

COMMUNITY IMPACT PROGRAMS



Heartland United Way's Mission: To improve lives and create possibilities. Bold Goal: To mobilize communities to action so all can thrive.

Our annual campaign raises funds to support local programs and services. We work with community leaders and Community Partners to improve the core issues of Youth Opportunity, Financial Security, Healthy Community and Community Resiliency. In 2025, the Heartland United Way and our Community Partners provided programs, services and resources to 56,758 people in our four-county coverage area.

In 2025-2026, Campaign Chairs Kent & Tonja Brown made great things happen in the Heartland with their generous donation to launch the \$50k Giveaway. It is with deep gratitude that we celebrate a \$1,811,666 annual campaign. Go Big GIVE 2025 had a record year raising \$2,014,080 for 167 nonprofits! Together with Go Big GIVE, a total of \$3,825,746 was raised in the Heartland United Way area. In addition, \$31,800 of Community Impact Grants were awarded to programs in Hamilton, Howard and Merrick Counties to help support nonprofit organizations.

The Heartland United Way is so thankful and blessed for the volunteers who make our mission possible. Scoops Ice Cream Parlor had 297 volunteers who helped raise \$39,677 for United Way and Community Partners. Imagination Bacon raised \$44,840 to put free books in the mailboxes of local kids. The Husker Harvest Days Food Drive put 16,141 pounds of food on the shelves at local pantries, shelters and backpack programs.

2025 COMMUNITY PARTNERS

Adult Education, American Red Cross, Big Brothers Big Sisters, Boys Town, Central NE Council on Alcoholism & Addictions, Crossroads Mission Avenue, First Light Child Advocacy Center, Girl Scouts, Heartland CASA, Hope Harbor, Legal Aid, Literacy Council of Grand Island, Lutheran Family Services, Midland Area Agency on Aging, Multicultural Coalition, TeamMates of Grand Island, Mid America Council - Scouting America, Third City Community Clinic, Willow Rising, and YMCA of Grand Island

STATISTICS

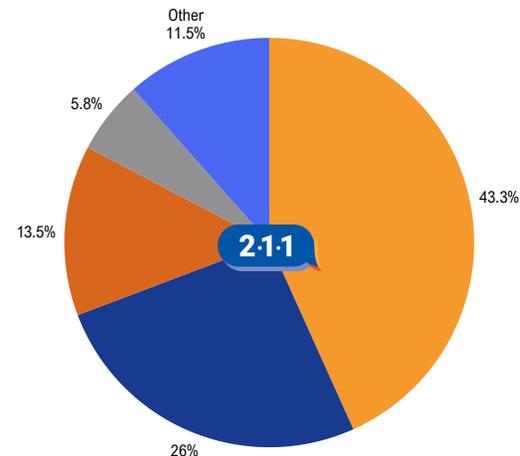


2-1-1 COMMUNITY SERVICES HOTLINE

Individuals in all 93 Nebraska counties can dial 2-1-1 to easily access local community service referrals 24 hours, seven days a week. In 2025 there were 1,781 calls from Hall, Hamilton, Howard and Merrick Counties.

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. 2-1-1 can be accessed by phone or online at www.ne211.org

2025 CALLER NEEDS IN HALL, HAMILTON, HOWARD & MERRICK COUNTIES



- HOUSING
- UTILITY ASSISTANCE AND INCOME SUPPORT
- FOOD, CLOTHING & TRANSPORTATION
- HEALTH CARE, MENTAL HEALTH, ADDICTIONS

PROGRAM IMPACT 2025



Heartland
UNITED WAY

OPPORTUNITY

United Way & Community Partners created youth opportunity for 6,645 kids.

The Heartland United Way and our partners are helping young people realize their full potential. In 2025, 32,786 books were mailed to local children through Dolly Parton's Imagination Library Program. 693 kids were connected to a caring adult through mentoring & scouting programs. 80 students were exposed to career options and workforce development experiences.



United Way & Community Partners improved financial security for 30,888 people.

There are a growing number of people in our community who are struggling to make ends meet. United Way and our agencies provide financial assistance and education to help families through crisis situations and to develop plans for moving forward. In 2025, 48,022 meals were delivered to the homes of local seniors. An additional 15,807 meals with distributed with help from community members, nonprofit organizations, local food pantries, shelters, and backpack programs. 1,450 people increased literacy, basic education skills and English proficiency. 1,072 people were safely housed in emergency and transitional shelters.

FINANCIAL

United Way & Community Partners served 17,126 people to create a healthy community.

In 2025, United Way and our agencies provided health and wellness programs to encourage healthy lifestyles. 2,252 people in our area received equal access to health care. 404 kids learned to swim and 458 experienced youth sports at no cost to families. 544 people had a legal safety net and specialized court advocate. 115 active-duty service members, veteran and family members were connected to resources.



HEALTH

United Way & Community Partners served 2,109 people in community resiliency.

In 2025, 1,202 people were certified in hands-only CPR. 225 families received help after a disaster. 54 children received trauma-informed medical services. 1,638 kids educated on human trafficking, peer safety & help-seeking behaviors.



RESILIENCY

FAST FACTS

- 1,296 families received food vouchers through the Christmas Cheer program.
- 48,022 meals delivered to local seniors.
- 1,450 people increased literacy, basic education skills and English proficiency
- 1,072 people safely housed in emergency and transitional shelters.
- 693 kids were connected to a caring adult through mentoring & scouting programs.
- 2,411 children received a gift for the holidays who would have otherwise gone without.
- 1,638 kids educated on human trafficking, peer safety & help-seeking behaviors.
- 2,252 people received equal access to health care.
- 1,051 volunteers gave 4,188 hours of their time through Heartland United Way & Go2Volunteer.org.

IMAGINATION LIBRARY

Dolly Parton launched the Imagination Library program in 1996 because she wanted to make sure children have books in their homes, regardless of family income. This program sends one brand new, age-appropriate book in the mail each month to an enrolled child until their fifth birthday. In 2025, 32,786 books were delivered to 3,442 children in Hall, Hamilton, Howard & Merrick Counties thanks to generous donors. Imagination Bacon supports the program and will be held August 7, 2026, at the Heartland Events Center.

