

- 2015** 2015 was an exciting year for Heartland United Way. New ideas made for fun and exciting times! The 2015 Campaign was the inaugural year for the #4as1 co-campaign chairs in each county. Ron Depue chaired Hall County, Jayne Mann chaired Hamilton County, Joe Mlinar chaired Howard County and Aaron Kunz chaired Merrick County. Each county chair had a local committee to help lead the campaign effort in each county. Along with the #4as1 campaign chairs, each county received a \$10,000 grant to go back to their community and to distribute as they saw fit. The campaign raised a total of \$1,421,972 to be distributed in Hall, Hamilton, Howard and Merrick Counties. The Campaign Kick-Off kept with the #4as1 theme as there was a stop in each of the 4 counties beginning at the Heartland United Way and ending in St. Paul. The other new idea was Imagination Bacon – Bacon & Brews 4 BOOKS, a bacon-fest and brew tasting event to help fund the Imagination Library Program. The goal of Imagination Library is to keep the program free and without a waitlist for all families in the 4-county area. Imagination Bacon raised over \$21,000 in the inaugural year. Along with the donation of the annual campaign car, Tom Dinsdale Automotive generously donated a trailer to the Heartland United Way to use year round for all the great things happening in the 4-county area! With that, Global Industries generously donated a truck to help pull the trailer. Wow!
- 2014** Barry and Judy Sandstrom led the campaign that ended with an outstanding \$1,523,000. They did an amazing job recruiting volunteers and donors to the Heartland United Way. Tim Miles kicked off the campaign getting communities excited for another year of making great things happen. There was also a lot of moving taking place. The Heartland United Way had to relocate the office in June as St. Stephens Community Center was going to be torn down. The new location became 1441 N Webb Road. With the help of community members, the move across town went very quickly! HUW was welcomed home with a ribbon cutting hosted by the Grand Island Chamber. Moo-Claw also MOOved to Riverside. The same favorite food, new location. 2014 was also the inaugural year for Go Big GIVE, and 24-hour day of giving in collaboration with the Grand Island Community Foundation raising \$252,000 the first year with 62 participating organizations. The Dolly Parton Imagination Library Program enrolled over 1,800 local children into the program to receive a free book in the mail each month until their 5th birthday. The “Scoops” Ice Cream parlor served over \$52,000 in ice cream thanks to the help of generous volunteers. The Holiday Programs were in full swing as the Adopt A Family Program served 76 families and Toys for Tots gave 1,874 children gifts for Christmas who would have otherwise gone without. At the 12 Key Car Giveaway, Ellie Plambeck from CHI St. Francis was the lucky winner and went home with a new BMW generously donated by Tom & Kim Dinsdale. GREAT THINGS really did happen in Hall, Hamilton, Howard and Merrick Counties!
- 2013** The 2013 campaign was a great year to Be the ONE! The campaign goal was a record breaking \$1,647,064! The Chairs for the campaign were Terry and Julie Pfeifer. They did an excellent job of sharing that anyone can truly Be the One. At the Campaign Kick-Off, Principal EL spoke to educators and community members in Hall, Hamilton, Howard and Merrick Counties about Being the ONE for our youth. The Heartland United Way had another busy year! The Golf Tournament was especially exciting as Kellie Ruther made the first ever Hole-in-ONE! She won a new Chevy Cruze generously donated by Tom Dinsdale Automotive! Moo Claw came and went as the Nebraska State Fair was there before we knew it! Over 250 volunteers scooped and sold nearly \$44,000 in ice cream! Husker Harvest Days was one to remember as we collected 21,434 pounds of food thanks to area FFA Groups and the Nebraska State Fair! The Holiday Programs were another success as 64 families were adopted by generous “Santa’s” and 2,097 children were provided with toys that would have otherwise gone without. The Heartland United Way developed a strategic plan that resulted in a new mission statement “to improve lives and create possibilities” for people in Hall, Hamilton, Howard and Merrick Counties.
- 2012** The 2012 campaign brought new excitement as the Heartland United Way celebrated their 65th year! The campaign goal was \$1,465,000 in honor of their 65th year. At the Campaign Finale, the United Way announced they had surpassed their goal. The final total raised was \$1,613,300! The Co-Chairs for the campaign were Doug

& Jill Fargo, and Jack & Kelly Henry. They did an excellent job of sharing the message that “Everyone has a Story”. At the Campaign Kick-Off, Gloria Wolbach was honored for her Random Acts of Kindness (RAOK) throughout the years. The Heartland United Way did RAOK events, starting with Donuts on the Drive (6,500 donuts were distributed around the community and surrounding communities.) The Outreach Mission Project was new this year, and was a great success. Over 400 volunteers helped package Macaroni and Cheese meals to give to families in need. Each bag could feed a family of 4 to 6, with a two year shelf life. The goal was met, making 100,000 packages available for distribution at schools, food pantries and families in our four county area. As we continue to focus on impact work in the areas of Education, Income and Health, we certainly appreciate your support.

