



United Way/CHAD Campaign 2026

Talking Points

United In Something Bigger

Right now, you have the chance to unite in something bigger through the United Way/CHAD Campaign.

When we come together, we have the power to close gaps so that every resident in Lincoln and Lancaster County has the opportunity to thrive.

Together we can improve health and well-being for all; we can help young people realize their full potential; we can create a stronger financial future for every generation; we can address urgent needs today for a better tomorrow.

All of that is possible when we are united in something bigger.

Please join me. Every donation, every action, every connection builds hope. For all of us.

Need and Impact

Need: Recent data from United Way's 2-1-1 helpline tells us that 83% of all callers from Lincoln and Lancaster County are unable to afford an unexpected \$400 emergency. This could be a car repair or a medical emergency.

Impact: In 2026, your donation will help 11,966 individuals/families access emergency/crisis response.

Need: Individuals accessing food through meals or pantries continue to climb. All of United Way's partners are experiencing their highest volume of clients ever. So far in 2026, the Community Action's Gathering Place has been serving more neighbors than ever before, indicating rising need. Additionally, going into summer, which is their busiest season, Matt Talbot pantry visits are up 46% since January and meal service is up 10% since the beginning of the year (as of May 2026).

Impact: In 2026 your donation will help 8,430,985 pounds of food be distributed to neighbors facing hunger.

Need: 7 out of the 10 leading causes of death in our community are chronic illnesses.

Impact: Thanks to your donations, 34,700 Nebraskans had interactions with medical professionals through education programs and resources.

What motivates your giving?

- **Community-Focused, Visible Impact**
 - Then you might consider donating to the **United Way Impact Fund** to help an entire network of local agencies. When you donate to United Way's Impact Fund, your dollars go where they are needed most across a network of over 60 local organizations serving our neighbors directly with a variety of needs.
- **Innovation, Investment**
 - The **Family C.A.R.E.S. Fund** wraps support around families on the brink of crisis by connecting them to a community of support, helping them become aware of their strengths, finding resources, addressing emergency needs and building the skills needed to thrive.
- **Recognition, Deeper Engagement**
 - Then you might consider joining **Emerging Leaders United** or **Women United** by donating to **ENGAGE.EMPOWER.GRADUATE.** which gives students and their families at three local elementary school communities the opportunity to succeed regardless of their circumstances. Key strategies of this initiative include: preparing children for kindergarten, family literacy programs, behavioral health intervention, and enrichment outside of the classroom to reduce summertime grade level loss. These two groups also enjoy networking and recognition events, learning opportunities, and volunteering throughout the year.
 - OR, you might consider a gift to **Labor Partners United** which is open to anyone, focused on strengthening neighborhoods where Labor families live and work through four areas: Access to Basic Needs, Youth Behavioral Health, Extended Learning Opportunities and Workforce Development. There are opportunities for members of this group to network and volunteer throughout the year.