The mission of Heartland Family Service is to strengthen individuals and families in our community through education, counseling, and support services.
Heartland Family Service experienced a significant amount of growth in 2017, including increases in the number of staff, enthusiastic volunteers, and generous donors. Most notably, we expanded the number of our housing programs in an effort to eliminate homelessness throughout the metro area. This major initiative will be unfolding over the next several years, but already the dedication and support of so many people and community partners continues to help us to create the path to a better tomorrow.

Our Board of Directors, Leadership Team, and staff also concluded a four-year strategic plan spanning 2014-17 and developed a new four-year plan to take the agency through 2021. For the next four years, our agency will be focused on the following strategic initiatives:

- Implementing innovative service delivery models through partnership and collaboration to fill gaps in underserved populations;
- Utilizing technology to better serve and engage our stakeholders;
- Maximizing staff talent through recruitment, engagement, and retention strategies; and
- Enhancing long-term financial stability.

Over the past two strategic planning cycles, our successes have been building steadily, including a 76.6 percent increase in the number of programs we offer, an 80 percent increase in our operating budget, a 71.6 percent increase in our total assets and liabilities, a 50 percent increase in revenue from contributions and special events, and a 143.3 percent increase in our endowment. We are confident our new strategic plan will continue to build on this positive momentum.

We continued to implement a longitudinal study of our clients to determine the effectiveness of our programming. The study, which began last year, completed two rounds of data collection from the participating clients in 2017, with surveying scheduled every six months over a two-year period. Preliminary results have been very exciting, with the results demonstrating significant gains in safety, self-sufficiency, and well-being. The results are also documenting the extent to which our clients access multiple Heartland Family Service programs over time, with nearly 30 percent participating in more than one program within the first six months of program participation and more than 40 percent participating in more than one program six months later.

We are incredibly proud of our wonderful, diverse, and engaging team of people who exemplify what it means to truly make a difference in the community each day. And, of course, our efforts would not be possible without everyone’s help. Thank you for all you do!
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 52,730 persons in 2017
• Operates from more than 15 safe, comfortable locations in east central Nebraska and southwest Iowa
• Achieves the mission through the efforts of 476 staff, 530 volunteers, and 2,562 generous donors
• A reputation for quality programs, conscientious management, and excellent customer service
• Accredited by the Council on Accreditation since 1984

RECENT AWARDS

• 2017: Best Counseling Service, Sarpy County People’s Choice Awards
• 2017: Can Do Future Award, Kids Can Community Center and Wells Fargo
• 2016: The $10,000 BIG Connection Award, metroMAGAZINE
• 2015: Non-Profit of the Year, Sarpy County Chamber of Commerce
• 2015: Nonprofit Association of the Midlands Guidelines & Principles Best Practices
• 2013-2014: “Best of Omaha” winner, Family Behavior Therapy, Omaha Magazine
• 2012: Nonprofit Organization of the Year, Kiwanis Club of Omaha
FINANCE & IMPACT

Operating Revenue

Grants & Contracts 56%
Donations & Special Events, Net 27%
Fee for Service 18%
United Way 3%
Misc 1%

Donation & Special Events, Net

Fee for Service

United Way

Donations & Special Events, Net

Operating Revenue

Management $4,178,845
Counseling & Prevention $12,715,519
Child & Family Well-Being $5,198,672
Housing, Safety & Financial Stability $7,681,524

Program Budgets

Total $29,774,560

Creating the path to a better tomorrow.
HEARTLAND BRIDGES
One of our newest programs, Heartland Bridges, recently wrapped up its first full year of operation. The program was launched in March of 2017. The facility, 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 of this program is to help clients secure permanent housing and connect them with community-based mental health or substance abuse services and avoid unnecessary incarceration. We are still working on collecting six-month and one-year follow-up data to show the maintained progress of Heartland Bridges clients. However, we do know that approximately 60% of clients served were men. 95% of Heartland Bridges clients were also referred to at least one other Heartland Family Service program, and many were referred to two or more.

NAVIGATING TO HOME
In 2017, a private foundation awarded a grant to Heartland Family Service in an effort to help at risk individuals and families in the metro area avoid or exit homelessness. In 2016, this foundation commissioned a study of current knowledge about Omaha and Council Bluffs homeless populations and services and of successful homeless reduction programs across the country. After the study was complete, they determined the following key points:

- Homelessness is considered a significant problem in the Omaha-Council Bluffs area.
- Mental illness and substance abuse, poverty, and a lack of safe, affordable housing are believed to be the main factors contributing to homelessness in this community.
- Local resources that need to be expanded include, but are not limited to, system-wide collaboration, mental health and substance abuse practice, and more funding of prevention, diversion, and system exit practices.

