The agency recently had the privilege of celebrating the graduation of another class of ninth graders completing our annual Student League program. Designed to engage young people in community service and develop their leadership abilities, Student League introduces the youth to both the programs offered by Heartland Family Service and many of the issues the agency addresses in its efforts to strengthen our community. As volunteers, they continue a tradition that dates back to our agency’s founding in 1875.

Heartland Family Service was volunteer-formed and volunteer-led for the first 50 years of its existence. Heartland Family Service volunteers, including our Friends Guild members who coordinate the Student League program and much more, the members of our Board of Directors, and the myriad volunteers who serve on our other agency advisory committees or who are involved directly in our programming, make the realization of our mission possible.

As important and key to our work as our friendly visitors, the volunteers who visited the poor individuals and families we served in the late 1800s and early 1900s, we couldn’t do it without everyone’s help. Thanks so much!
ABOUT HEARTLAND FAMILY SERVICE

The mission of Heartland Family Service is to strengthen individuals and families in our community through education, counseling and support services.

- Our expertise is professional, compassionate, systems-oriented helping services
- A private agency, not a government agency
- Non-profit, 501(c)(3) organization
- Non-sectarian, not affiliated with a religious organization
- Founded in Omaha in 1875
- Served 37,425 persons in 2016
- Operates from more than 15 safe, comfortable locations in east central Nebraska and southwest Iowa
- Achieves the mission through the efforts of 450 staff, 709 volunteers, and 2,491 generous donors
- A reputation for quality programs, conscientious management, and excellent customer service
- Accredited by the Council on Accreditation since 1984

Recent Awards

- 2016: The $10,000 BIG Connection Award, metroMAGAZINE
- 2015: Non-Profit of the Year, Sarpy County Chamber of Commerce
- 2013-14: “Best of Omaha” winner, Family Behavior Therapy, Omaha Magazine
- 2012: Nonprofit Organization of the Year, Kiwanis Club of Omaha
- 2011: Integrity Award, Charity Category, Better Business Bureau
- 2011: Best Places to Work Award, Baird Holm LLP & Greater Omaha Chamber
  - 2011: Excellence in Service to Women, Women’s Fund of Omaha
## Finance & Impact

### Operating Revenue

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government Fees &amp; Grants</td>
<td>16,188,842</td>
<td>63.5%</td>
</tr>
<tr>
<td>Program Service Fees</td>
<td>4,940,164</td>
<td>19.4%</td>
</tr>
<tr>
<td>Special Events &amp; Contributions</td>
<td>2,917,216</td>
<td>11.4%</td>
</tr>
<tr>
<td>United Way</td>
<td>1,084,900</td>
<td>4.3%</td>
</tr>
<tr>
<td>All Other Revenue</td>
<td>365,862</td>
<td>1.4%</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>25,496,984</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>

### Program Expenses

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management</td>
<td>3,426,886</td>
<td>13.4%</td>
</tr>
<tr>
<td>Child &amp; Family</td>
<td>6,064,899</td>
<td>23.8%</td>
</tr>
<tr>
<td>Counseling &amp; Prevention</td>
<td>10,891,047</td>
<td>42.7%</td>
</tr>
<tr>
<td>Housing &amp; Financial Stability</td>
<td>4,629,232</td>
<td>18.2%</td>
</tr>
<tr>
<td>Prevention Coalitions</td>
<td>484,920</td>
<td>1.9%</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>25,496,984</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>

**Creating the path to a better tomorrow.**
**CHILD & FAMILY**
- Baby TALK (NE)
- Child & Adult Care Food Program (NE)
- Family & Child Care Resource Center (NE)
- Generations Center (NE)
- Healthy Alternatives for Little Ones (HALO) (nationwide)
- In-Home Services (NE)
- Jefferson House (NE)
- Positive Parenting Group (NE)
- Ready in 5 (NE)
- Refugee Juvenile Justice Advocate (NE)
- Ruth K. Solomon Girls Center (NE)
- Victim Empathy (NE)
- Youth Links (NE)

**COUNSELING & PREVENTION**
- Assertive Community Treatment (IA)
- Assessment Center (NE)
- Better Together (NE)
- Child & Family Center (IA)
- Employee Assistance Program (IA/NE)
- Family Works (IA/NE)
- Integrated Health Home (IA)
- KidSquad (NE)
- Mental Health Counseling (IA/NE)
- Mental Health Crisis Response Teams (IA/NE)
- Mental Health for Youth in Detention (NE)
- OnTrack of the Heartland (NE)
- Prevention (IA/NE)
- Problem Gambling Treatment (IA/NE)
- Substance Abuse Treatment (IA/NE)
- Therapeutic School (IA)
- Victim of Crime Assistance (IA)
**HOUSING & FINANCIAL STABILITY**

