



combined health  
agencies drive



United Way of Lincoln  
and Lancaster County

## United Way/CHAD Campaign 2023

### Talking Points

# 100 YEARS OF BEING THERE.

### 100 Years of Being There

- This year, United Way is celebrating 100 years of being there for the Lincoln and Lancaster County community.
- We've been there for our community in the past and we will continue to be there for folks who need help well into the future, thanks to community support.
- United Way focuses on strengthening our community by investing in the areas of Health, Education, and Financial stability to create a better Lincoln.

### What does it mean to BE THERE?

- Our community is at its strongest when we take care of each other.
- The United Way/CHAD Campaign is an opportunity for all of us to **BE THERE** for our neighbors, coworkers, family and friends. You never know who will need the help of a United Way/CHAD partner agency.
- By making a donation and/or volunteering, you are investing in a network of services that give a hand up to individuals and families who are going through a tough time and just need a little bit of help in order to get back on their feet.

**United Way and CHAD have BEEN THERE for community members in the past. Together we will continue to BE THERE for each other well into the future.**

- In 1923, The Lincoln Chamber of Commerce founded the Lincoln Community Chest as a way to create a trusted and streamlined way for folks to give to local nonprofit agencies.
- The Lincoln Community Chest would later be renamed United Way of Lincoln and Lancaster County in 1976.
- United Way formed a partnership with CHAD in 1989, solidifying our commitment to provide services to members of our community living with chronic health conditions.
- Over the years, as our community has grown and changed, United Way has grown as well to meet our community's most pressing needs.

**Together we can BE THERE to address the needs in the community:**

### **Mental Health**

- Among the most pressing needs in our community is the mental health of our young people. According to the CDC, 22% of high school students across the country seriously considered attempting suicide in 2021. Here in our community last year, LPD received 641 calls for service specifically for the mental health of children ages 7-18, which is almost two calls a day. Eighty-five of those calls (or 7 each month) were about suicide. These calls are not isolated to a particular zip code, but are coming from every neighborhood in our community. Thankfully, in 2022, 80% of participants in United Way funded behavioral health programs demonstrated improved coping skills, but there is still more work to do.

### **Housing**

- In 2022, 51% of all calls to United Way's 2-1-1 helpline were for rental and utility assistance. Last year we came together to provide \$519,950 in rental assistance and \$124,881 in utility assistance was provided to community members facing economic instability, but there's still more work to do.

### **Education**

- There is a clear link between poverty and education. Children who spend at least half their childhood in poverty are 90% less likely to graduate with a diploma, which makes those students more likely to live in poverty as adults. Unfortunately 14% of all Lancaster County children live in poverty. United Way's ENGAGE.EMPOWER.GRADUATE. initiative focuses on helping children and their families succeed in school and life regardless of their circumstances. Last year, the initiative expanded to include to wrap support around a third Title I school in Lincoln, where the need is the greatest. Using seven key strategies, such as family literacy, mental health and family support, ENGAGE.EMPOWER.GRADUATE. is a targeted approach to being there for our community.

### **Family Stability**

- Families are under increasing pressures and many don't know where to turn for help. When a surprise medical bill or auto repair forces them to make tough choices about how to use their already limited resources, sometimes the stability of the family is at stake. Funds

designated to the Stable. Strong. Successful initiative help provide case management and flexible funding to help families with unanticipated expenses such as rent, utilities and transportation needs.

## **The importance of BEING THERE for each other**

- It's rare for someone in our community not to have received help from a United Way/CHAD partner agency or known someone who has.
- Individuals and families in our community need services provided by United Way and CHAD partner agencies every day.
- On average, when an individual or family needs help, it takes on average, 3 to 4 agencies to wrap support around them in order to be successful.
- Many members of our community are facing new obstacles in their lives due to worsening financial situations and surprise medical diagnoses. When each of us gives what we can, we help everyone in the community thrive.