

See the need. Meet the need.



combined health
agencies drive



United Way/CHAD Campaign 2021

Talking Points

Our community is at a crucial stage. If we come together and work toward common goals, the next 12-18 months can be a time of rebuilding for our community.

Rebuilding isn't a matter of going back to where we were. It's reimagining how we can be better and building towards that together. That's why United Way is working to help Lincoln and Lancaster County to come back stronger, as a more equitable community where everyone can thrive. With your support, we can help every person have an equal opportunity to succeed. Strong communities need a strong United Way. Now more than ever, we need to LIVE UNITED.

See the need.

The pandemic has exposed and exacerbated already existed needs in our community.

- Young professionals and parents experiencing unemployment or working reduced hours. **If they can't make ends meet, where will they call home?** Many individuals and families are facing eviction and wondering how they will keep food on the table during tough times.
- Children are returning to in-person learning but not without obstacles. Food insecurity and lack of support and resources at home are pulling their attention away from learning. **If they can't make it to school, how will they make it to graduation?** And if they do make it to school, how can they learn on an empty stomach or when they are worried about their families?
- Half of all Americans are living with at least one chronic illness, presenting an obstacle to work and life. Not only does living with a chronic health condition mean more medical appointments and time away from work and life, it can also mean more medical bills that can add up quickly. **If they can't manage their chronic health condition, how can they get back to work?**
- Among the negative outcomes of the COVID-19 pandemic was the rise in children's mental health needs. Children struggled with virtual learning and being unable to get together with friends or hug their grandparents. These have long-lasting consequences that need to be addressed with compassionate care. **If they have lost their reason to smile, how can they get back to being a child?**

Meet the need.

The pandemic has reinforced the importance of taking care of each other. It's up to us to help out and pitch in. Remember, we never know who might be in need of a United Way funded service. It could be a coworker, a neighbor or a family member.

- **Give.** Every dollar counts. Just like every person. You might think that a small monthly donation can't do much to solve big problems, but that's the power of United Way and CHAD. Through our partnerships we leverage community dollars to accomplish more together than any of us could alone.
- **Volunteer.** There are many opportunities to volunteer throughout the year, including Day of Caring, Season of Service and Day of Action.
- **Advocate.** Help spread the word to your coworkers, friends and family members. A quick 'like' and a 'share' on social media can do more good than you might think.

Our Collective Impact

It takes concerted, coordinated efforts of the entire community working together to create collective impact. United Way and CHAD agencies will be here for the long haul with your support. They provide program services in the areas of **Health, Education and Financial Stability**, which are the building blocks of a strong life. We need every organization and individual in our community helping pull this community through this time. We ask you to join us as we all work together to create an even stronger community than we had prior to the pandemic.

Health

What's going on in our community: Lincoln residents say they experience 3 days of poor mental health per month, and on average, LPD receives a call relating to suicide *every day*.

Our goal: With your help, by 2022 we can improve Lincoln's Well-Being Index score from 62.5% to 63.5%.

The good news: In 2020, 13,128 crisis support calls were answered by United Way funded partners. Additionally, a guaranteed portion of the Impact Fund helps CHAD address chronic health concerns in our community.

Education

What's going on in our community: The COVID-19 pandemic took a toll on our children's education, made clear by Lincoln Public Schools' high school graduation rate declining to 82.7%. Students of color were most significantly impacted.

Our goal: With your help, by 2022, we can increase the Lincoln Public Schools' graduation rate to 90%.

The good news: Despite the challenges in 2020, 2,043 students improved academically thanks to United Way funded partners.

Financial Stability

What's going on in our community: Life expectancy in Lincoln's impoverished neighborhoods is on average 20 years less when compared to other, higher-income neighborhoods. These same areas see an increase in child obesity and a lack of educational attainment for many adults.

Our goal: With your help, by 2022 we can reduce Lincoln's population living under 200% of the Federal Poverty Level from 35% to 30%.

The good news: In 2020, 6,069,222 pounds of food were distributed to individuals and families in need through United Way funded partners.