



**Heartland Family Service  
2023 Annual Report**

**Strong communities.**

**So  
everyone  
can.** HEARTLAND family service

# From the Corner Office

## 2023 was an energetic, successful year full of energy for Heartland Family Service

An inspiring quote tells us to “be the change you wish to see in the world.” **Heartland Family Service (HFS)** is committed to building a community where everyone can reach their potential.

As an agency, we work tirelessly to reach out to those in need, many of whom struggle without support in their daily lives. Because the need is so great, we have witnessed the number of touchpoints we have with community members nearly double over the last five years.

In 2023, about 70 percent of participants in **Heartland Bridges Transitional Living** (designed to help people with mental health challenges) exited to long-term temporary or permanent housing. More than 85 percent of clients working with our **Mental Health Crisis Response Teams (CRT)** were able to remain in the community.

More than 70 percent of our clients in **Heartland Housing Sanctuary** (for human trafficking and exploitation survivors) were able to establish a safe, permanent residence for themselves and their families. These are a few examples of how **HFS** has worked for change in the community.



1875

The Christian Workers Association (now Heartland Family Service) was founded. Later this year the name was changed to the Omaha City Mission.

1892

The agency changed its name to Associated Charities and new articles of incorporation were signed in the parlours of First National Bank. Mayor George Bemis of Omaha was elected chair of the board and the first fundraiser was held.



Also in 2023, **Heartland Family Service** was re-accredited by the Council on Accreditation. **HFS** had the distinction of not only being re-accredited, but also becoming the very first accredited **Certified Community Behavioral Health Clinic (CCBHC)** in the country. This speaks to the high-performance standards we have set as an agency and the ability of our staff to meet or exceed those standards on behalf of those we serve.

Thanks to the generosity of our funders and donors, we exceeded the financial goals we set for ourselves as an agency in 2023. Donations and grants provide approximately 60 percent of our annual budget. At the end of this past year, we raised more than \$25 million and finished with a net operating surplus of more than \$51,000.

However, as we move into 2024, the current economic climate brings many challenges. Funder priorities change and the cost of providing services continues to rise, just like everything else. Yet, the need for services in our community has never been greater.

As an agency committed to providing the best services possible for the greatest number in need, the challenging funding landscape has made us focus on how we can best care for our clients and deliver the critical services they need while being able to sustain our efforts for the long term.

Like so many of our peer agencies, we have to be adaptable in this new environment and seek new ways to serve the community and access funding opportunities.

It will take all of us working together to bring about the change we envision for our community. We deeply appreciate the commitment, dedication, and partnership of everyone who makes it possible for **Heartland Family Service** to be the change we wish to see in the world.

**Thank you!**



**John Jeanetta,**  
President and CEO



**Marcos Hernandez,**  
Board President

**1911**

**Douglas County contracts with our agency to determine eligibility for all people receiving county aid.**

**1912**

**Became a member of the National Association of Societies for Organizing Charities (now the Alliance for Families and Children).**

# Leadership



**The Heartland Family Service Leadership team is made up of 13 professional members who lead our agency in strategy, development, housing, well-being, diversity, counseling, and much more. With their guidance, Heartland Family Service strives to fulfill our mission. We work to strengthen individuals, families, and communities through advocacy, education, counseling, and support services.**