This study resulted in the foundation identifying a set of interventions they wished to support, including rapid rehousing, navigation services, outreach, and diversion. They chose Heartland Family Service to lead the coordination of this effort, and the project was titled Navigating to Home. It launched in August of 2017 and will be fully operational in mid-2018. Navigation and comprehensive Diversion are newly available through Heartland Family Service Homeless Services programming, while Rapid Rehousing and Outreach have expanded.
Baby TALK (NE)
Child & Adult Care Food Program (NE) (Closed)
Family & Child Care Resource Center (NE) (Closed)
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 Program (NE)
Victim Empathy (NE)
Youth Links (NE)
ANITA TURNS HER LIFE AROUND FOR HER FAMILY

Anita* grew up in a traumatic home environment, regularly witnessing an abusive relationship between her mother and father. Both of her parents were also alcoholics. By the time she finished high school, Anita was drinking daily. After having two children in her twenties, her dependence on alcohol was out of control, and her addiction soon ruled her day-to-day life.

After witnessing abuse at a young age, Anita became trapped in an abusive relationship when she was 25 and became abusive herself. During that time, her son Carson* and daughter Holly* were frequently left alone with no one to look after them in their Fremont home. That relationship lasted until she was 33.

“My obsession with drinking and constantly fighting with my boyfriend just consumed me,” Anita explains. “It was really Carson and Holly who suffered the most.”

One night, Anita and her boyfriend drank too much and had a heated argument while they were driving home with her children in the car. Anita’s boyfriend hit her, and she quickly pulled onto the side of the road to avoid a wreck. She was upset, and told everyone to get out of the car. As soon as they did, Anita sped away, leaving her boyfriend, Carson, and Holly standing on the edge of the highway. Scared and confused, Carson, now nine years old, ran after her car, crying and begging her to come back. Four-year-old Holly stood behind him and sobbed, unsure of what to do.

A few miles down the road, a police officer pulled Anita over for speeding, where he discovered she was too intoxicated to drive. After he checked her record, he found she was already on probation for other alcohol-related offenses and arrested her on the spot. She was later charged with Driving Under the Influence and Child Neglect. Anita went to jail, and her children went to live with her parents.

“That was really my turning point,” Anita remembers. “I knew then that I couldn’t keep going down the path I was on. My kids needed me.”

After she left jail, Anita started an inpatient treatment program at a facility in Omaha, where she had supervised visits twice a week with her children. During her time there, she was referred to the Heartland Family Service In-Home Services program. She later moved into a recovery home in Fremont where she continued to receive counseling and substance treatment on an outpatient basis.

Gradually, Jessica, the Family Support Worker from Heartland Family Service who worked closely with Anita and her children, saw the bond between them strengthen, and she decreased the amount of supervision they needed. In February of 2018, Anita, Carson, and Holly were finally reunited. They now live together at the same recovery home in Fremont so Anita can continue to improve her life and the lives of her children.

“I feel like I can finally have the life I always wanted for me and my children,” Anita says. “I’m so grateful for all the support and guidance from Heartland Family Service. They genuinely care.”

Anita is no longer in an abusive relationship and hasn’t had a drink in more than five months. Instead, she is now focused on her establishing a safe home for herself and her children, improving their relationship, and maintaining her sobriety.
The “Good Works” Heartland Family Service does each day in the community would not be possible without our volunteers! Our 2017 Volunteer Spotlight is shining on Marcia Fouraker, who volunteers at the Heartland Family Service Jefferson House once a week.

“I not only enjoy, but LOVE volunteering at the Jefferson House!” she says. “I’ve just always had a big heart for kids and families and find that kind of work extremely rewarding. I gain so much more than I give!”

Before volunteering at Heartland Family Service, Marcia was a Family and Consumer Sciences teacher at Fremont Senior High for 34 years. Her favorite classes to teach were Foods & Nutrition and Culinary Arts because she was able to work directly alongside her students.