- 2011** The campaign goal was set at \$1,380,000 with Jim and Dee Price leading the campaign. Steve Gilliland kicked off the campaign with his message on Pride, Purpose and Passion. Over 90 volunteers helped with this year’s campaign and what a difference it made. Our final 2011/2012 campaign total was \$1,590,383. We held our first annual virtual books drive. Volunteers read to kids in summer school and each kid received a free book. Picadilly Players chose the Heartland United Way as their partner for their summer play. We sold concessions and received a donation from ticket sales. We continue to work on Community Impact work in the community focusing on Education, Income and Health. The Friendship House was added as a partner agency.
- 2010** At our Pacesetter Kick-Off, with the help of our campaign chairs, Lisa and Jerry Huisman, we encouraged businesses to “build” a better workplace campaign and gave them some key “tools” to do just that. It was a great success and gave the campaign the momentum it needed to continue throughout the rest of the campaign season. Matt Davison spoke at our Campaign Kick-Off and encouraged people to get involved and volunteer. He talked about how one person can have a big impact and change someone’s life. We held our second annual LIVE UNITED day and saw many activities ranging from car washes to popcorn for customers. It has become a fun day where good deeds and smiles are encouraged! Our campaign goal was set at \$1,275,000 and we surpassed that goal thanks to the efforts of many and the generosity of all. Our final campaign total was \$1,350,296. Fabulous! In addition to achieving our goal, another highlight was presenting the Mission of Mercy a \$25,000 check to help support their efforts of providing dental care for those that need it most. As we continue to focus on impact work in the areas of Education, Income and Health, we certainly appreciate your support.
- 2009** Our campaign kicked off with a very special guest. Chris Gardner, whose life story was made into the movie “The Pursuit of Happyness,” spoke to over 2,000 people at our campaign kick-off. Amongst these guests included over 1,000 freshmen from area high schools. Chris' message about overcoming obstacles to achieve your dreams was a powerful message for all and a great way to start the campaign. In addition, we celebrated our first LIVE UNITED day. Volunteers went out into the community to make someone's day and share the LIVE UNITED message. This year we encouraged people not only to wear the shirt, but to LIVE it! It was a great success with a lot of smiles from everyone involved. John and Melissa Hoggatt led the campaign this year and set a goal of \$1,250,000. Although there were challenges the Heartland area was facing due to the same economic downturn that was seen around the United States, John and Melissa were certain that the community would come together for those in need. That is exactly what happened with a campaign total was \$1,333,447! A great success that couldn't be possible without the leadership from John and Melissa, the many campaign volunteers, loyal contributors, donor support and businesses that continue to embrace the Heartland United Way and the work we are doing. Thank you for another successful year!
- 2008** The Heartland United Way campaign, led by Dr. Steve Anderson and Charla Miller, had a record breaking campaign raising \$1,522,148.96 shattering the goal of \$1,234,567.89. The HUW introduced the Live United theme which encourages everyone to Give, Advocate and Volunteer in their communities. The United Way campaign focused on what it means to LIVE UNITED and shared our vision to create long-lasting changes that prevent problems from happening in the first place. Together, united, we can inspire hope and create

opportunities for a better tomorrow. That's what it means to LIVE UNITED. Many community members and volunteers purchased the white "Live United" t-shirt and joined the movement to show support and get the message out into the community. Thanks to Steve and Charla, the wonderful division volunteers, generous community members and businesses the Heartland United Way was able to exceed their goal even in the tough economic times we are and will face. Citizen Advocacy ended their time as a United Way Partner Agency. Two new Community Impact Projects were introduced. GPS – a program to provide direction to students at Grand Island Senior High was piloted and Meth Rots was shared with employees at different businesses to educate people on the dangers of meth.

