLN, Neb. – March 19, 2019 – As devastation from the recent flooding continues to ripple through communities across the state, the Nebraska Bankers Association (NBA) has begun working closely with local banks and Nebraska United Ways to establish the **Bank On Nebraska Strong** fund to assist in recovery efforts. This fund has been seeded with a \$50,000 initial contribution from the NBA.

“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.

The following avenues have been established to donate to the **Bank On Nebraska Strong** fund:

1. **Nebraska United Ways.** Donors can now select the **Bank On Nebraska Strong** fund through the United Ways platform. Visit <https://www.unitedwaymidlands.org/nefloodrelief/> to donate. Banks may also work with local United Way representatives to set up additional contribution channels for the fund.

2. **Nebraska Community Foundation.**

To donate to the NBA’s **Bank On Nebraska Strong** fund via check, make payable to:

Nebraska Community Foundation

P.O. Box 83107

Lincoln, NE 68501

Memos on donation checks should read: **Bank on Nebraska Strong Fund.**

3. **Text the word NEFLOODRELIEF to 41444** to donate to the NBA’s **Bank On Nebraska Strong** fund.

All donations given to the **Bank On Nebraska Strong** fund are tax deductible.

Funds will be allocated by the NBA board of directors in coordination with United Ways and other regional and statewide relief organizations to ensure contributions provide the greatest impact for long-term rebuilding.

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The Nebraska Bankers Association (www.nebankers.org), founded in 1890, is the voice of Nebraska’s \$72 billion banking industry, which is composed of small, regional, and large banks that together employ more than 15,000 people, and extend more than \$53 billion in loans, all within the state of Nebraska.

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