When the Jefferson House Advisory Board and staff wanted to expand their program to include culinary instruction, they saw Marcia as an ideal leader. In March of 2017, Marcia helped create an after-school cooking class. Each week, she teaches basic cooking skills and nutrition information, which allows the kids to practice preparing their own meals. She has taught them how to make a variety of dishes including healthy snacks, breakfast items, and salads, among others.

“Hands-on opportunities like that not only help kids better learn concepts and skills, but also make it easier to establish good relationships,” Marcia explains.

Though Marcia is retired, her life as a teacher is far from over. Thanks to her dedication, kids at the Jefferson House are learning how to cook for themselves, and they are having fun doing it!
LEADERSHIP & VOLUNTEERS

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Patricia Elliott
Jane Ellsworth
Shelley Erikson
Judie Finkle
Lori Gigantelli
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Cindy Heider
Mary Hiatt
Dana Kaufman
Kerry Kelley
Tarna Kidder
Katelin Lempka
Tammy Loeffler
Kim Lubeck
Theresa McMorrow
Catherine McNamara

Volunteer
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Pamela Berry
Odell Evans
Palistine Gray Moore
Marcia Walker
Susan Whitfield
Nancy Williams
Rev. Wm. Williams
Nicole Beasley (joined 2018)
Elaine Moon (joined 2018)

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Kelley Kulesa
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Wendy Olson
Valerie Prenzlow
Rachel Sorensen
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Kurt Bottorff,
Honorary Board Member

Volunteer
<table>
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<td>Better Together (NE)</td>
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<td>Therapeutic School (IA)</td>
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JOHN MAKES THE MOST OF HIS SECOND CHANCE

When John* was a young boy, he was constantly surrounded by unhealthy influences, including his own family. His parents, Sam and Michelle, and his uncle Jack all struggled with methamphetamine use. John witnessed them using it daily. They also used physical abuse as a punishment any time they thought he misbehaved. Following his role models, started using methamphetamine regularly at the age of 12 and became addicted to it for more than 20 years.

After John turned 15, his parents told him he was old enough to take care of himself and forced him to leave their Omaha home. Alone and with nowhere to go, he started sleeping in alleys and abandoned buildings since he could not afford an apartment or home of his own.

“I had no idea what to do,” John says. “I basically started living in survival mode because I didn't know I had any other options.”

John started down a dangerous path at the age of 17 when he made friends with two other teenage boys who were in a gang. They convinced him to join and lured him into a sense of false hope with the promise of having a new “family,” since he could no longer turn to his own for help. Members of his gang used and dealt methamphetamine daily, which exacerbated his addiction. John found himself in and out of trouble with the law for drug possession and distribution, and he continued this lifestyle until he was 30 years old. It had become the only way of life he knew.

“I thought this was the way I was supposed to live,” John remembers. “I must have been arrested nearly a dozen times.”

Eventually, he realized that he had to turn his life around and managed to escape from the gang he had been a member of for more than a decade. John left Omaha and went to Council Bluffs so he could not be found, but he still had no job and nowhere to live. He felt his only option was to go back to living on the streets, which he did for the next two years.

One night, desperate for money, John robbed a convenience store at gunpoint while he was high on methamphetamine. He grabbed a handful of cash and ran out the door, but Council Bluffs police soon caught up with John and arrested him. He went to jail for armed robbery and drug possession.

John spent four months there while he awaited trial, which was the longest amount of time he had been sober since he was 12 years old. Instead of giving him prison time, the judge referred him to the Heartland Family Service Heartland Bridges program.

The caring and compassionate staff at Heartland Bridges met with John to determine the best plan to meet his housing and substance abuse treatment needs. He moved into the Heartland Bridges facility one month later.

“I couldn't believe I got a second chance at life,” John says. “The staff at Heartland Family Service helped me turn my life around.”

Once he moved into a safe and supportive environment, John no longer had to worry about how he would survive day-to-day. His case manager at Heartland Bridges helped him address his mental health and substance abuse challenges, and John began attending support groups and individual counseling sessions regularly.

“I was thrilled to be able to grow as a person,” he states. “I never knew there was another path for me, but I see it now. I'm making the most of my second chance.”

John was incredibly motivated to make a better life for himself. He started working part-time, enrolled in classes to work towards getting his GED, and got his own apartment in Council Bluffs.

It has been one year since the staff at Heartland Bridges first met John. Today, he is still in his apartment, still employed, and still sober.

“I'm so proud of how far I've come,” John says.

* Indicates name has been changed to protect client privacy.

