Be the path

2018 was a very exciting and memorable year for Heartland Family Service (HFS), as we celebrated a significant amount of growth across a variety of areas. We created our new strategic framework and plan for the next four years to prioritize our highest needs. These needs are: assisting underserved populations through the use of innovative service delivery models; utilizing technology to better serve and engage all HFS stakeholders; retaining our diverse employee base and maximizing their talents; and attaining long-term financial stability.

We are pleased to announce HFS achieved many accomplishments during 2018 to help us get closer to attaining our long-term, strategic vision for improving the lives of vulnerable children, individuals, and families in the communities we serve. As many of you know, we served as the lead agency in the emergency rehousing of over 200 families displaced by the Yale Park apartment complex crisis. We were also selected for a $5 million award from the Day 1 Families Fund by the Jeff and Mackenzie Bezos Family Foundation to help families fighting homelessness gain stable housing.

Our agency also launched a number of new programs and services, including the Intensive Psychiatric Rehabilitation (IPR) program; the Heartland Housing Sanctuary and corresponding Sanctuary House to provide specialized services for sex trafficking survivors; the transformation of Youth Links into One Oak therapeutic school and behavioral health services; and the expansion of our InSHAPE and Ways to Work programs; and growing our services for youth, prevention, homeless services, and psychiatric services.

In an effort to retain and recruit staff, we completed a comprehensive salary benchmarking study in partnership with the Nonprofit Association of the Midlands to address and improve pay gaps across the agency. This same effort also included the improvement of health insurance benefit options with decreased costs for employees.

We also saw financial success in 2018, making large improvements in our goal to attain financial stability. HFS achieved a 15% increase in unrestricted giving and restructured long-term debt to improve cash flow and reduce cumulative interest, among a number of other accomplishments.

2018 brought so many exciting activities to our agency, and we are excited to see what 2019 has in store for us. Thank you for all your support!
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
- Connected with more than 54,000 individuals and families through direct services, education, and outreach in 2018.
- Operates from more than 15 safe, comfortable locations in east central Nebraska and southwest Iowa
- Achieves the mission through the efforts of 459 staff, 398 volunteers, and 1,539 generous donors
- Has a reputation for quality programs, conscientious management, and excellent customer service
- Accredited by the Council on Accreditation since 1984

RECENT AWARDS

- 2018: Best Counseling Clinic, Best of the Big O!
- 2018: Best Counseling Service, Sarpy County People’s Choice 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
- 2013-2014: “Best of Omaha” winner, Family Behavior Therapy, Omaha Magazine

FINANCE & IMPACT

Operating Revenue

- 56%
- Grants & Contracts
- Fee for Service

Program Budgets

- $29,774,560
- Counseling & Prevention
- $4,178,845
- Child & Family Well-Being
- $5,536,972
- Housing, Safety, & Financial Stability
- 18%
- Management
- 22%
- Donations & Special Events, Net
- 1%
CHILD & FAMILY WELL-BEING

**REFUGEE ADVOCATE PROGRAM**

Over the past two years, the Refugee Advocate program has been partnering with our In-Home Services program to provide wraparound services for refugee families who are in the Child Welfare System. Previously, this program was focused on families and youth in the juvenile justice system, but with this new partnership, we have been able to widen our scope of services to include juveniles and families, and keep them together, as well as help with capacity building in both programs. With partnership from a private funder and following an open-referral model, we have had a steady stream of referrals to help refugee families with children who are at risk of running away from home.

**RESTORATIVE JUSTICE PROGRAM**

The Restorative Justice program has grown exponentially over the past year. Initially, it served juvenile cases, but has expanded to include adults. The curriculum for this program is now being offered in adult probation classes and in Douglas County Corrections. Starting in July of 2019, we will be growing our curriculum to include students at the Westside Alternative High School and the Boys and Girls Club. Our goal is to educate them on the importance of decision-making in order to help them make the best possible choices.

**PEER CENTER PROGRAMMING**

One of our newest locations, the Peer Center, opened in Council Bluffs in the fall of 2018. We operate a number of services from this location, including Intensive Psychiatric Rehabilitation (IPR), InSHAPE, and Peer Support.

The Intensive Psychiatric Rehabilitation (IPR) program was launched last fall and is an outpatient program designed to restore, improve, or maximize the level of functioning, independence, and quality of life for adults experiencing a disabling mental health condition. We work with adults to achieve an identified social, living, education, or working environment goal through a specific, evidenced-based process. Many of the clients we have helped to date have been very vocal about how much they enjoy the program.

