

# CALL TO ACTION

## Building Bright Futures

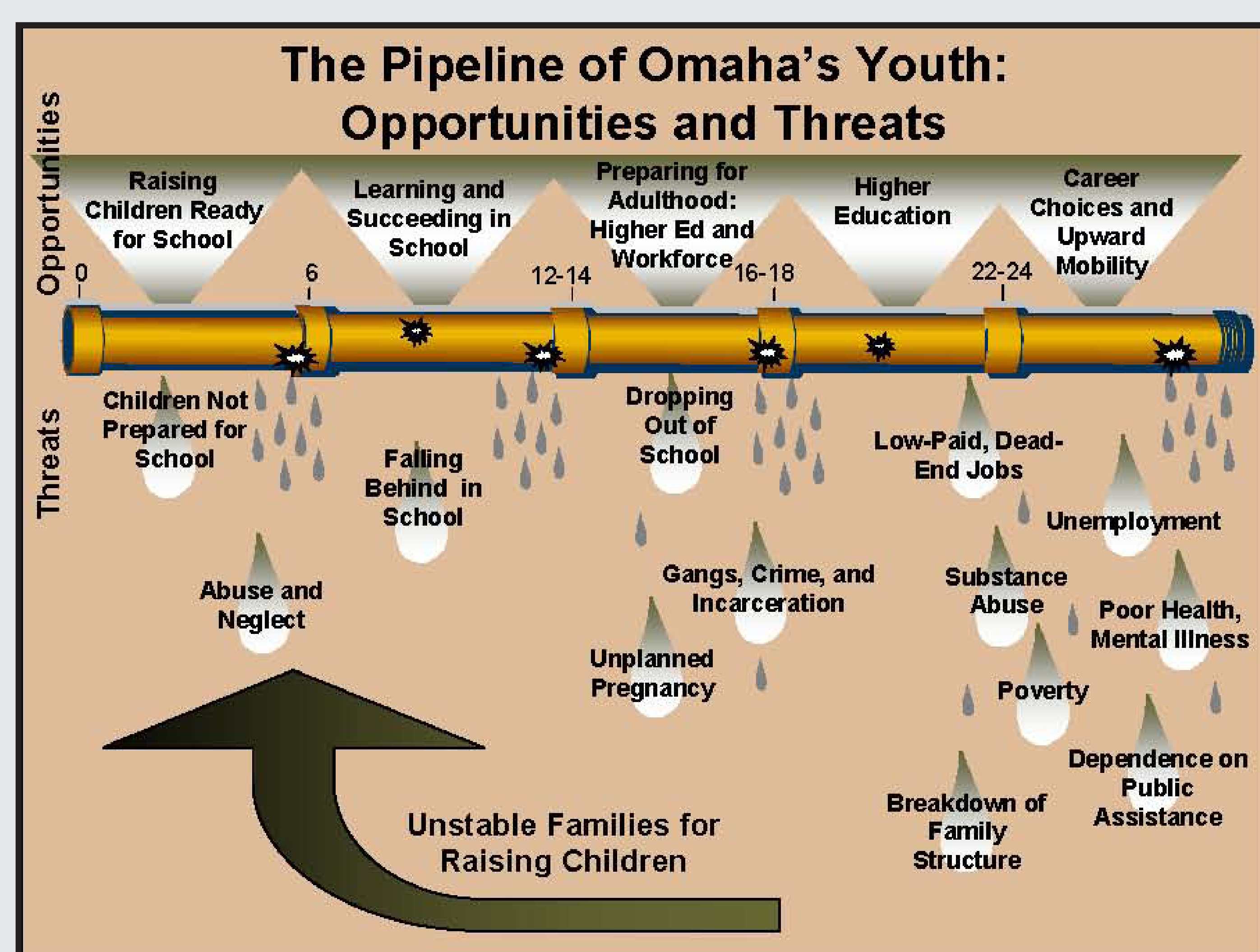
### Building Bright Futures- The History

By all measures, Omaha is a great place to live, work, and raise a family. Strong economic foundations and a competitive cost of living have produced a vibrant, diversified economy and a high quality of life for Omaha's residents. Forbes ranked Omaha as the 11th best city for business and careers based on economic and quality of life factors, and Child magazine rated Omaha as one of the 15 best cities for families nationwide. With strong prospects for growth in business investments and high-paying, high-tech jobs, Omaha's government and business leaders view its youth as a vital economic asset—the human capital that will make Omaha prosperous and competitive in the global economy. Accordingly, community leaders are asking themselves whether Omaha is doing all that it can to maximize the potential of its youth.

