We are grateful for a year packed with generous acts of LOCAL LOVE that united our communities to respond, rebuild and continue to recover from the disastrous flooding in 2019. While we are grateful for all the “numbers” this report shows of Heartland United Way’s collective impact, we are most grateful for the stories behind each number. Each “story” has been generously impacted by acts of LOCAL LOVE shown through united efforts and strong partnerships, the compassionate care that lifted each person in time of need and the generous investment of time, talent and resources shared throughout the year. The Heartland United Way is committed to fulfilling our mission to improve people’s lives and create possibilities by supporting our local UW agencies and recruiting people and partnerships who bring the passion, expertise and resources needed to get things done. To stay connected throughout the year, find us online at HeartlandUnitedWay.org and our social media channels. Thank you for making great things happen!  

Karen & Arlan

17,830 TOTAL INDIVIDUALS SERVED IN HALL, HAMILTON, HOWARD & MERRICK COUNTIES IN 2019

FINANCIAL STABILITY  
6,201 PEOPLE  
 Individuals/families improve their socioeconomic status

HEALTH  
2,450 PEOPLE  
 Individuals/families have access to healthcare and improve their health

YOUTH SUCCESS  
3,844 PEOPLE  
 Youth gain the knowledge, skills and credentials to obtain family-sustaining employment

CHILDHOOD SUCCESS – 887 PEOPLE  
Children enter school ready and are successful in primary school.
2-1-1 HELPLINE When someone calls 2-1-1, trained operators help callers assess their needs and direct them to appropriate resources ranging from basic needs to public information. **791 calls were made in 2019.** To view additional local information, visit HeartlandUnitedWay.org. The 2-1-1 Helpline is accessible 24/7 by dialing 2-1-1, texting your zip code to 898211 or online at www.ne211.org. Below showcases the highest call needs in 2019.

- **30%** Housing
- **27%** Other Community Needs
- **6%** Utilities
- **6%** Clothing/Personal/Household
- **6%** Health Care
- **6%** Transportation

**Other Community Needs Include:**
- Disaster Services, Food & Meals
- Information Services, Mental Health/Addictions, Individual/Family Support
- and Income Support

The Heartland United Way convened the initial local organizational meeting to respond to human trafficking. The mission of the Grand Island Area Coalition on Trafficking (GIACT) is to coordinate efforts as community partners, educate and raise awareness about human trafficking.

In December, 2019, GIACT kicked off their hotel/motel project to educate employees on how to recognize and respond to human trafficking in local hotels. Our goal is to expand to Howard, Hamilton, Merrick, and Adams county. With more criminal charges of human trafficking in central Nebraska, and unfortunately world-wide, we will be hosting an educational summit in May.

To report or for more information, contact:

**National Human Trafficking Hotline**
1-888-373-7888

**Human Trafficking Specialist in Central Nebraska**
308-382-4855
The Heartland United Way awarded $30,000 in Community Impact Grants to Hamilton, Howard and Merrick Counties. The grants were used to fund local programs and provide targeted assistance.

- Provided 2,073 individuals with basic needs, food and toys during the holidays.
- Collected 12,860 pounds of food for use in backpacks, shelters & food pantries.
- Mobilized 949 volunteers to make an impact in our community.
- Enrolled 3,200 local children to receive books each month in the mail.
- Raised $1.43 million to fund community services and programs.
- Collected 12,860 pounds of food for use in backpacks, shelters & food pantries.
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- Enrolled 3,200 local children to receive books each month in the mail.
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- Imagination Library
**TOP 25 - PLATINUM PACESETTERS**

- Five Points Bank
- Grand Island Express/GI Truck, Inc.
- Grand Island Public Schools
- AGI MFS/York/Stormor
- Eakes Office Solutions
- Bosselman Enterprises
- Home Federal Bank

**GOLD PACESETTERS**

- Associated Staffing Inc.
- Berkshire Hathaway - HomeServices Da-Ly Realty
- Contrynan Associates, P.C.
- Essential Personnel, Inc/ Tranic Enterprises
- GI Family Radio

- Equitable Bank
- First National Bank
- City of Grand Island
- Lutz
- Dramco Tool Co., Inc.
- Nebraska Truck Center, Inc.
- AMGL
- Allen Capital Group

- Ryder Rosacker McCue & Huston
- Northwest Public Schools
- Olsson
- Central Community College
- Gary Thompson Agency - Grand Island

- Hope Harbor
- INSUR Inc.
- Kelly Supply Co/KDSI
- Nebraska Medicine Internal Medical Associates

- Penrose Machining, Inc.
- Schroeder & Schreiner, P.C.
- Shamberg, Wolf, McDermott & Depue
Heartland United Way would like to thank our campaign leaders and volunteers for their dedicated service and leadership in raising $1,435,511!

### 2020 Distribution of Funds

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Go Big GIVE</td>
<td>$1,069,487</td>
</tr>
<tr>
<td>UW Community Partners</td>
<td>$560,000</td>
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<tr>
<td>Donor Designations to Organizations</td>
<td>$395,607</td>
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<tr>
<td>Fundraising and Management</td>
<td>$167,268</td>
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<tr>
<td><strong>Community Impact and Volunteers</strong></td>
<td>$114,725</td>
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<tr>
<td><strong>Allowance for Uncollectibles</strong></td>
<td>$71,775</td>
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<tr>
<td><strong>Campaign Incentive</strong></td>
<td>$60,248</td>
</tr>
<tr>
<td><strong>Community Impact Grants</strong></td>
<td>$32,000</td>
</tr>
<tr>
<td><strong>TOTAL:</strong></td>
<td><strong>$2,504,998</strong></td>
</tr>
</tbody>
</table>

Invested to improve lives and create possibilities!
The Heartland Disaster Recovery Group has served (to date) over 250 households, provided thousands of dollars in assistance and had 350 volunteer hours performed.

The mission of HDRG is to coordinate recovery efforts to bring communities back to a new normal after they have been devastated by disasters in Hall, Hamilton, Howard, and Merrick Counties.

The HDRG has provided support for individual recovery through local Community Advocates funded by the Center for Disaster Philanthropy.

**Heartland Disaster Recovery Group**

HDRG consists of local organizations and volunteers including:

JOIN IN SHARING ACTS OF LOCAL LOVE IN 2020!

CLICK & GIVE AT GOBIGGIVE.ORG · 5/7/2020
IMAGINATION BACON (BACON & BREW 4 BOOKS) · 8/2020
HUSKER HARVEST DAYS FOOD DRIVE · 9/15/2020 - 9/17/2020
STATE FAIR SCOOPS ICE CREAM PARLOR · 8/28/20 - 9/7/2020

TOUR OF AGENCIES · 8/2020
TOYS FOR TOTS · 12/2020
GOLF TOURNAMENT · 6/1/2020

CONNECT WITH US ONLINE AT HEARTLANDUNITEDWAY.ORG!

@HEARTLANDUW

Heartland United Way
1441 N Webb Road
Grand Island, NE 68803

NON-PROFIT ORG
US POSTAGE
PAID
MIDWEST CONNECT
RETURN SERVICE
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