



John Jeanetta,  
President & CEO

### You can help people like Cassandra.

At **Heartland Family Service**, we believe the programs and services we offer are life changing! Families and children need housing, individuals struggle to cope every day with their mental health, a mother and her children seek safety from abuse, and a refugee child needs extra preparation getting ready for American kindergarten. Many are struggling and need our help, especially as the effects of the ever-changing COVID-19 pandemic continue to ripple through our community.

**Heartland Family Service** is here to create a community of opportunity for each person we serve. We know that

transforming our world into a place of limitless opportunity is a huge goal and is only possible with the help of our community.

When you assist **Heartland Family Service** in helping individuals, children, and families, you create opportunities to guide them towards well-being, stability, and healing from their past or current trauma or struggle. Your support is needed, now more than ever, to aid us in this vision of opportunity.

If you have any questions or would like additional information on how YOU can help create a better life for children and individuals in our community, please contact **Chief Development Officer Marzia Shields** at (402) 552-7443 or [MShields@HeartlandFamilyService.org](mailto:MShields@HeartlandFamilyService.org).

Thank you for your continued support! Together, we can center our neighbors' needs. **So everyone can.**



John Jeanetta, MSW, MBA  
President and CEO

*P.S. Join us to support those in our community who are in need!*



### Heartland Family Service Events

- **"CARNIVAL OF LOVE" GALA**  
La Vista Conference Center, La Vista, NE  
Saturday, February 12, 2022
- **DO GOOD DAYS**  
Online city-wide fundraiser.  
May 10-12, 2022
- **IOWA "STRIKE A CHORD" GALA**  
Mid-America Center, Council Bluffs, IA  
Friday, June 10, 2022
- **SAFE HAVEN GOLF TOURNAMENT**  
Eagle Hills Golf Course, Papillion, NE  
Friday, August 26, 2022
- **SALUTE TO FAMILIES**  
Happy Hollow Country Club, Omaha, NE  
Thursday, November 18, 2021

### Love Us Online!

Subscribe to our email communications by texting GOODWORKS to 42828.



[Soeveryonecan.org](http://Soeveryonecan.org)

### HEARTLAND FAMILY SERVICE BOARD OF DIRECTORS

Julie Strohfus, Chair  
Marcos Hernandez, Vice Chair  
Thomas A. Frette, Secretary  
Travis Richard Fry, Treasurer

Anthony Ashby  
Angela Avis  
Philana Blakely  
Bobby Brumfield  
Juli Comstock  
Donna Dostal  
Tom Frette  
Travis Richard Fry  
Julie Gibson-Beier  
Andrea Hargus  
Marcos Hernandez  
Megan Holtorf  
Becky Jackson  
Patty Keairnes  
Ralph Maldonado III  
Jacque Merritt  
Susanne Miller  
Dominique Morgan  
Amy Olson  
Greg Rothermel  
Abe Schlott  
Matt Smith  
Julie Strohfus  
Alan Thelen  
Barry Thomas  
David Warren  
Lauren Weivoda  
Amanda Williams  
Nancy Williams  
Leanne Zietlow

R. J. (Randy) Stevenson  
– Legal Advisor

John H. Jeanetta, MBA, MSW  
– President and CEO

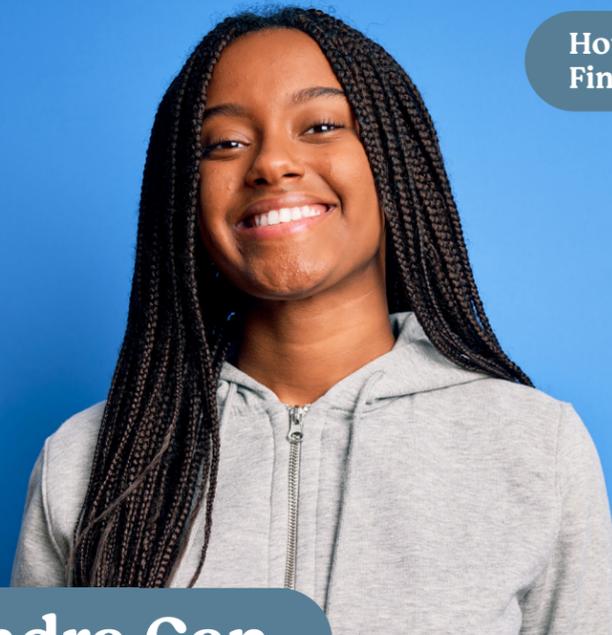


# Investor Portfolio



## Levels of Giving





Housing, Safety, & Financial Stability



## Cassandra Can.

The stress of Cassandra's\* perilous situation had caused her to delve into excessive drinking and substance use. Because of these barriers, she lost her children to the Department of Health and Human Services. Cassandra finally felt like there may be other options besides the risk of continued engagement in the sex trade and sought help in the Heartland Family Service Sanctuary House.

When Cassandra came to Sanctuary House, she felt safe and relieved for the first time in years. She wanted to get her children back, so she began to work with case managers and advocates to improve herself. In her journey to improve her situation, she participated in Heartland Family Service's Mental Health Counseling and Substance Use Treatment programs, eventually being able to have regular visits with her children.

Heartland Family Service case managers and advocates worked hard with Cassandra to keep setting and achieving her goals. Within a year, Cassandra was selected for the Sanctuary House's Rapid-Rehousing program and was very excited to eventually have a safe home to call her own.

The prospect of having a safe place to live and being reunited with her children, led Cassandra to

taking on even more counseling and Substance Use Treatment sessions to keep on the right track to securing housing. In just a year after she arrived at Sanctuary House, Cassandra's hard work was beginning to pay off and she moved into her own apartment.

With all of her effort and the assistance from all the program staff who helped her, Cassandra has remained sober and has regular visits with her children. She has completed many rounds of Mental Health Counseling and continues ongoing therapy. She regularly meets with her advocate to achieve small and large goals weekly.

With the help of Heartland Family Service programs and staff who never gave up on her, **Now Cassandra can.**

\* To protect our client's rights, the client has been de-identified in this story. The photograph pictured is not a picture of our client.



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

- Our focus is Social Work—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
- Connected with over 79,000 individuals and families through direct services, education, and outreach in 2020
- Operates from more than 15 safe, comfortable locations in east central Nebraska and southwest Iowa
- Achieves our mission through the efforts of 522 staff, 266 volunteers, and 918 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: HRAM IDEAL award for Diversity and Inclusion, Human Resource Association of the Midlands (HRAM)
- 2020: Best Counseling Service, Sarpy County People's Choice 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



SoEveryoneCan.org | HeartlandFamilyService.org