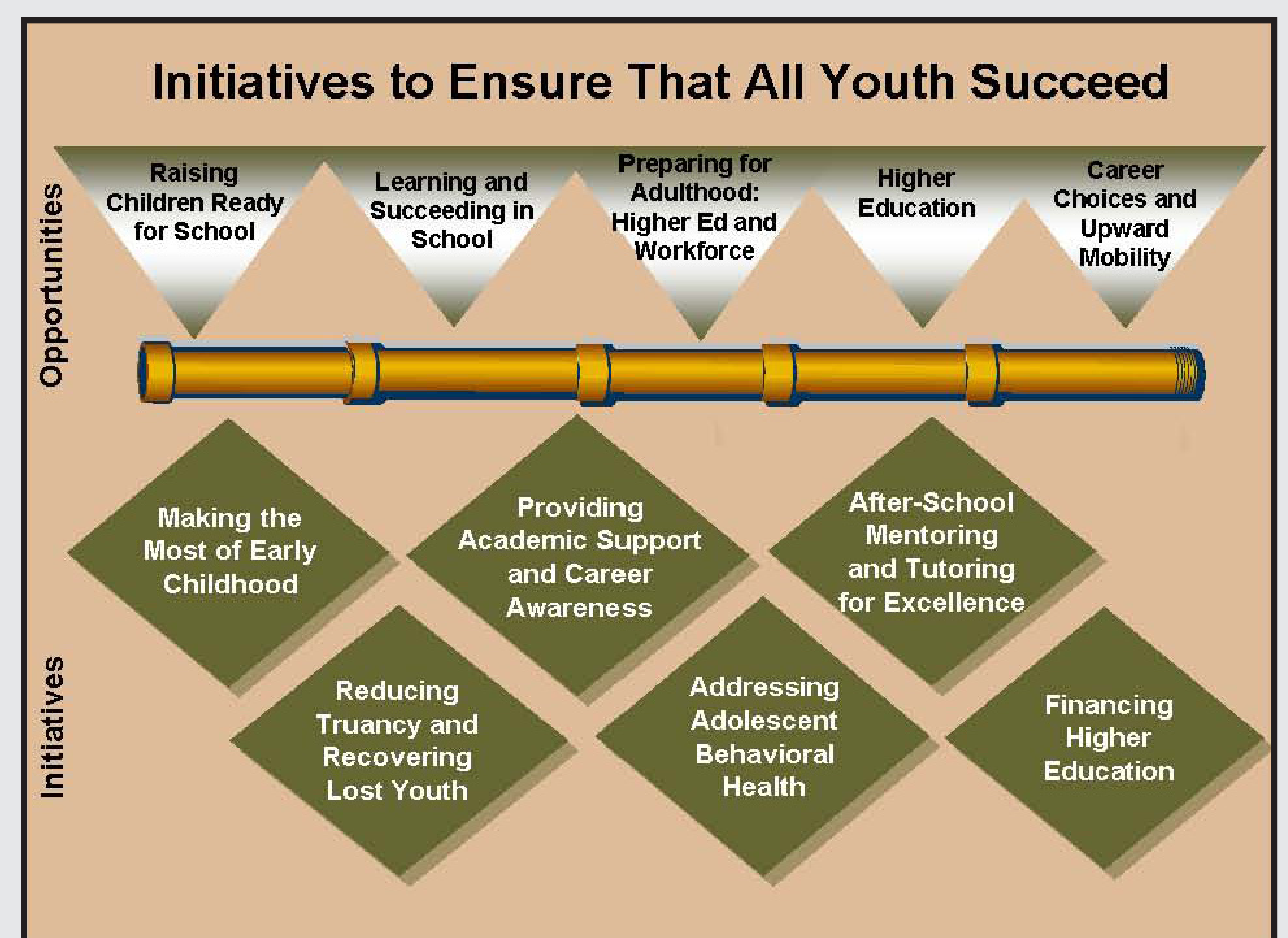
Within this context, Mayor Mike Fahey and a group of concerned Omaha citizens, led by Richard Holland, Michael Yanney, Susie Buffett, Andy Holland, Wally and Barbara Weitz, Dianne Lozier, and Jerry and Cookie Hoberman, launched an initiative focused on improving academic performance, raising high school graduation rates, and rewarding every economically disadvantaged high school graduate in the Omaha Metropolitan Area with the financial means for an education after high school.

### Building Bright Futures- The Threats And Opportunities Pipeline

The lives of Omaha's children and youth and the opportunities available to them can be visualized by using a pipeline analogy. Each child is presented with a number of positive opportunities, marked by key transition points over time. The journey of becoming ready for and learning in school and pursuing higher education and careers—that is, becoming productive members of society—can be relatively easy and trouble free— if children benefit from stable families, positive role models, good schools, and safe and nurturing communities.



### Building Bright Futures- The Strategy



Source: Investing in Omaha's Children and Youth: Master Plan.  
Report prepared by SRI International for Building Bright Futures Task Force, April 2007.