“Beyond a wholesome discipline, be gentle with yourself. You are a child of the universe, no less than the trees and the stars; you have a right to be here.”

– Max Ehrmann, “Desiderata”

Although Max Ehrmann originally wrote this inspirational prose for his daughter, it has been taken to heart by many people who wish to live authentic lives. Heartland Family Service believes in helping others be their most authentic selves. We accomplish this by living the values of trauma-informed care each day in the work we do and with the clients we serve.

Every day, our employees take time to grow and develop how we work with each other by practicing “Living Into Our Values” – 28 workplace expectations we developed based on our agency’s values of trauma-informed care: safety, trustworthiness, choice, collaboration, and empowerment. Our programs and departments discuss one of these expectations daily, which helps our employees empower one another to live the values to which we adhere as an agency.

At Heartland Family Service, we believe in accepting others. It is a person’s uniqueness and personality traits that make them exceptional. One of the mottos we have developed for our agency is “Loved As You Are,” which is also the theme of the 2019 Annual Report. By loving others as they are, we lay the foundation for trusting relationships; the very heart of our ability to truly help.

Whether your involvement with Heartland Family Service is as a client, an employee, a donor, or a volunteer, please know that you are “Loved As You Are.” You are valued, treasured, and appreciated. You have a right to be here!

Thank you for your support of Heartland Family Service. Thank you for helping us to transform our community. We are making a difference – together!
NOTES FROM THE CORNER OFFICE

As we reflect on past year, one of the key words that comes to mind to describe 2019 is “impactful.” Thanks to the efforts of our dedicated volunteers, donors, stakeholders, and employees, Heartland Family Service (HFS) is able to save lives every day. With your help, people discover hope for themselves, plan goals for the future, and achieve those goals. As a result, our communities are stronger because individuals, children, and families can find their paths to healing.

In 2019, we finalized the outcomes from a longitudinal study we started in April 2017, which evaluated Heartland Family Service’s intended impact and theory of change. We collected information from 1,020 HFS clients and successfully followed up with 47% of these original clients, via phone every six months until April of 2019.

When we started the study, and at each follow-up interview, HFS clients completed a survey evaluating various aspects of their safety, self-sufficiency, and well-being. During the final interviews, we asked clients some open-ended questions about their experiences with Heartland Family Service. The results of our impact are truly inspiring!

- Over the course of the study, HFS clients showed significant improvements in multiple aspects of safety, self-sufficiency, and well-being.
- Nearly half of the HFS clients participated in two or more HFS programs over the course of the study, reinforcing our multi-service approach.
- In the final interviews, clients mentioned benefits related to aspects of their safety, self-sufficiency, and well-being as a result of working with HFS and 90% described their experiences in positive terms (versus negative or neutral terms).

Our two-year longitudinal study has many other interesting key findings. We shared the most impactful information with you to show how much our programs are having a positive influence in the lives of those we serve.

Heartland Family Service is proud to have made and will continue to make a difference in the lives of so many in our communities. Thank you for helping us continue our Good Works!

John Jeanetta
President & CEO

Megan Holtorf
Board Chair
The mission of Heartland Family Service is to strengthen individuals and families in our community through education, counseling, and support services.

• Our expertise is professional, compassionate, systems-oriented helping services.
• A private agency, not a government agency
• Non-profit, 501(c)(3) organization
• Non-sectarian, not affiliated with a religious organization
• Founded in Omaha in 1875
• Served 60,309 individuals in 2019 through direct services, education, and outreach
• Operates from more than 15 safe, comfortable locations in east central Nebraska and southwest Iowa
• Achieves the mission through the efforts of 457 staff, 404 volunteers, and 1,149 generous individual donors, family foundations, and key funders
• A reputation for quality programs, conscientious management, and excellent customer service
• Accredited by the Council on Accreditation since 1984