**1912**

**Agency Endowment started from benefactor Anna Wilson who donated \$1M to charity.**

**1924**

**Became a member of the Community Chest and Council of Social Agencies (now the United Way of the Midlands).**





**John Jeanetta**  
President & CEO



**Pauli Bishop**  
Chief Financial Officer



**Marzia Puccioni Shields**  
Chief Development Officer



**Shamala Nadason**  
Chief Human Resources Officer



**Keellia Guevara, MS**  
Chief Culture Officer



**Mary O'Neill**  
Chief Operating Officer



**Kerry Wiles, LMHC, IADC, LIMHP**  
Vice President, Behavioral  
Health Services



**Victoria Cassidy**  
Vice President of Clinical  
Services/Clinical Director



**Mindy Paces**  
Vice President, Housing &  
Community Well-Being



**Sonia Keffer**  
Director of Learning  
& Development



**Greg Ryan**  
Chief Strategy Officer



**Cindy Meyer, MPA**  
Director of QI, Ethics,  
Compliance, & Privacy Officer



**Nate Lewiston**  
Director of Technology

1927

**Mental Health Counseling and  
Substance Use Treatment  
services open in Omaha, NE.**

1930

**The agency changed its name  
to Family Welfare Association  
& Children's Bureau.**



**1943**

**The Family Welfare Association & Children's Bureau became a tax exempt nonprofit.**

**1946**

**The agency changed its name to Family Service of Omaha.**



# HEARTLAND FAMILY SERVICE AT A GLANCE

## About Heartland Family Service

- 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, incorporated in 1952
- Accredited by the Council on Accreditation since 1984
- Connected with nearly **120,000** individuals and families through direct services, education, and outreach in 2023
- Operates from 20 safe, comfortable locations in east central Nebraska and southwest Iowa
- Achieves our mission through the efforts of **464 staff**, **115 volunteers**, and **634 generous individual donors, family foundations, and key funders**
- A reputation for quality services, conscientious management, and excellent customer service

## Values of Trauma Informed Care

Safety | Empowerment | Collaboration  
Choice | Trustworthiness | Equity

## Our Mission

The mission of Heartland Family Service is to strengthen individuals, families, and communities through advocacy, education, counseling, and support services.

## Our Vision

Strong Communities,  
So Everyone Can.

## Recent Awards

- 2019, 2021, 2022, & 2023: Best Counseling Clinic, "Readers' Choice" Best of the Big O!
- 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

