

Roskens speech opens United Way campaign at Thursday luncheon

By Patty Pryor

"The United Way ought to be up front in the hearts and minds of the people in Lincoln," NU President Ronald Roskens said, in opening the United Way general campaign Thursday.

Roskens, guest speaker at the United Way of Lincoln and Lancaster County campaign kick-off luncheon, said the private sector must become increasingly responsible for the costs of social growth.

"The creation of our laws 200 years ago guaranteed equality of opportunity, and our founding fathers placed the emphasis on the private sector in meeting this need," Roskens said.

The country is now having a revolution, Roskens said, in which there is less reliance on the government and more dependence on private responsibility.

With federal funds for social programs dwindling, he said, the importance of providing for ourselves and for our neighbors in need is growing.

The voluntary nature of funding from the private sector is equally important, Roskens said.

"There are no laws forcing us to give, or governing how much we give," he said, "but there is a rule, and that rule is our conscience."

"Even though you and I will never know which people or which agencies benefitted because we cared, there are 28 agencies depending on our deeds and not our words."

Roskens has served as divisional campaign chairman at the city and county levels, and as vice president for budget and allocations of the United Way in Omaha.

The goal of the 60-day United Way campaign is \$2,176,452, said Karl E. Dickinson, general campaign chairman.

Dickinson agreed with Roskens' emphasis on the private sector.



Photo by Kent Morgan Olsen

Ronald Roskens

"We can no longer rely on the federal government to pay for necessary services," he said.

"Lincoln has a long tradition of taking care of its own, and the United Way exemplifies that tradition," Dickinson said.

Individual companies contributing to the pacesetter campaigns were also recognized at the luncheon.

The pacesetter campaigns are designed to set an example and get momentum going for the start of the general campaign, Dickinson said.

Pacesetter contributions this year were 12 percent over last year's, he said.

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