The Heartland United Way has been responding to local needs and society’s most pressing problems for almost 75 years in Hall, Hamilton, Howard and Merrick Counties. 2020 was unlike any year that we have experienced and COVID-19 was unlike any challenge we could have imagined, but we were up for it! In 1947, community leaders built a strong foundation for the United Way to help and share LOCAL LOVE to everyone. What began with the floods in 2019 and was then followed by the global pandemic of 2020, the incredibly generous support of the community provided us the opportunity to be ready to respond and to bring help & hope to people who need it most. The tough work that was/and will continue to be needed to help communities recover is the very work Heartland United Way does every day: we help feed those facing food insecurity; we prepare children for success in school, work and life; we connect those in financial distress with resources to pay bills and stay in their homes. In times of crisis, this work became more urgent – the services more vital – the need to partner more essential.

Yes, in many ways 2020 has been a year we want to forget, but in more ways than not, it has been a year to remember. A year full of compassion, hard work and most of all a whole lot of LOCAL LOVE shared. Thank you for the love shared, lives touched and differences made.  

Karen & Jenny

Heartland United Way would like to thank our campaign leaders and volunteers for their dedicated service and leadership in raising $1,319,152!

THANK YOU TO THE FOLLOWING FOUNDATIONS WHO MADE A BIG DIFFERENCE IN THE CAMPAIGN!

Benjamin A. Black Charitable Trust for Children | Blue Cross Blue Shield
Bud and Gloria Wolbach Charitable Foundation | B. Keith and Norma F. Heuermann Foundation |
Edgar and Frances Reynolds Foundation, Inc. | Frank and Alice Farr Trust |
Fred and Amanda Glade Foundation | Medica | Merrick Foundation, Inc. |
Wells Fargo Foundation
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.

20% more calls were made in 2020. 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. The graph showcases the highest call needs in 2020.

14,950 TOTAL INDIVIDUALS SERVED IN HALL, HAMILTON, HOWARD & MERRICK COUNTIES IN 2020.

COMMUNITY IMPACT THROUGH THE PANDEMIC

The Heartland United Way saw the strength of our community partnerships as we faced the challenges of the COVID-19 pandemic. The pandemic offered us new opportunities to collaborate and respond. Our activities in 2020 included: convening weekly COVID call updates, coordinating food resources, providing masks for distributions, distributing PPE (personal protection equipment) to local nonprofits, provided Kits4Kids to children learning from home and launched the digital community boards to keep people informed on the pandemic and community resources in four languages.

Together with the Greater Grand Island Community Foundation, we were able to create the COVID-19 Community Compassion Fund to support community organizations. This allowed them to continue their important work in the community and meet the increased need for basic necessities such as food and housing assistance.
BALANCE OF TOP 25:
- Tom Dinsdale Automotive
- Eakes Office Solutions
- Grand Island Public Schools
- Grand Island Express/GIX Logistics
- AGI-MFS
- Home Federal Bank
- First National Bank
- Equitable Bank
- Edward Jones Financial Advisors

GOLD PACESETTERS
Berkshire Hathaway HomeServices Da-Ly Realty | CMB Architects
Contrymn Associates, P.C. | GI Family Radio | Hope Harbor | INSUR
Penrose Machining, Inc. | Pinnacle Bank - GI | Schroeder & Schreiner, P.C.
Wolf, McDermott, Depue, Sabott, Butz, Porto, LLC

DISTRIBUTION OF FUNDS
- UW Community Partners, Programs & Services | $563,456
- Donor Designations To Organizations | $356,362
- Administration, Engagement & Fundraising | $193,651
- Community Impact & Volunteers | $114,725
- Allowance for Uncollectibles | $65,958
- Campaign Incentive | $25,000
- Go Big GIVE | $1,017,720

Total Invested to Improve Lives and Create Possibilities: $2,336,872
HEARTLAND UNITED WAY
2020 IMPACT REPORT

JOIN US IN 2021!

GO BIG GIVE
05.06.21

SCOOPS AT NE STATE FAIR
08.27.21-09.06.21

UW GOLF TOURNAMENT
06.07.21

TOUR OF AGENCIES
AUGUST 2021

HUSKER HARVEST DAYS FOOD DRIVE
09.14.21-09.16.21

IMAGINATION BACON
10.16.21

TOYS FOR TOTS & HOLIDAY PROGRAMS
DECEMBER 2021

MARK YOUR CALENDAR!