InSHAPE works by pairing participants with a personal health mentor who is trained in fitness and nutrition and can motivate individuals with mental health challenges. Clients set their own goals, and the health mentors meet with them weekly to work out with them, show them how to select and cook healthy food, and refer them to smoking-cessation programs. We have 31 clients currently enrolled in the InSHAPE program, and so far, at least five participants have lowered their baseline weight by one to four percent.

Our Peer Support employees are individuals who have been successful in the recovery process and help others experiencing similar situations. Through shared understanding, respect, and empowerment, Peer Support workers help people become and stay engaged in the recovery process, reducing the likelihood of relapse.
Paw Paw met her husband while living in the refugee camp, and after they moved to Omaha, they had three children. A couple years after her daughter was born, Paw Paw still felt overwhelming anxiety and wanted to be able to bond with her children but was not sure how to ask for help. A few months later, a family friend introduced her to the Baby TALK program at Heartland Family Service.

Baby TALK focuses on helping parents build healthy relationships with their children and helps them to meet important milestones in their lives so their children are prepared for school. One of the key aspects of the program is to participate in home visits to help parents bond with their children through fun, educational activities. Paw Paw and her family enrolled in Baby TALK when her daughter was two years old. There they met Paung Clay, an Early Childhood Specialist with the program.

Over the next four years, Paung Clay was excited to work with Paw Paw and her children, and during their time together, she observed their family bond strengthen exponentially. Paung Clay also saw the children grow, as they learned to speak English and prepared to go to school for the first time.

While Paw Paw’s daughter was talkative and curious, Paung Clay was concerned that the family’s son did not speak and showed little interest in things that usually captivate a child’s attention, including toys and games. She told Paw Paw she suspected her son may have Autism and encouraged her to visit their family physician. His doctor later diagnosed him with the disorder, and, he began attending therapy. Over time, Paw Paw was relieved to see a wonderful change in him.

However, Paw Paw still suffered from anxiety, which had not improved since she moved to Omaha. Paung Clay encouraged her to see a doctor, who helped treat Paw Paw’s anxiety with medication. Now, with consistent support from her family, she is able to manage her anxiety easily without medication.

Today, Paw Paw and her family have formed a bond that is stronger than she could have imagined. She looks forward to continuing to improve her mental health and helping her children grow into successful young adults.
Heartland Family Service (HFS) is powered by hundreds of volunteers who support the agency and its programs. Our 2018 Volunteer Spotlight is shining on Rose McCaffrey, who has been volunteering at a number of HFS events since the summer of 2017!

Rose is a full-time student at the University of Nebraska–Omaha and is studying Communications to become an Event Planner and Volunteer Coordinator. In addition to her studies, she is very involved in campus life, serving as President of the Latin American Students Association and a member of Sigma Lambda Gamma Sorority, and a Buffett Scholar of the Thompson Learning Community.

“One of my passions is volunteering because it’s always a new experience to help the community,” Rose says.

In June of 2017, Rose first started volunteering as an intern for HFS. She has helped at the 2017 and 2018 “Strike a Chord” Gala, as well as the 2018 and 2019 “Carnival of Love” Gala. Rose says she greatly admires all of the hardwork and preparations that go into planning and hosting each event.

“I want to keep volunteering for Heartland Family Service because they want to help individuals and families with the services they offer.”

Thank you for all you do, Rose!
HEARTLAND FAMILY SERVICE ADVISORY COMMITTEES

NORTH OMAHA COMMUNITY COUNCIL
Nicole Beasley
Janis Berry
Pam Berry
Karen Davis
Palistene Gray Moore
Elaine Moon
David Roper
Avis Roper
Marcia Walker
Susan Whitfield
Nancy Williams

SOUTHWEST IOWA ADVISORY COMMITTEE
Alex Stewart
Angie Kistadis, through May 2018
Bryan Biederman
Donna Dostal
Haley Mace, through March 2018
Janae Sternberg, through September 2018
Jim Koch
Joanie Tekippe, through October 2018
John Desher, through April 2018
Julian Caldwell
Kelley Kulesa
Mark Allen, through April 2018
Nancy Schulze, Robyn Epley, through October 2018
Samir Mowad
Stacy Funk, through October 2018
Tricia Danielsen