- 2007** In 2007 the Heartland United Way celebrated 60 years of giving together. The United Way formally known as Community Chest came into existence in September 1947. While needs have changed in the past 60 years, the United Way has been a constant means of support to our communities citizens in time of need. Disconnected youth was a Community Impact area that was identified. The GPS program is designed to change the odds for adjudicated youth in our communities by investing in educational, health and social programs to equip them for success by breaking patterns of unproductive behavior and misconduct. Moo-Claw dinner and dance was held in the Heartland Event Center, serving over 800 hungry people. In celebration of the 60th anniversary the Heartland United Way hosted its first ever "Be a Hero today for the United Way" volunteer experience. In conjunction with the public campaign kick-off over 150 community volunteers went out across the area making over many of the United Way agencies. With a wide variety of needs from the agencies, volunteers painted sewed, poured concrete and generally worked on projects the United Way agencies were unable to complete themselves. It was a wonderful day of people working together. Chris and Mike Gloor were the United Way's super heroes in disguise as our 2007-2008 campaign chairs. With the slogan of "Do what U Can" Mike and Chris encouraged everyone in the area to step up and be a hero for their community. With record breaking campaigns at many of our Pacesetter Businesses the campaign raised another record breaking total of \$1,313,264.00!!
- 2006** The Heartland United Way welcomed the Multicultural Coalition as their 17th Partner Agency. During 2006 a new community impact initiative, BornLearning. BornLearning is a public engagement campaign that helps parents, grandparents and caregivers explore ways to turn everyday moments into fun learning opportunities. Moo-Claw, the Heartland United Way's summer fund raiser continued to grow with over 500 people feasting on fresh lobster and steak while heating up the dance floor to the tunes of Blackberry Winter. The 2006-2007 campaign was chaired by the dynamic couple Judy and Bruce Smith. The group of leaders the Smiths recruited along with the generosity of our area's businesses and individuals led to another record breaking campaign! With a goal of \$1, 060, 000, the campaign cabinet worked hard and lead the way to an unprecedented \$1,211,150.00, never has the United Way had such tremendous support!
- 2005** The Heartland United Way Campaign was successfully led by Matt and Kathy Shonsey to shatter the goal of \$1,055,000 by raising more than \$1,194,000! This campaign was again a record-breaking effort to reach this all-time high amount. The Heartland United Way conducted an organizational self-assessment and revised policies and procedures to meet the new United Way of America standards. A strategic plan was conducted as the United Way moved in the direction of Community Impact. The alignment of programs and services under "Children Matter, Families Matter and Communities Matter" focused our communication of outcomes in these areas. Community Impact efforts were also channeled to 2-1-1 ensuring an easier access to care for people in the Heartland Area. Identify local needs and plans to address these needs shifted our Community Impact efforts in two areas to Reduce Use and Developing Youth Minority Leadership. Central Nebraska Community Services joined as a new United Way Agency and Senior Citizen Industries no longer needed the UW support as the Veteran's Administration Contract was quite beneficial to them.
- 2004** It was another great year for the Heartland United Way. On July 1, the 211 Information and referral line went "live" in Hall, Howard, Hamilton & Merrick Counties. The United Way received grants from the Nebraska

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Children & Families Foundation, Hall County Community Team and the Central District Health Department to help implement this system. Agencies attended training sessions to help them enhance the development and measurement of outcomes. This information will be very useful for the agencies as they complete grant requests. Through the generous support of caring community members, 20 families received additional gifts this holiday and 110 nursing and veteran's home residents received Christmas presents. The United Way joined forces with the US Marine Corps and distributed toys to nearly 1,100 children. Bill and Sherry Marshall co-chaired the campaign with Matt and Kristen Maser. They had a record-breaking campaign of \$1,080,000!

- 2003** Wow... what a year for the Heartland United Way! Ed and Meta Armstrong led the campaign to raise a **record-breaking campaign** of \$1,040,372. The United Way also coordinated the Little Diana Task Force, which was formed in response to the tragic abuse death of a two-year-old little girl. The Heartland United Way has been working to implement a 2-1-1 system in the four counties. 2-1-1 is a telephone number that provides easy access to community resources and volunteer opportunities.
- 2002** The campaign once again faced many challenges due to the economy and other factors. The theme was "Choose to Care in the Heartland". The United way added the position of Public Relations Coordinator to enhance area community relations and area business relations. The campaign finished by raising 93% of the goal or \$933,679.
- 2001** The United Way campaign faced many challenges on a local level with the National Tragedy of September 11th and the outpouring of generosity for the communities. The theme was "Choose to Care in the Heartland" and thus it was with the caring people in the four counties the campaign finished strong raising \$950,155.
- 2000** The Heartland United Way office moved their office to the St Stephens Community Center at 410 West Second Street, Suite 1. New leadership for the Heartland United Way began in August. Campaign goal was \$1,002,001, raising \$960,100. This was a strong campaign considering loss due to bank mergers and corporate gifts.
- 1999** The campaign goal raised \$980,724. Mark and Pam Snow and Linda and Reg Gartner were the campaign co-chairs. Sandra Livermon from Rock Mount, North Carolina was the kick-off speaker. Child Care Solutions was added as a new agency.
- 1998** Heartland United Way raised over one million dollars for the third straight year. Ryder Rosacker McCue & Huston sponsored a half-court basketball shot. Heartland United Way took a leadership role with the Community Partnership Project and partnered with local agencies to bring Dr. Lonise Bias to Grand Island.
- 1997** Heartland United Way raised over one million dollars again! Parrella Motors donated a two-year lease on a car to be given away. Central Nebraska Council on Alcoholism celebrated their 30th anniversary and the Crisis Center celebrated their 20th anniversary. Community Humanitarian Resource Center was added as a new agency.
- 1996** Our Heartland United Way celebrated 50 years of serving this area and raised one million dollars!!! Third City Community Clinic was added as a new agency. Citizen Advocacy celebrated its 20th anniversary.
- 1995** Heartland C.A.S.A., an agency advocating for children in foster care, joined Heartland United Way as an agency receiving funds. Over \$950,000 was raised, the organization began working on its strategic plan, and the Board was re-structured to eliminate possible conflicts of interest.
- 1994** The Heartland United Way went over goal, raising \$916,534.08.
- 1993** The United Way changed its name from Grand Island Area United Way to Heartland United Way. A second comprehensive needs assessment was conducted - to include the communities of Hall, Hamilton, Howard and Merrick counties. The Salvation Army left the United Way umbrella of agencies. The Campaign goal was set at a