RECENT AWARDS

• 2020: John Jeanetta, Extraordinary Leader Award, BIG Event Awards, metroMAGAZINE
• 2020: “Carnival of Love” Gala, Best Event Over 500 Attendees, BIG Event Awards, metroMAGAZINE
• 2019: Integrity Award, Large Charity Category, Better Business Bureau
• 2019: Best Counseling Clinic, Best of the Big O!
• 2018: Best Counseling Clinic, Best of the Big O!
• 2018: Best Counseling Service, Sarpy County People’s Choice Awards
• 2017: Best Counseling Service, Sarpy County People’s Choice Awards
• 2017: Can Do Future Award, Kids Can Community Center and Wells Fargo
• 2017: The President’s Martin Luther King, Jr. Legacy Award, Creighton University
• 2017: The $10,000 BIG Connection Award, metroMAGAZINE
FINANCE AND IMPACT

Operating Revenue

Donations & Special Events, Net: 32%
Grants & Contracts: 44%
United Way: 3%
Fee for Service: 20%
Misc: 1%
United Way: 3%

Donation & Special Events, Net

Program Budgets
Total $35,000,343

- Counseling & Prevention: $1,297,678
- Management: $5,645,094
- Child & Family Well-Being: $4,570,395
- Housing, Safety, & Financial Security: $10,487,176

Loved As You Are 3
In January of 2020, two of Heartland Family Service’s newest programs, Heartland Housing Sanctuary and One Oak, wrapped up their first successful year of operation. Each program has enjoyed numerous successes over the course of the past year.

The Heartland Housing Sanctuary program provides services to survivors of sexual exploitation and trafficking. The program includes Sanctuary House, a crisis stabilization shelter that houses up to 14 individuals or adults with children. The location of the facility is confidential to ensure the safety of its residents. Survivors in the Heartland Housing Sanctuary program receive a variety of services to help them heal from trauma, including therapy, case management, advocacy, and other supportive services. In 2019, Heartland Housing Sanctuary reported the following outcomes:

- Served 79 survivors
- 67% of clients established a safe, healthy, permanent residence for their families away from their trafficker and/or abuser
- Of the survivors who did not establish a permanent residence, 83% were able to exit to some other safe environment, away from abusers.

Our One Oak program is a therapeutic day school for students with behavioral and/or mental health challenges. Program participants are referred by local school districts when students have not been successful in their current school environment. One Oak features individual, group, and family therapeutic services, as well as individualized academic support for K-8 students. Our priority is to have each child be well-prepared and on-track to meet educational standards, with the goal of returning to their home school. The unique approach of One Oak is designed to comprehensively stabilize vulnerable children and families by providing direct wraparound services during the school day, such as parent, family, behavioral, and emotional supports. In 2019, the One Oak program experienced several positive outcomes, including:

- 100% of students felt their educational needs were being met
- 100% of students agreed to participate in at least one community enrichment program opportunity each quarter
- 95% of students felt their therapeutic needs were being met
- Served a total of 25 students

We look forward to seeing continued successes in our Heartland Housing Sanctuary and One Oak programs. These achievements are possible because of our compassionate, dedicated employees and those we serve.
Baby TALK (NE)
Generations Community Center (NE)
Healthy Alternatives for Little Ones (HALO) *(Nationwide)*
In-Home Services (NE)
Jefferson House (NE) *(Closed in January 2020)*
Positive Parenting Group (NE)
Ready in 5 (NE)
Refugee Advocate (NE)
Restorative Justice (NE)
Ruth K. Solomon Girls Program (NE)
Tuesday* sat in her living room, crying and embarrassed, with her family and two police officers. This was the first time law enforcement had come to their home after receiving reports that she had not been attending school. The officers told Tuesday’s parents she had not been to school in nearly a month.

Her parents were shocked. They had no idea their 16-year-old daughter had been skipping school. Tuesday was terrified at the thought of getting arrested. What would happen to her now that the police were involved? Tuesday had not been this frightened since she was a little girl, and she and her family fled for their lives to the United States as refugees from South Sudan.