Counseling & Prevention
HOW YOU CAN HELP

SPREAD THE WORD
You are our greatest asset in helping get the word out about Heartland Family Service. To help us raise awareness, you can:

• Schedule a Good Works 101 presentation at our 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 Instagram, 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, or enrolling your child in Student League
• 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.

You can also support Heartland Family Service by TAGG-ing us in your next purchase! It’s quick and easy!

• Download the TAGG app
• Visit participating businesses and snap a photo of your receipt within seven days
• Choose your cause. The business will donate 5% at no extra cost to you!

Please also consider supporting us through Facebook on your birthday, rather than receiving birthday wishes. You can select a non-profit of your choice and indicate how much money you want to raise within 24 hours.

MAKE A PLANNED GIFT
A donation or bequest to our endowment fund, the Family Legacy Society, helps ensure children and families will continue to receive the assistance they need far into the future.
HOUSING, SAFETY, & FINANCIAL STABILITY

Domestic Violence/Sexual Assault (NE)
Hardship Assistance (NE)
Heartland Homes/Transitions (IA)
Heartland Housing Beginnings (NE)
Heartland Housing Connections (IA/NE)
Heartland Housing Navigation (IA/NE)
Heartland Housing Opportunities (IA/NE)
Heartland Housing Passages (IA/NE)
Heartland Housing Solutions (IA/NE)
Homeless Street Outreach (IA/NE)
Pottawattamie County Homeless Link (IA)
Samaritan Housing (IA/NE)
Ways to Work (IA/NE)
CASSANDRA AND RICH FIND A WAY TO BREAK THE CYCLE

Even though Cassandra and Rich grew up in different parts of the country, they both experienced poverty, drugs, and violence at a young age. Sadly, they saw both sets of parents use methamphetamine in front of them when they were young children. Cassandra and Rich also witnessed abusive behaviors between their parents. As teenagers, they fell into the same unhealthy patterns.

Cassandra was from Council Bluffs, and due to her upbringing, it was no surprise that she began using drugs with her boyfriend when she was 16.

“I've always been a co-dependent person,” Cassandra states. “My boyfriend was spending more time using meth than with me, and I thought if I did meth, too, things would be different.”

She continued using drugs for the next ten years. Cassandra tried to quit a couple of times, but whenever she felt sad or angry, she returned to her old habits.

At 25, Cassandra got married, and her husband quickly became physically abusive towards her. They had a beautiful daughter named Madison*. Fearing for both her and Madison’s lives, she later took her daughter to a domestic violence shelter in Pottawattamie County.

“I felt safer there, but I still didn't have my life together at that point,” Cassandra remembers. “I kept using drugs, and I lost custody of my daughter.”

After that, Cassandra’s life began to spiral out of control. She left the shelter she had been staying at, even though she had nowhere to live. She began sleeping in parks and on sidewalks and continued to spend time with people who used drugs. That was how she met Rich, and they connected instantly.

Rich was born in Phoenix, Arizona and moved to Council Bluffs at the age of 30. He spent 15 years in a gang and abused a number of drugs daily with other gang members.

“For years, the only thing I cared about was getting my next fix,” Rich remembers.

He traded things for drugs regularly, including cars, clothes, and furniture. Eventually, he lost nearly all of his material possessions, including his own home. Rich lived on the street for years and with no money for food, he ate out of dumpsters.

“I hit the lowest point of my life,” he remembers. “I didn't want to go on living anymore until I met Cassandra.”

Cassandra went back to her ex-husband twice, and she got pregnant with a sweet little boy whom she later named Andrew*. Her wake-up call came when she got arrested for drug possession while she was still pregnant with him.

“I knew I had to get clean,” she said. “I didn't want to lose my son and have him go to a stranger's home.”

Cassandra was court-ordered to the Heartland Family Service Substance Abuse Treatment program and was later accepted in to the Heartland Homes & Transitions program. The staff worked closely with Cassandra to address her mental and emotional needs and helped her find a full-time job. She was also able to start spending time with Madison again.

“What I like about Heartland Family Service is that they don't discriminate,” Cassandra says. This is one of the first experiences I had where someone didn't judge me.”

She knew Rich desperately needed help, and she told him about how much the Heartland Family Service Substance Abuse Treatment program helped her get her life back on track. A couple months later, Rich began treatment in the same program, and his counselor helped him establish an effective treatment plan to address his mental health and substance abuse challenges.