Domestic Violence/Sexual Assault (NE)
Hardship Assistance (NE)
Heartland Homes (IA)
Homeless Street Outreach (IA/NE)
Permanent Supportive Scattered-Site Housing (IA/NE)
Pottawattamie County Homeless Link (IA)
Rapid Rehousing (IA/NE)
Transitions (IA)
Ways to Work (IA/NE)
A NEW CYCLE BEGINS

As a kid, James* had a hard time keeping quiet and listening to his parents. He didn’t understand why it was OK to speak up in school or when he went over to his buddies’ houses, but not at home. It never failed that when he got home and started talking, even just telling his parents about his day, his dad would remind him that children should be seen and not heard.

If James talked too much, his dad would slap him. Before long, James wouldn’t question anything or say much around his dad.

The cycle continued for years, even after he met his wife Nancy* and they had their son Mitchell*. After his seventh birthday, Mitchell had taken a liking to one present in particular – a baseball and bat set. He asked Nancy if he could play outside since the weather was nice. She told him he could, but to be careful hitting the ball around the yard. She was glad he was going to get some exercise outdoors.

About an hour later, Nancy was folding laundry in the living room when she heard a crash through the kitchen window. She ran to see if Mitchell was okay, and saw his baseball lying on the floor, surrounded by broken glass. Just then, James came home and immediately noticed the hole in the window. Mitchell looked up and saw the look of anger in his father’s eyes and looked down at the floor. He knew what was coming. Nancy rushed into the kitchen as she heard the slap. She looked at her cowering son and her enraged husband and knew that things had to change.

A few weeks later, Nancy and James sat in a circle with other adults at the Heartland Family Service Positive Parenting Group. James made it clear that he was not there by choice and thought it was a waste of time. But as time went on, he started to participate. He even began to try new parenting strategies at home without Nancy’s prodding. James was surprised to see a change in Mitchell’s demeanor. The two started enjoying activities together, like painting...
and playing catch. Mitchell seemed happier, and James appreciated family time much more.

At the end of the 12-week group, James thanked Nancy for dragging him there. He even sent the teacher a card, thanking her for helping him become a better parent. Allowing his son to express himself had greatly improved their relationship. James was amazed!
Susan Gordon volunteers at the Heartland Family Service Central Administrative Office every Tuesday and Thursday.

“The reason I decided to start volunteering at Heartland Family Service is because I wanted to focus on helping a nonprofit with the extra time I have,” she says. “The job is very rewarding, and the people I work with are all so kind!”

Before she began volunteering at Heartland Family Service, Susan worked as a file clerk and wanted to apply her experience and knowledge in a new way.

Susan assists staff with various projects, including filing in the Administration Department, entering surveys for the Quality Improvement Team, and completing mailings for Community Relations.

“One of my favorite things is the difference in the tasks that I do,” Susan says. “There’s quite a diversity. That makes my job much more interesting.”

She is often busy at work filing, cutting paper, making copies, and doing data entry.
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Lilian Jacobitz
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Teresa Johns
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Katie Lempka
Kim Lubeck
Jane Machado
Pat Manion
Sharon Marvin Griffin
Mele Mason
Patty Melanson
Laurie Meyers
Pamela Miller
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Darlene Mueller
Betsy Murphy
Faye Nelson
Diane Neumann
Lucinda Newberry
Nancy Nielsen
Sarah Nihsen
Christine Nikunen
Barb O’Brien
Laura O’Connor
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Sara Olson
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Colleen Woodward
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Michele Zadalis
Jennifer Zatechka
Susan Zingler
Mary Zlomke
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Nancy Williams
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REFUGEE COMMUNITY COUNCIL
Paw Ku Shee
Moo Lay
Moo Moo
Sein Pem
Ken Ree Paw

Volunteer
DONOR SPOTLIGHT

“Growing up, both our parents taught us the importance of giving back to the community.

My mother used to tell me how important it is to share the blessings we have been given with those who need our help . . . those who can not do for themselves, for whatever reason.

As we have now been blessed in our lives, we see the good work Heartland Family Service is doing in our community. We are happy to help children and families right here in our community through their many programs and services!”