The officers informed them Tuesday would be charged with truancy due to skipping school so frequently. They advised her parents it would be best for Tuesday to go back to school to avoid getting in any more trouble, while awaiting her court date.

The next day, Tuesday’s mother drove her to school to make sure she did not skip class again. One of Tuesday’s teachers noticed that something seemed off with her, so she asked her if she needed to talk.

Tuesday could not hold it in any longer. She shared with her teacher how her mother worked long hours to provide for their family. Her father was an alcoholic, and he frequented the emergency room due to binge drinking. Since both of her parents relied on her to look after her three younger brothers and sister, the stress became too much for Tuesday to bear, and she started acting out as a way to cope with her emotions.

A few weeks later, Tuesday had to go to court for the truancy charges. She was scared and nervous, but the judge was lenient and gave her probation. The juvenile court mandated she have a parole officer. He referred Tuesday and her parents to the Heartland Family Service Refugee Advocate program, which provides advocacy and case management services for refugee minors in the juvenile justice system and their parents.

Soon after, they met with Elizabeth, the Heartland Family Service Refugee Advocate Program Coordinator, who took an active interest in Tuesday and her family.
Elizabeth worked with her family to help them overcome language and cultural barriers in an effort to better understand the American court system.

Over time, Elizabeth helped Tuesday’s parents understand their home environment was causing Tuesday’s behavioral and truancy issues. Tuesday’s parents began to understand that they had to work together to help Tuesday and their other children become successful.

Elizabeth arranged for Tuesday to see an African counselor, who had experience in helping other teenage refugees on probation. Elizabeth told the family the counselor would be able to help them overcome cultural challenges and strengthen their mental health, which helped them feel relieved.

Tuesday and her family were on the right track to success, but it did not come easily. Over the next two years, she worked diligently to make progress and Elizabeth stepped in to help her case move along more quickly. The judge presiding over Tuesday’s case could see her great improvements, as she was attending school regularly and doing well in her studies. If Tuesday felt stressed in a particular situation, she had learned how to remove herself from it rather than letting it trigger her emotions.

Two years after Tuesday first met Elizabeth, she and her family have repaired their relationship and now have a strong bond. Her case was successfully closed. Soon, Tuesday will graduate from high school. She looks forward to establishing a professional career as a social worker, where she can help others who have gone through situations like hers.

*Indicates name has been changed to protect client privacy*
Thanks to the dedication of our wonderful volunteers, Heartland Family Service is able to continue the “Good Works” we provide the community. We are honored to feature Eva Burklund in the 2019 Volunteer Spotlight!

Eva joined Heartland Family Service as a volunteer for the first time in September of 2017 as a member of our Student League class. She is now a member of our Junior Friends group and continues to volunteer at our events, as well as assist our employees in the Community Relations department.

Some of Eva’s favorite volunteer activities include working at the photo booth at several of our events, the Student League poverty simulation, and helping develop and write a new needs drive activity for students.

“Volunteering with Heartland Family Service has been such a positive experience,” Eva says. “Being able to make a positive difference in people’s lives, no matter how small, is worth more than words can describe.”

Eva is a junior at Papillion-La Vista High School and participates in an abundance of extracurricular activities. Currently, she hopes to major in political science and journalism in college and is interested in a career in the nonprofit, political, or government industries.