Eventually, he was able to move into the Transitions apartment with Cassandra and began taking the steps to rebuild his life.

“It's a relief to be able to have our own home and be stable without fear of losing everything again,” Rich says.

Since then, Rich has received his General Educational Diploma and is earning a degree in plumbing from a local trade school. Cassandra has a full-time job and has plans to go to college in the fall. They have maintained their sobriety and will be moving into a new home in a few months with Madison and Andrew.

* Indicates name has been changed to protect client privacy.
Every year, Heartland Family Service relies on the generosity and support of its donors to keep their “Good Works” going in the community. We are proud to recognize Kathy and Joe O’Connor for all the support they have given our agency for years.

“Heartland Family Service does a tremendous job of helping a lot of people across the community, especially people who have had trauma in their lives,” Kathy O’Connor says. “They need that help to have a better life, and for that reason, we’re really happy to be involved.” Kathy has been part of the Heartland Family Service Friends Guild for seven years, and Joe recently retired from Union Pacific after working there for more than 30 years. Some of their favorite programs include Family Works and Youth Links.

“It’s really heartwarming for us to hear about all the success stories and great to be involved with others who care,” Kathy says.

Thank you, Kathy and Joe, for all that you do for Heartland Family Service!

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Hormel Foods Corporation
Kirk Hulett
Adam Jaime & Cortney Sells
Mark Jaksich
Jason & Shari James
John Jeanetta
Michelle & Keith Keller
Kiewit Building Group, Inc.
Craig & Tonya Korkow
David & Brenda Langenberg
Legacy Design Strategies
Joseph & Kacey Lemka
Vern & Kathy Lienemann
Jodie Mackintosh
Kirk Madsen
Donald & Kay Marner
Daniel & Patty Melanson
Metropolitan Utilities District
Mutual of Omaha
Mani & Sham Nadasan
R.J. & Liz Neary
Murray & Sharee Newman
Northern Natural Gas Company
Jerry O’Brien & Cindy Oelke
Dale & Fern Olson
Dave & Chris Olson
Outlook Nebraska
Paul & Debbie Parkert
The Patterson Family Foundation
Keith & Susan Pedersen
PenFed Credit Union
Eric & Natalie Petersen
Gary & Cassandra Pietrok
Pohocco Lutheran Church
Daniel & Nancy Pridal Products Unlimited, Inc.
Public Risk Management, Inc.
QAT Global
RDG Planning and Design
John & Margaret Rebensdorf
REM GROUP, INC.
Rosenbauer Aerials LLC
Greg & Samantha Ryan
SAC Federal Credit Union
Abe & Kelly Schlott
Steven & Susan Scholer
David & Lori Scott
Bob & Sheri Shonka SilverStone Group
Sanford & Patricia Smith
Solve Consulting
Specialty Tool & Machine, Inc.
Robb & Melissa Steffes
Telpner Peterson Smith
Ruesch Thomas & Simpson
William & Angela Thorell
Dan & Jayne Timmerman
Travel and Transport, Inc.
TS Bank
Tyson Foods, Inc.
UnitedHealthcare
Veridian Credit Union
The Vetter Foundation
Kevin & Leann Welker
Werner Enterprises
Gary & Wendy Wiseman
Zaiss & Company

ANNUAL CAMPAIGN COMMEMORATIVE GIFTS
In Honor of
Russell Winkel Bauer
Sylvia (Babe) Cohn
Michael Davenport
Gail & Sally Hennings
Joe & Kacey Lempka
Dennis & Jessica Pate
Kerry Wiles
Midlands Business Journal 40 under 40
Dianne Scott
Steven & Susan Scholer

In Memory of
Millie Flansburg
Robert Townsend
Tamara Stoval Smith
Milt & Judith Katskee

JEFFERSON HOUSE COMMEMORATIVE GIFTS
In Honor of
The Executive Team at Fremont Health
Rickey & Debra Sammons
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

June 15, 2018 | Strike a Chord 14  
Mid-America Center, Council Bluffs, IA

August 17, 2018 | Jefferson House “Stand Up for Kids!” Comedy Night  
Fremont Golf Club, Fremont, NE

September 10, 2018 | 25th Anniversary Safe Haven Golf Tournament  
Oak Hills Country Club, Omaha, NE

November 15, 2018 | Salute to Families  
Happy Hollow Club, Omaha, NE

February 9, 2019 | “Carnival of Love” Gala  
Embassy Suites, La Vista, NE