SARPY COUNTY ADVISORY COMMITTEE
Anna May
Cathy Allen
Curtis Rainge
Fred Uhe
Irene Burklund, through June 2018
Jamie Simpson, through April 2018
Jeanne Shadders
Jenna Berg, through October 2018
Jim Nekuda, through September 2018
Joel Dighans
Jonathan Jameson
Kevin Hensel, through August 2018
Mark Mason, through August 2018
Matt Smith
Scott Dannehl

JEFFERSON HOUSE ADVISORY COMMITTEE
Jessica Fickbohm
President
Wendy Olson
Secretary
Laura Peters
Treasurer
Linda Doll
Kate Kavan
Dave Millie
Lottie Mitchell
Deb Niles
Jamie Simpson
Tom Tamke
Kurt Bortoff (Honorary Member)
Rachel Sorensen (Honorary Member)

COUNSELING & PREVENTION

Assertive Community Treatment (IA)
Assessment Center (NE)
Better Together (NE)
Child & Family Center (IA)
Crisis Mediation Team (NE)
Employee Assistance Program (IA/NE)
Family Works (IA/NE)
Heartland Bridges (IA)
InSHAPE (IA)
Integrated Health Home (IA)
Intensive Psychiatric Rehabilitation (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)
Peck Center (IA)
Prevention (IA/NE)
Problem Gambling Program (IA/NE)
Substance Use Treatment (IA/NE)
Therapeutic School (IA)
Victim of Crime Assistance (IA)
When she was 28, her father passed away in her arms after a long battle with cancer. By that time, Leelynn had given birth to three other children, and she found herself raising the four of them on her own. She then met a man and married. The young family lived with Leelynn’s mother for while, but she and her family were eventually forced to leave her mother’s home. They had to live in a tent in her in-laws’ backyard for the entire summer. Feeling crushed and defeated, Leelynn and her husband turned to using illegal substances.

They soon found themselves financially drained, spending all their income on methamphetamine. Her husband began stealing and selling the stolen merchandise to pay for drugs, which ultimately led to him going to prison. Once again a single parent, Leelynn continued to use drugs to cope with her despair and frustration.

Meanwhile, her children’s biological father managed to track them down and kidnap two of her daughters. U.S. Marshals quickly caught up with him, but they were obligated to notify Child Protective Services (CPS). Leelynn had been warned: if she was careless with her children again, they would be taken from her.

Leelynn eventually found an apartment she could afford, and her husband was released from jail a year later. Leelynn was thrilled for her family to be reunited, but when her husband left her two-year-old home alone, her elation quickly vanished. The incident was reported to CPS, and all four children were removed from the home. Feeling numb and overwhelmingly sad, Leelynn increased her drug use and seemed to give up on life. She thought she would never see her children again.

Two years later, Leelynn hit rock bottom when CPS notified her they planned to permanently terminate her rights as a parent. Leelynn knew she had to make drastic changes to bring her children home. She immediately searched online for a program to help achieve and maintain sobriety once and for all. She found the Heartland Family Service program, to which she was soon admitted for residential substance abuse treatment.

At Family Works, the caring and kind staff worked with Leelynn to help her overcome her substance use disorder, and to identify key triggers that made her want to use drugs. Leelynn learned a variety of coping skills and found a new family in the other moms and staff in the Family Works program. Family Works not only gave her a place to live, but the program also offered her the life skills and tools she needed to start a job, buy a car, and save money to move on with her life.

In just eight months, Leelynn has achieved and maintained sobriety, and she will soon graduate from the Family Works program. Her happiest achievement has been reuniting with her four children. CPS reunited the family after seeing how much progress Leelynn made. She and her children will soon move into their own apartment in Omaha, continuing down the healthy path she has created for her and her family.
HOW YOU CAN HELP

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. Please remember Heartland Family Service in your will or estate plans.

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 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 Instagram, and invite others to do the same

VOLUNTEER
Your time is a gift. Please consider:
• Providing a meal for the kids at One Oak
• 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

HOUSING, SAFETY, & FINANCIAL STABILITY

Domestic Violence/Sexual Assault (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 Opportunities Expansion (IA/NE)
Heartland Housing Passages (IA/NE)
Heartland Housing Sanctuary (IA/NE)
Heartland Housing Solutions (IA/NE)
Homeless Diversion (IA/NE)
Homeless Prevention (IA/NE)
Homeless Street Outreach (IA/NE)
Pottawattamie County Homeless Link (PATH) Services (IA)
Pottawattamie County Homeless Link (PCHL) (IA)
Samaritan Housing (IA/NE)
Ways to Work (IA/NE)
Unfortunately, the Navy was not what he had hoped it would be. Prior to enlisting, Randy had never used any illegal substances, but that quickly changed once he met a group of young men who smoked marijuana regularly. He began using it daily as an escape and eventually tried other types of drugs, such as heroin and LSD. Less than six months later, the Navy discharged Randy for substance use, and he found himself back in Council Bluffs without a job or a place to live.