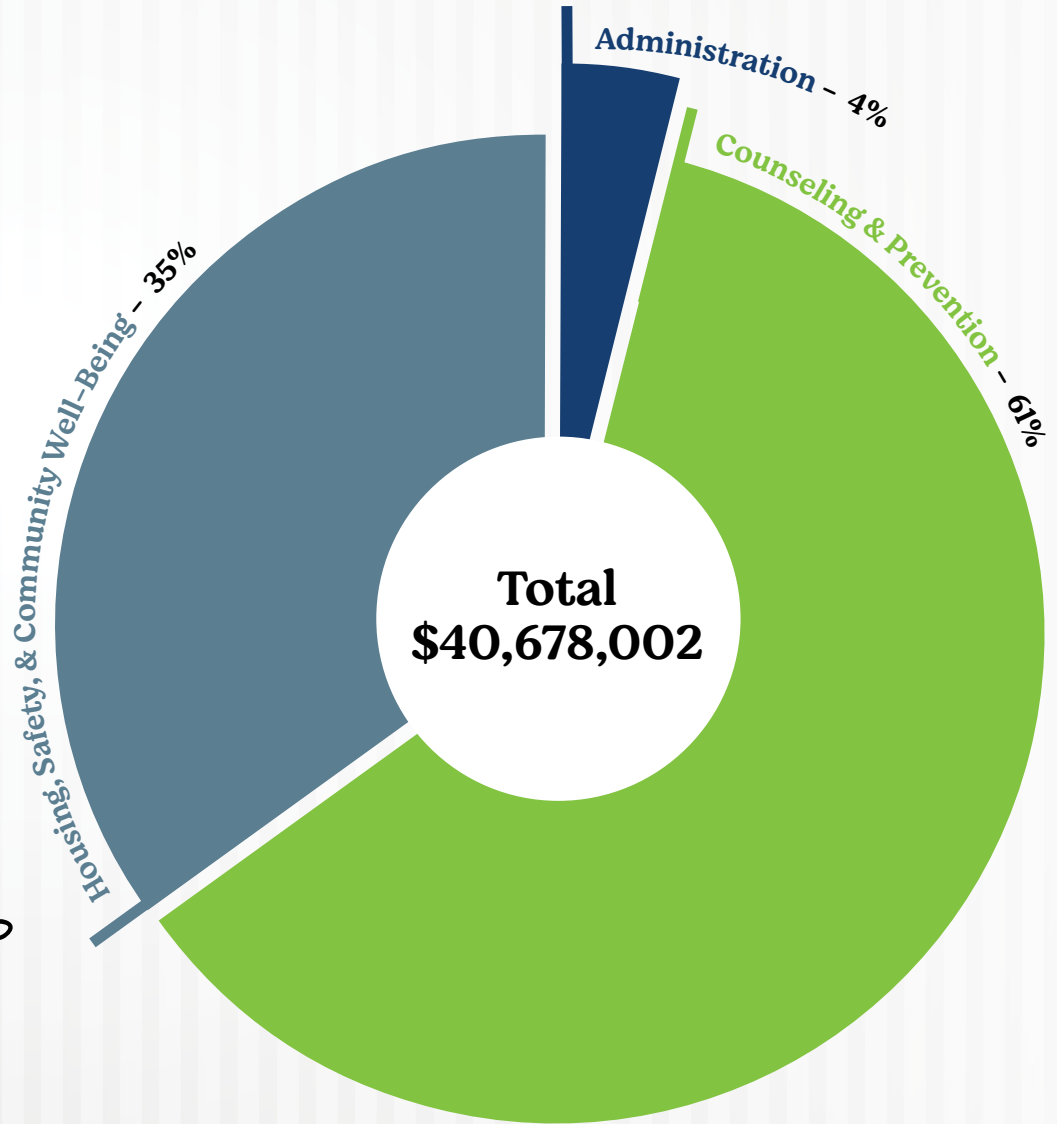
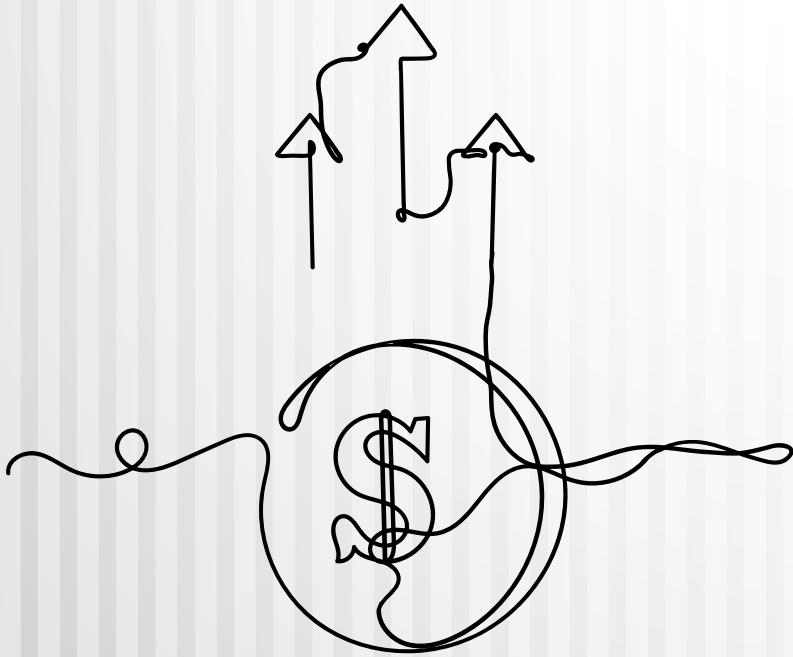
1947

Received awards from the National Association of Organizing Charities (now the Family Service America/Alliance for Families & Children) for two consecutive years for excellence in casework service.

1952

The agency changed its name to Family & Child Service of Omaha.

