

Media Release

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‘Strike a Chord’ raises more than \$70,000 in funds for SW Iowa families

COUNCIL BLUFFS, Iowa — Community advocates joined Heartland Family Service (HFS) in The Great Outdoors on Friday, June 14, at the “Strike a Chord” Gala to help raise more than \$70,000 for children, individuals, and families in southwest Iowa.

At the casual-attire event in the Mid-America Center, guests were treated to a wine toss game, an instant camera photo booth, and a dice game. They also spent the night bidding on 90 silent auction items. Outdoor-themed signature cocktails and decorations completed the atmosphere.

Longtime Master of Ceremonies and Pottawattamie County Attorney Matt Wilber introduced the Harman Duo, who entertained guests with music during dinner. Dinner included glazed chicken with yukon gold potatoes, vegetables, and triple chocolate mousse and caramel apple pie for dessert.



“Strike a Chord” Gala Honorary Chairs Jay Ferris and Vicki Quaites-Ferris pose with Heartland Family Service President and CEO John Jeanetta before the event.

This year’s guests also played a fun Heads or Tails game. The raffle winners were also announced at the end of the evening and were excited to win a handmade, outdoor-themed cornhole game and a metal propane fire pit table.

President and CEO John Jeanetta briefly described the many programs Heartland Family Service offers children, families, and individuals in southwest Iowa before introducing the honorees for the Heartland Family Service Iowa Salute Awards.

After the crowd watched videos featuring the amazing journeys of each recipient, Dawn Landon received the Salute to Leadership Award. Prior to going into private practice at a law firm in Glenwood, IA, Dawn Landon served as the Assistant Pottawattamie County Attorney for over 16 years.

“While I served as the Assistant Pottawattamie County Attorney, I didn’t necessarily think of it as a leadership role,” Landon said. “Looking back, I know my peers were trusting me to help protect the families they were working with and were looking to me to give them guidance on the best way to move forward.”

This year’s Salute to Achievement honoree was Lynn Poe, who completed the Heartland Family Service Family Works, Mental Health Counseling, Substance Use Treatment, and Heartland Homes programs.

The evening ended with the live auction and Hope for Families as guests showed their support for southwest Iowa. All proceeds will benefit Heartland Family Service programs in southwest Iowa, including a K-12 therapeutic school

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for students with major mental health diagnoses; support services and housing for single mothers; professional mental health counseling for children and their parents; and community prevention education and treatment for those struggling with substance abuse and problem gambling. Heartland Family Service operates from nine locations throughout southwest Iowa, with offices in Council Bluffs, Logan, and Glenwood.

ABOUT HEARTLAND FAMILY SERVICE

Since 1875, Heartland Family Service has responded to the needs of our area's most vulnerable children and families. In 2018, the agency connected with more than 54,000 individuals and families through direct services, education, and outreach. Each year, our 50+ programs serve individuals of all ages — from infants in our Family Works program to seniors in our Generations Community Center — from more than 15 locations in east central Nebraska and southwest Iowa. We provide critical human services to the individuals and families who ultimately shape the future of our community through the following service areas: Child & Family Well-Being, Counseling & Prevention, and Housing, Safety, & Financial Stability.

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