Gripped with a desire to escape his circumstances, Randy soon left Council Bluffs. He hitchhiked out west, eventually making his way to Cheyenne, Wyoming. He started a promising career as a carpenter, working as an assistant to the foreman at the local saw mill. He found an apartment of his own. Despite his turnaround, Randy could not rid himself of his bad habits and eventually found himself homeless. His pattern continued for nearly 20 years.

One day, Randy received news that his father suffered a stroke, so he returned to Council Bluffs to care for him. He and his father did not get along well enough to live together, and Randy found himself bouncing around various homeless shelters. At one such facility, he saw a flier that gave him hope and forever changed his life.

The flier featured information about Heartland Family Service’s Heartland Housing Navigation program, which helps individuals and families experiencing long-term homelessness find affordable housing. Randy immediately called the number listed. A young woman named Kieyona answered the phone and listened to his story. She worked tirelessly with Randy to find a clean, safe place for him to live.

For the first time in decades, Randy was optimistic about his future. But life threw him another curveball. During his search for a home, it was discovered he had lung cancer. Despite the debilitating side effects, Randy knew his best option was to undergo chemotherapy. He took his diagnosis in stride and conscientiously went to treatments each week.

One day, Kieyona called with fantastic news – he had finally been accepted at an apartment complex in Council Bluffs. Randy found renewed hope, as his dream of finding his own home had finally become a reality. One week later, he felt relieved to move into a fully furnished, newly-painted apartment that was safe, clean, and secure.

Six months later, Randy has settled into his new home, and he and his father are spending more time with each other. His doctors are optimistic about his prognosis. Most importantly, Randy’s quality of life has improved tremendously now that he has found a stable home.
Our agency is able to continue the “Good Works” we provide our community with the generous support of our donors! The 2018 Donor Spotlight is shining on Tom Frette and Enid Schonewrite.

Tom has been actively involved with Heartland Family Service (HFS) for many years, including serving on the Board of Directors for the past six years, attending and hosting our events, and acting as an advisor on several HFS committees, including the Marketing and Development Taskforce. Prior to Tom joining the Board of Directors, he and his wife Enid were engaged in multiple fundraising initiatives for Heartland Family Service. These events include the “Carnival of Love” Gala, the Safe Haven Golf Tournament, Salute to Families, Omaha Gives!, and Adopt a Family.

“We are humbled and honored to be a small part of the amazing work this organization does,” Tom and Enid said. “We feel this honor gives us the additional opportunities to share all the fantastic work taking place on behalf of Heartland Family Service and to hopefully get others involved.”

Thank you, Tom and Enid, for your many years of support and service!
JOIN US ONLINE!

When you subscribe, follow us online, or visit the Heartland Family Service website, you will learn more about our programs, services, and upcoming events, and see photos of our community activities. Here are some ways to stay connected with us online:

- Subscribe to our eNews and email communications by texting GOODWORKS to 42828
- Follow us on social media! Visit us at HeartlandFamilyService.org, click on the social media icon link in the upper right corner
- Get the word out! Like and comment on posts, then share them with your friends
- Learn about our programs and services and read our life changing client Success Stories
- Visit our Blog and stay up to date about key matters from President and CEO John Jeanetta and our other Heartland Family Service professionals
- Support our Good Works! 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, visit HearlandFamilyService.org

SIGNATURE EVENTS

**June 14, 2019 | “Strike a Chord” Gala**  
Mid-America Center, Council Bluffs, IA

**August 16, 2019 | Jefferson House “Stand Up for Kids!” Comedy Night**  
Fremont Golf Club, Fremont, NE

**September 23, 2019 | Safe Haven Golf Tournament**  
Eagle Hills Golf Course, Omaha, NE

**November 21, 2019 | Salute to Families**  
Happy Hollow Club, Omaha, NE

**February 29, 2020 | “Carnival of Love” Gala**  
Embassy Suites, La Vista, NE