

WHO IS UNITED WAY?



- United Way cares about the health, education and financial stability of every resident in Lancaster County.
- United Way is a federation that partners with local health and human services agencies to fund programs in the areas of Health, Education and Financial Stability to address the highest areas of need.
 - Funding decisions are made every two years with continued stable funding being provided the second year as long as the campaign does not raise less than the prior year in Resources Under Management (RUM) donations.
 - Funding decisions are made based on an application review process in which our donors (serving on community impact cabinets) review agency applications, meet with their other review team committee members and conduct interviews of each agency prior to making decisions on grant awards.
- United Way utilizes a Results-Based Accountability™ model that helps to calculate performance goals and continually evaluates progress, keeping both United Way and its partner agencies moving toward collective goals.

WHO IS CHAD (COMBINED HEALTH AGENCIES DRIVE)?

- CHAD, formerly CHC-NE (Community Health Charities of Nebraska), is a statewide organization that funds over 20 charities supporting those affected by chronic health issues, disabilities and end-of-life issues.
- Member charities provide care and support programs; fund education and prevention programs in our communities; and support advocacy and medical research efforts.
- CHAD receives a guaranteed portion of 8.25% of the annual United Way/CHAD campaign. Member charities receive 100% of designated dollars. They also receive a proportionate amount of the undesignated dollars based on the percent of designations received statewide.



HEALTH, EDUCATION & FINANCIAL STABILITY



- Education is the cornerstone of individual and community success. Without quality learning opportunities, many children will lack the skills necessary to be successful in school. Students who don't receive a diploma make an average of \$707,400 less in their lifetime and are 27% more likely to live in poverty.
- For those living in poverty, it affects nearly all aspects of their life. Research demonstrates that poverty is connected to negative outcomes in many areas, including poor physical and mental health, disparities in educational achievement and increased incidence of high-risk activities.
- An individual's physical environment, combined with social and economic determinants, can greatly affect an individual's physical and mental health. Evidence also strongly suggests that adverse childhood experiences such as exposure to trauma (violence, abuse or neglect) or insufficient basic needs cause lasting negative harm.



DATES OF 2023 CAMPAIGN

Entire campaign duration: April 1, 2023 through March 31, 2024

Pacesetter campaign: July 10, 2023 through August 25, 2023

Community Campaign Kickoff: September 7, 2023

RESOURCES UNDER MANAGEMENT (RUM)

- These are the unrestricted donations that United Way manages and uses to award grants to our partner agencies and fund collaborative initiatives (Lincoln Vital Signs, 2-1-1, Community Learning Centers, etc.).
- The majority of these dollars fall under the United Way Impact Fund to support our focus areas of Health, Education and Financial Stability, but donations given through Women United or Emerging Leaders United towards the ENGAGE.EMPOWER.GRADUATE. initiative at McPhee and Campbell Elementary Schools also fall into this category.
- Funds raised by special events such as the Virtual Book Drive or Helping Hands Auction are also RUM dollars.
- All RUM dollar decisions are ultimately approved by the Board of Directors. They also go through an oversight process by volunteer CPAs who review the agencies' use of the funding provided.



DESIGNATIONS

- Designations to any 501(c)(3) are accepted through United Way of Lincoln and Lancaster County. There is an 11% administrative fee kept by United Way for the collection and processing of these dollars.