Judy & Doug McWilliams
COMMUNITY SUPPORTERS
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Calvin & Karen German
Deryl & Ramona Hamann
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David & Melanie Hecker
Wayne & Monica Hoovestol
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Cynthia Oelke & Jerry O’Brien
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The Landen Foundation
Union Pacific Corporate Giving Plus Program
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US Bank Foundation
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Michael & Kathryn Gross
Monty & Kara Habrock
Scott & Susan Hartman
Hawkins Family Foundation
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Huber Chevrolet Company
Kirk Hulett
Kristine Hull & Eric Williams
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Eric Jensen
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Keeley Lammers
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Leann & Kevin Welker
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White Castle Roofing
Woodcliff Lions Club
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Ziola Wealth Solutions of Raymond James
Michael & Mary Zlomke
Zurich Insurance
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COMMEMORATIVE GIFTS
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Pinnacle Bank
Scott & Catherine Farmer
Carol Gendler
Stewart Tully
Phyllis Fideline
Kraig & Michele Thelen

In Memory of
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Martha Alves
Dr. Mildred Flansburg
Alley Poyner Macchietto
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JEFFERSON HOUSE
COMMEMORATIVE GIFTS
In Honor of
Dentists in the Fremont Community
Oral Surgery Associates

Jeff Hoffman
Thomas & Sheryl Thomsen

Joan Hannan
Margie Nelson

Margie Nelson
Joan Hannan

In Memory of
Mary Kucera
William & Theresa Larson

Karen (Kellogg) Murphy
Orleatha Kellogg
Yasmine finally feels heard - trying to be a good mom

Yasmine* was broken. She was back at the Juvenile Justice Center. Part of her was angry, the other part relieved. At least she would have a place to sleep for a while that wasn’t on the streets or on the grimy couch of someone she barely knew. “I wonder if they’ll let me see Javonte*,” she thought to herself. But she pushed that thought out of her mind. It would only make her feel worse.

Yasmine barely looked at the Heartland Family Service Therapist, Mandy Hain, when they met. Eight months ago, Yasmine was arrested for drug possession. She was looking for a way to escape from her worries and problems, so she took her baby Javonte and ran away from her foster family’s home. She bought an illegal substance from an undercover police officer, who took her into custody. Mandy sat with Yasmine, offered her compassion, and validated her feelings. Yasmine had seen many therapists over the years. This was different. Mandy seemed to genuinely care about her and getting to know her. After some time, Yasmine was surprised to find herself opening up.

At age 16, Yasmine had been through so much trauma. Before she moved to Omaha from Memphis, both of her parents’ rights had been terminated years ago after allegations of abuse and neglect. Her most recent foster home was the fourteenth place she had lived in two years. Javonte, now eight months old, had been the only positive in her life. His baby giggles always warmed Yasmine’s heart. But, after she was arrested, the Department of Health and Human Services took him away from her.

Yasmine felt better after each therapy session. She felt like she could trust Mandy. They continued to work on the concept of surrendering and how to reframe thoughts, so she could work to reduce unnecessary conflict in her life. Yasmine agreed to take her medications, even though she didn’t see the purpose. She also began working toward her future goals of reuniting with Javonte and going back to the only foster family where she had ever felt comfortable.

*Counseling & Prevention

*Names and details have been significantly changed to protect client privacy.
Eventually, Yasmine was referred to a residential treatment center. She asked Mandy if she could continue working with her and was so happy when Mandy told her that the continuum of care services for the Heartland Family Service Mental Health for Youth in Detention program would allow this. Today, Yasmine continues to see Mandy. She still finds herself struggling with authority figures and managing her emotions. But, she is making significant progress and even having regular home visits with the foster family she loved and with Javonte. Soon, they will all be under one roof!
HOW YOU CAN HELP

Spread the Word
You are our greatest asset in helping get the word out about our agency. To help us raise awareness, you can:

• Schedule a Good Works 101 presentation at your next meeting or social gathering
• Organize a tour for your friends and colleagues at one of our locations
• “Like” Heartland Family Service on Facebook, “follow” @HeartlandFam on Twitter, and invite others to do the same

Volunteer
Your time is a gift. Please consider:

• Providing a meal for the kids at Youth Links
• Volunteering at one of our programs
• Joining our Friends Guild or Junior Friends
• Organizing a collection of donated items from our “Wish Lists” at HeartlandFamilyService.org

Continue Your Charitable Support
Heartland Family Service relies on charitable investments from individuals, corporations, and foundations to ensure the sustainability of programs.

Continuing and/or increasing your annual contribution will ensure the availability of quality, life-changing programming for the individuals and families we serve.

Make a Planned Gift
A donation or bequest to our endowment fund, the Family Legacy Society, helps ensure that children and families will continue to receive the assistance they need far into the future.
MENTAL HEALTH CRISIS RESPONSE TEAMS

The Heartland Family Service Mental Health Crisis Response Teams (MHCRT) added several services and service areas in the past year. MHCRT therapists work with law enforcement to provide interventions that ensure individuals in crisis are treated in the least restrictive, most normative setting possible, and connect individuals with community-based services in order to avoid unnecessary hospitalization, protective custody, and/or incarceration. Therapists are available 24 hours a day, 7 days a week, 365 days a year.