Thank you for your great spirit, energy, and tireless contributions to our agency, Eva!
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HEARTLAND FAMILY SERVICE
ADVISORY COMMITTEES

NORTH OMAHA COMMUNITY COUNCIL
Nicole Beasley
Janis Berry
Pamela Berry
Karen Davis
Elaine Moon
Palistene Gray Moore
Avis Roper
David Roper
Marcia Walker

SARPY COUNTY COMMITTEE
Cathy Alm
Jonathan Jameson
Derek Liedle
Curtis Range
Rick Rawley
Jessie Rowe
Jeanne Shadden
Matt Smith

SOUTHWEST IOWA ADVISORY COMMITTEE
Bryan Biederman
Tricia Danielsen
Donna Dostal
Jim Koch
Kelley Kulesa
Haley Mace
Samir Mowad
COUNSELING & PREVENTION

Assertive Community Treatment (IA)
Assessment Center (NE)
Better Together (NE) (Operations suspended in 2019)
Child & Family Center (IA)
Crisis Mediation Team (NE)
Employee Assistance Program (IA/NE)
Family Works (IA/NE)
Heartland Bridges (IA)
InSHAPE (IA)
Integrated Health Home (IA)
Intensive Psychiatric Rehabilitation (IA)
KidSquad (NE)
Mental Health Counseling (IA/NE)

Mental Health Crisis Response Teams (IA)
One Oak (NE)
OnTrack of the Heartland (NE)
Peer Center (IA)
Prevention (IA/NE)
Problem Gambling Treatment (IA)
Substance Use Treatment (IA/NE)
Therapeutic School (IA)
After Jason graduated from high school, he and his family moved to Colorado, where Jason attended college and received a bachelor’s degree. He met a woman who later became his wife, and they lived together happily for a few years.

When Jason turned 30, he decided to pursue a master’s degree in the field of mental health counseling. As he got closer to graduating, Jason began having panic attacks at the thought of trying to find a job with his new degree. Unable to find ways to overcome his anxiety, he dropped out of school.

Jason’s anxiety took a toll on his marriage, and one year later, he and his wife divorced. He also lost his job, had to declare bankruptcy, and moved in with his parents.

When Jason was 35, he and his parents moved back to Iowa. His parents did not feel they were able to provide him with the help he needed, so they placed Jason in a crisis home in the hopes he would improve. The crisis home was not a good fit, and Jason ended up being homeless.

A few years later, Jason made his way to Council Bluffs. As he was walking down the street one day, he found the Heartland Family Service Peer Center. On a whim, Jason decided to go inside and see what it had to offer.

The caring team at the Peer Center immediately welcomed Jason and took time to get to know him. Based on his mental health needs, they referred him to the Heartland Family Service Intensive Psychiatric Rehabilitation (IPR) program. This program is designed to help improve and maximize the level of functioning and quality of life for people experiencing a disabling mental illness.
Jason quickly met with his new IPR therapist, who genuinely listened to what had been bothering him. One week later, Jason had set new goals to find a job, get an apartment of his own, and to finish his master’s degree. His therapist also referred him to a psychiatrist so he could receive additional support.

After seeing his psychiatrist for a few months, Jason was diagnosed with high-functioning autism. At first, he felt angry about his diagnosis. He never thought of himself as autistic and did not want to be labeled as mentally ill. As Jason learned more about the disorder, he finally realized autism had been affecting him his entire life. Everything he had struggled with for decades finally made sense.

Jason found a positive, productive outlet in art and regularly creates paintings and sculptures. He now has a safe, affordable apartment, is re-applying to graduate school, and is now employed as a Case Manager in the Heartland Family Service Heartland Bridges program. His ultimate goal is to start his own art-focused nonprofit to help those struggling with mental health diagnoses and homelessness.
SPREAD THE WORD
You are our greatest asset in helping get the word out about Heartland Family Service. To help us raise awareness, you can:

• Schedule a Good Works 101 presentation at your next workplace or social gathering
• Organize a tour for your friends and colleagues at one of our locations
• “Like” Heartland Family Service on Facebook, “follow” @HeartlandFam on Twitter and Instagram and Heartland Family Service on LinkedIn, subscribe to Heartland Family Service on YouTube, and invite others to do the same.

CONTINUE YOUR CHARITABLE SUPPORT
Heartland Family Service relies on charitable investments from individuals, corporations, and foundations to ensure the sustainability of programs. Continuing and/or increasing your annual contribution will ensure the availability of high-quality, life-changing programming for the individuals, children, and families we serve.

