



2019 Impact Report



UNITED, WE PUT LOCAL LOVE INTO ACTION!

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



KAREN RATHKE
President & CPO
Heartland United Way



ARLAN JOHNSON
2019 Board Chair
Howard County
Medical Center

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.

19 COMMUNITY PARTNERS

LUTHERAN
FAMILY SERVICES ·
THIRD CITY COMMUNITY CLINIC · YMCA
MULTICULTURAL COALITION · TEAMMATES
AMERICAN RED CROSS · LITERACY COUNCIL
BIG BROTHERS BIG SISTERS · BOY SCOUTS
CENTRAL NE COUNCIL ON ALCOHOLISM &
ADDICTIONS · LEGAL AID OF NEBRASKA
GIRL SCOUTS · ADULT EDUCATION
BOYS TOWN · CRISIS CENTER
HOPE HARBOR · YWCA
HEARTLAND
CASA

NE CHILDREN'S
HOME SOCIETY

2-1-1 HELPLINE

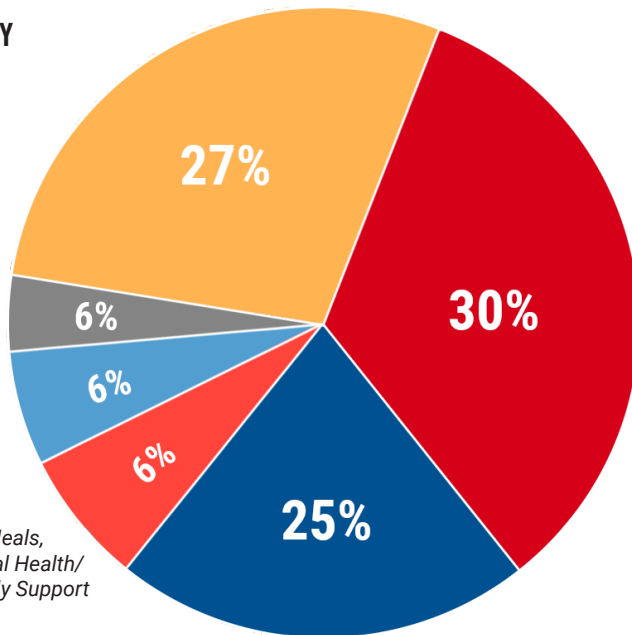
When someone calls 2-1-1, trained operators help callers assess their needs and direct them to appropriate resources ranging from basic needs to public information. **791 calls were made in 2019.** To view additional local information, visit HeartlandUnitedWay.org. The 2-1-1 Helpline is assessible 24/7 by dialing 2-1-1, texting your zip code to 998211 or online at www.ne211.org. Below showcases the highest call needs in 2019.



- OTHER COMMUNITY NEEDS
- UTILITIES
- HOUSING
- CLOTHING/ PERSONAL/ HOUSEHOLD
- HEALTH CARE
- 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

COMMUNITY RESOURCES

PROVIDED 2,073
INDIVIDUALS WITH
BASIC NEEDS, FOOD
AND TOYS DURING
THE HOLIDAYS



COLLECTED 12,860
POUNDS OF FOOD
FOR USE IN BACK-
PACKS, SHELTERS
& FOOD PANTIRES



RAISED \$1.43
MILLION TO FUND
COMMUNITY
SERVICES AND
PROGRAMS



ENROLLED 3,200
LOCAL CHILDREN
TO RECEIVE BOOKS
EACH MONTH IN
THE MAIL



MOBILIZED 949
VOLUNTEERS
TO MAKE AN
IMPACT IN OUR
COMMUNITY



COMMUNITY IMPACT

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.



Photo by Grand Island Independent

TOP 25 - PLATINUM PACESETTERS



Hornady®



BALANCE OF TOP 25

- 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

- 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

GOLD PACESETTERS

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

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

- Penrose Machining, Inc.
- Schroeder & Schreiner, P.C.
- Shamberg, Wolf,
McDermott & Depué



TOM AND SUE PIRNIE
HALL COUNTY

2019/2020 CAMPAIGN CHAIRS

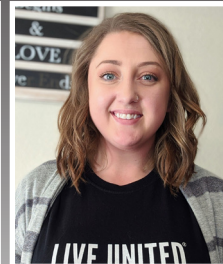
Heartland United Way would like to thank our campaign leaders and volunteers for their dedicated service and leadership in raising **\$1,435,511!**



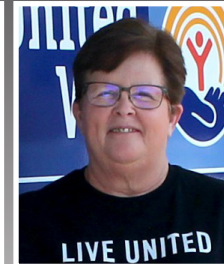
KURT JOHNSON
HAMILTON COUNTY



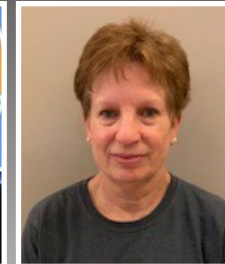
HANNAH WEGNER
MERRICK COUNTY



JORDAN FISCHER
MERRICK COUNTY



LINDA KEZEOR
HOWARD COUNTY



NANCY HARRINGTON
HOWARD COUNTY

2020 DISTRIBUTION OF FUNDS

Go Big GIVE

\$1,069,487

UW Community Partners

\$560,000

Donor Designations to Organizations

\$395,607

Fundraising and Management

\$167,268

Community Impact and Volunteers

\$114,725

Allowance for Uncollectibles

\$71,775

Campaign Incentive

\$60,248

Community Impact Grants

\$32,000

TOTAL: \$2,504,998 *invested to improve lives and create possibilities!*

DISASTER RESPONSE TO MARCH STORMS

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.



DANNEBROG



Heartland Disaster Recovery Group

HDRG consists of local organizations and volunteers including:

Heartland United Way, Greater Grand Island Community Foundation, Red Cross, Salvation Army, Emergency Management Teams, Ministerial Groups and more.



WOOD RIVER





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 - 9/7/20

JOIN IN SHARING ACTS OF LOCAL LOVE IN 2020!

CONNECT WITH US ONLINE AT
HEARTLANDUNITEDWAY.ORG!



TOUR OF AGENCIES · 8/2020



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

NON-PROFIT ORG
US POSTAGE
PAID
MIDWEST CONNECT

RETURN SERVICE
REQUESTED



TOYS FOR TOTS · 12/2020



GOLF TOURNAMENT · 6/1/2020