10% increase - and was attained. \$889,299 was raised!!!

- 1992** Family Violence Coalition was added to the list of excellent agencies. United Way of America restructured itself and there was a change in leadership here at the Grand Island Area United Way. The campaign focused on needs rather than specific dollar amounts and a team concept was introduced.
- 1991** The United Way adopted a new Donor Choice program. This program provides that when a donor designates an area of need or an agency to receive his/her gift, that's where it will go. The United Way Youth Board completed the first Youth Survey in the Grand Island area. The First Sand Volleyball Tournament was held. The campaign held this fall was the best ever with \$830,353 raised, an 8% increase over the previous year. Two full-time Loaned Executives were recruited.
- 1990** The first ever-contractual agreement was signed with CHAD (Combined Health Agencies Drive) including 13 health agencies in the Grand Island Area United Way caring. The first ever-comprehensive Needs Assessment was completed and Young Grand Island Cares was started. The campaign held this fall was the best ever with \$770,315 raised, a 30.54% increase over the previous year. The Grand Island Area United Way is now a Metro V.
- 1989** Senior Citizens Industries, Inc. and Adult Basic Education were added to the list of excellent agencies. Grand Island Area United Way opened the Volunteer Center for the recruitment and promotion of volunteerism for the Grand Island Area. The first full-time Loaned Executive was recruited.
- 1988** The campaign held this fall was the first time over one-half million dollars was raised in out state Nebraska. The Grand Island Area United Way went from a Metro VII to Metro VI classification with United Way of America. The Grand Island Area United Way held its first Celebrity Golf Classic and the Builders Club was founded.
- 1987** Grand Island Task Force on Domestic Violence & Sexual Assault changed their name to Crisis Center Inc.
- 1986** Third City Big Brothers merged with YWCA Big Sisters to create Big Brothers Big Sisters.
- 1985** Grand Island Task Force on Domestic Violence & Sexual Assault joined the Grand Island Area United Way campaign. The First Venture Fund Grants were awarded. Planned giving program was initiated.
- 1984** The Campaign held this fall was tremendously successful with \$408,990 raised, a 20% increase over the previous year. Head Start joined the Grand Island Area United Way campaign.
- 1983** Group officially changed the name to Grand Island Area United Way, Inc.
- 1982** Lutheran Family Services joined the Grand Island Area United Way campaign.
- 1980** The Campaign held this fall, even after the June 3 tornadoes, was tremendously successful, with \$290,000 raised, a 17% increase over the previous year.
- 1975** Group officially changed the name to Grand Island United Way, Inc.
- 1974** Citizen Advocacy joined the Grand Island Community Chest.
- 1971** Combined Federal Campaign joined the Grand Island Community Chest.
- 1969** Central Nebraska Council on Alcoholism and the Third City Big Brothers joined the Grand Island Community Chest.

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- 1967** U.S.O. joined the Grand Island Community Chest. The United Way office moved to a building at 2020 West Seventh.
- 1963** Group was officially incorporated as the Grand Island Community Chest.
- 1960** Red Cross joined the Grand Island Campaign.
- 1956** First year with a permanent office for the Grand Island Campaign.
- 1947** A combined campaign was organized in Grand Island with William Reutlinger as president and a goal of \$36,000, which was surpassed. The five original agencies were: Boy Scouts, Girl Scouts, Y.M.C.A., Y.W.C.A. and Salvation Army.
- 1918** Twelve executives of United Way fund raising organizations met in Chicago and agreed to form a national association with the purpose of exchanging ideas and experiences. They called it the American Association for Community Organization. Today, it is known as the United Way of America.
- 1887** First United Way organization was formed in Denver as a result of the joint efforts of two ministers, a priest and a rabbi. It is regarded as a United Way formation because it was the first attempt to perform community planning and the first known united fund raising effort for 'charity' organizations. It coordinated services of twenty-two agencies and gave financial support to ten of these services.