MAKE A PLANNED GIFT
A donation to our endowment fund or a bequest to Heartland Family Service helps ensure children and families will continue to receive the assistance they need far into the future. Become a member of our Lasting Legacy Society and make a planned gift today. To learn more about Planned Giving, contact Chief Development Officer Marzia Puccioni Shields at (402) 552-7443 or MShields@HeartlandFamilyService.org.

OTHER WAYS YOU CAN GIVE
TAGG YOUR PURCHASE!
You can also support Heartland Family Service by TAGG-ing us in your next purchase! It’s quick and easy!

• Download the TAGG app
• Visit participating businesses and snap a photo of your receipt within seven days
• Choose Heartland Family Service. The business will donate 5% at no extra cost to you!

YOU SHOP. AMAZON GIVES!
Amazon’s giving program, AmazonSmile, will donate 0.5 percent of the price of your purchases to Heartland Family Service.

It’s free and easy to set up! Just visit Smile.Amazon.com and choose Heartland Family Service as your charity. Share AmazonSmile with your friends and family!

SUPPORT US ON FACEBOOK
Share and comment on our posts, and please consider supporting us through Facebook on your birthday, rather than receiving birthday wishes. You can select to give to Heartland Family Service and indicate how much money you want to raise within 24 hours.

VOLUNTEER
Your time is a gift. Please consider:

• Volunteering for one of our programs
• Joining our Friends Guild, Junior Friends, or enrolling your child in Student League
• Organizing a collection of donated items from our “Wish Lists” at HeartlandFamilyService.org
• To learn more, contact Community Engagement Manager Melinda Eames at (402) 552-7418 or MEames@HeartlandFamilyService.org
Domestic Violence/Sexual Assault (NE) *(Includes Safe Haven concealed emergency shelter)*
Heartland Homes/Transitions (IA)
Heartland Housing Connections (IA/NE)
Heartland Housing Navigation (IA/NE)
Heartland Housing Opportunities (IA/NE)
Heartland Housing Opportunities Expansion (IA/NE)
Heartland Housing Passages (IA/NE)
Heartland Housing Sanctuary (IA/NE)
Heartland Housing Solutions (IA/NE) *(Heartland Housing Beginnings & Samaritan Housing programs, combined January 2020)*
Homeless Diversion (IA/NE)
Homeless Prevention (IA/NE)
Homeless Street Outreach (IA/NE)
Pottawattamie County Homeless Link (PATH) Case Management
Pottawattamie County Homeless Link (PCHL)
Ways to Work (IA/NE)
Bojana grew up in Serbia, where she led a happy life with her parents and her siblings. When Bojana was in her early twenties, she met a man who was stationed in Serbia with the United States Army. They soon fell in love, and less than three months after meeting, he convinced her to move back to America with him. Bojana agreed, leaving her family and friends behind to start a new life in the United States.

A few months after Bojana moved to the U.S., her husband got discharged from the military. As a result, he started drinking heavily and frequently to cope with his emotions. Bojana began to dread when he came home from a night of drinking, as he would frequently yell at her and throw things. She felt terrified and did not know what to do.

Eventually, he asked Bojana to marry him. She felt obligated to say yes and was afraid of how he would react if she declined. After they got married, his drinking and abusive behavior only got worse.

A couple years later, they had a child together – a boy, whom they named Max*. After Bojana gave birth to Max, she lived in constant fear of her husband. He would not let her work or contact her family and friends in Serbia. When she asked him for money, he would call her terrible names and get physically violent.

Bojana was too terrified to leave. She had no family and no friends in the United States. She had no money. She did not know how to drive a car. Bojana felt her only options were to stay with her husband, to be homeless on the streets with her son, or to go back to Serbia.

One night, Bojana and her husband got into an argument. Max, who had turned three years old, watched as his dad choked his mom. Bojana saw her son's face and knew she had to get out while they were both still alive.