MHCRT offers technology-based, or Telehealth, assessments to adults in Cass, Fremont, Harrison, Mills, Monona, Montgomery, Page, Pottawattamie, and Shelby counties in Iowa. Once contacted by law enforcement, an MHCRT therapist is available via video chat in 15 minutes or less in outlying areas that make it difficult to respond in person, on scene in a timely fashion.

HEARTLAND BRIDGES

Our newest program, Heartland Family Service Heartland Bridges, was launched in March 2017. Heartland Bridges, located at 600 Ninth Avenue in Council Bluffs, provides short-term housing for people in transition from mental health or substance abuse treatment centers. The goal is to help clients secure permanent housing and connect them with community-based mental health or substance abuse services and avoid unnecessary incarceration. The 15-bed facility contains single- and double-occupancy bedrooms and bathrooms and a family-style kitchen, dining room, and living room. Laundry equipment is available, as well as an outdoor basketball hoop. Residents pay 30 percent of their income toward their expenses.
A PLACE FOR PIE - OUR HEARTLAND HOME

Ashley* was so grateful to the Heartland Housing Solutions program. If not for the staff’s support and hard work, she never would have been able find a safe place for her family to live. She loved the camaraderie she had with the staff. And her children, three-year-old Sarah* and four-year-old Max*, not only had friends to play with, but also seemed to really respond to the counseling that helped them recover from the trauma of living on the streets.

Ashley met with the staff at the Heartland Family Service Heartland Housing Solutions program, and they provided her with assistance in finding permanent housing for her and her children. They also gave her financial help to secure a place to live since Ashley had not been employed for more than a year.

She tried not to get too excited over the idea of her own apartment, but still hoped for the best. Later, she received word that she was approved to move into an apartment for her, Sarah, and Max. What wonderful news!

A few days after they moved in, Ashley grinned as Max and Sarah played on the soft, plush carpet of the family’s apartment while his favorite cartoons played on TV in the background. Having her own space was everything she hoped it would be, and the Heartland Housing Solutions staff provided just the right amount of support to help her find stability.

Ashley was eager to move into her own apartment. She wanted to start doing regular mom things, like making warm apple pie – Sarah’s favorite thing ever – while the kids watched Saturday morning cartoons – Max’s favorite thing ever – in her own, personal space.

But, Ashley often got discouraged thinking about how hard it would be to find an affordable home for her family after being homeless for such a long time. Before they lived on the streets, they stayed with her parents for several years. But, Max had a severe form of autism, and his grandparents eventually told Ashley they could not deal with the difficulty of having a disabled child in their home. Two weeks later, they threw them out, even though Ashley and her children had no place to go. The three of them slept on sidewalks and in cars and abandoned buildings throughout Douglas County for months. When Max and Sarah got sick from sleeping in the cold, Ashley knew there had to be a better place for them.

*Names and details have been significantly changed to protect client privacy.
The staff also worked with Ashley to find a source of income. She found out she was eligible for Supplemental Security Income (SSI). The forms seemed daunting, but the staff helped her finish the application. A couple months later, Ashley was ecstatic when she got her approval letter in the mail.

Today, Ashley still works with the staff now and then on her budget to ensure that she meets the needs of her children from day-to-day. She was even able to save enough money to buy a reliable, used car to help her become even more self-sufficient and get to meetings, the kids’ doctor appointments and, of course, the grocery store for supplies for weekend pies.
JOIN US ONLINE!

Love Heartland Family Service online to learn more about our programs, services, and upcoming events. View photos and videos of our community activities and share them with your friends!

- Subscribe to our eNews and email communications by texting GOODWORKS to 42828.
- Learn about our programs and services, helpful Tips for Families, and client Success Stories.
- Take one of our Mental Health Online Screenings or our Family Strengths Self-Test.
- Read our blog to get information about key matters from President and CEO John Jeanetta and our other Heartland Family Service professionals.
- Support our Good Works online! Purchase event tickets, become a Friends Guild member, fulfill a Wish List item, volunteer your time and talent, or donate to one of our programs.

Give Today! Text “HFS” to 72727.

Link to our social media at HeartlandFamilyService.org

UPCOMING SIGNATURE EVENTS

Mid-America Center, Council Bluffs, IA

August 5, 2017 | Jefferson House “Stand Up for Kids” Comedy Night
Fremont Golf Club, Fremont, NE

September 22, 2017 | Safe Haven Golf Tournament
Eagle Hills Golf Course, Papillion, NE

November 16, 2017 | Nebraska “Salute to Families”
Happy Hollow Club, Omaha, NE

February 11, 2018 | “Carnival of Love” Gala
Embassy Suites, La Vista, NE