The next morning, Bojana did an online search for women who were in an abusive relationship to see what help she could find. She found the Heartland Family Service 24-hour Crisis Line number and called it immediately. She got connected with a Heartland Family Service employee, who told her about the Safe Haven concealed emergency shelter, which protects women, men, and children escaping domestic violence.
The compassionate employee with Heartland Family Service helped Bojana create a safety plan to leave her husband that night and to bring her son to Safe Haven with her. Bojana had never felt more scared, but she knew she was making the right decision. She packed a small bag with clothes and toiletries for herself and her son and slipped out of the house quietly while her husband was sleeping.

When Bojana got to Safe Haven, she felt relieved. She knew she had a long road ahead of her, but she felt optimistic about her future for the first time in years. The caring team at Safe Haven provided emotional support to Bojana whenever she needed it. They helped her feel empowered and in control of her own life. Bojana learned coping skills and joined a domestic violence support group to help her work through her emotions.

A couple months later, Bojana had learned how to drive, she found a job, and she had saved up enough money to get a car of her own. She also found a safe, clean apartment where she could live happily with her son and away from her husband.

It has been one year since Bojana left Safe Haven. She received a promotion at her job and wants to go back to school. Most importantly, she and Max are still safe in their own home and are the happiest they have ever been.

*Name has been changed to protect client privacy*
Each year, Heartland Family Service features a donor who has gone above and beyond to help support the agency’s mission. The 2019 Donor Spotlight is shining on Susan Pedersen.

For the past five years, Susan has been actively involved with Heartland Family Service as a donor and a volunteer of the Heartland Family Service Friends Guild. A friend brought her to a Guild meeting in 2015, and she was deeply impressed by her experience. Susan is passionate about the social issues Heartland Family Service works to improve and is proud to be associated with an agency that has long-standing ties in the community.

“The people I have met at Heartland Family Service are dedicated,” Susan states. “Their hearts are in the right place.”

Susan greatly enjoys volunteering with other members of the Friends Guild and interacting with agency staff. Most recently, she made a generous gift through her family foundation, the Dwain Horn Memorial Fund, at the 2020 “Carnival of Love” Gala. Susan also served as our chair for the 2020 “Carnival of Love Gala”.

Thank you, Susan, for all you have done and for all you continue to do for our agency!

### 2019 DONORS

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When you subscribe, follow us online, or visit the Heartland Family Service website, you will learn more about our programs, services, and upcoming events, and see photos of our community activities. Here are some ways to stay connected with us:

• Subscribe to our eNews and email communications by texting GOODWORKS to 42828
• Follow us on social media! Visit us at HeartlandFamilyService.org, click on the social media icon link in the upper right corner
• Get the word out! Like and comment on our posts, and then share them with your friends
• Learn about our programs and services and read our life-changing client Success Stories
• Visit our Blog and stay up-to-date about key matters from President & CEO John Jeanetta and other Heartland Family Service professionals
• Support our Good Works! Purchase event tickets to the “Carnival of Love” Gala or the “Strike a Chord” Gala in Iowa, become a Friends Guild member, fulfill a “Wish List” item, volunteer your time and talent, or donate to one of our programs. For more information, visit HearlandFamilyService.org
• To learn more, contact Chief Development Officer Marzia Puccioni Shields at (402) 552-7443 or MShields@HeartlandFamilyService.org

2019 “Carnival of Love” Gala

2019 Salute to Families
August 28, 2020 | Safe Haven Golf Tournament
Eagle Hills Golf Course, Omaha, NE

September 14 - 18, 2020 | “Strike a Chord” Text to Give Event
Virtual Event

November 19, 2020 | Salute to Families
Happy Hollow Club, Omaha, NE

February 20, 2021 | “Carnival of Love” Gala
Embassy Suites, La Vista, NE

May 26, 2021 | Omaha Gives / Pottawattamie Gives
Omaha/Council Bluffs