# 2023 Agency Budget



1965

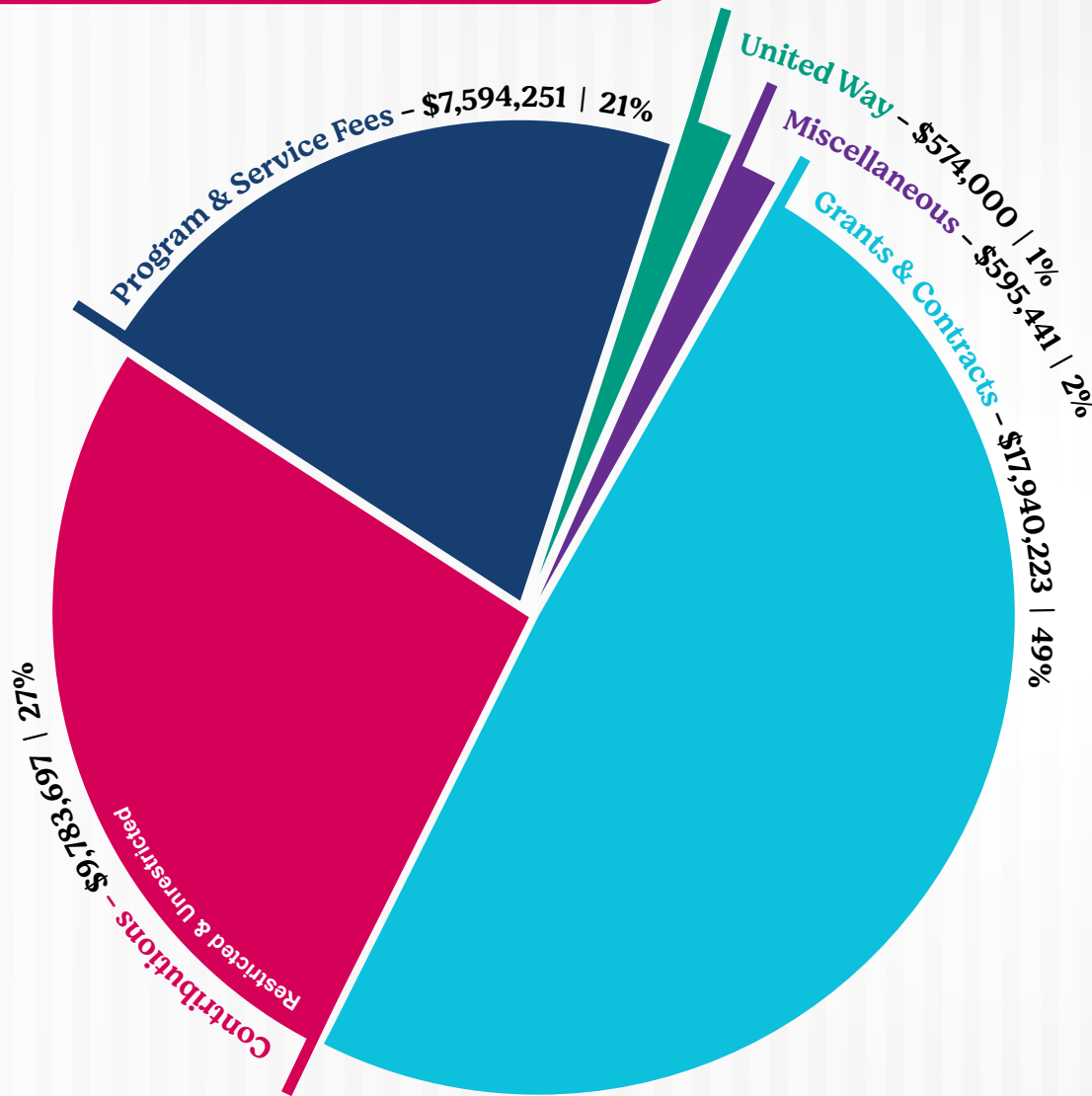
Project ENABLE was initiated to assist families in breaking the cycle of poverty through establishing a dental clinic and the first playground in east Omaha, constructing more than 2 miles of sidewalks in impoverished areas, and forming of Mothers for Adequate Welfare (MAW).

1968

The Community Development Program was founded. As a request from the Omaha Housing Authority, the multi-service center concept was developed.



## 2023 Actual Operating Revenue



### Revenue

Grants & Contracts	\$17,940,223
Program Service Fees	\$7,594,251
Miscellaneous Income	\$595,441
Unrestricted Contributions/Events	\$1,205,057
Restricted Contributions	\$8,578,640
United Way	\$574,000

**Total Revenue** ..... **\$36,487,612**

### Expense

Salaries	\$20,767,376
Employee Benefits & Taxes	\$4,961,432
Professional Fees	\$1,850,500
Supplies	\$478,950
Telephone & Internet	\$549,305
Occupancy	\$1,961,296
Equipment Rental & Maintenance	\$60,593
Printing & Publications	\$288,320
Travel & Conference	\$646,468
Client Financial Assistance	\$2,439,092
Equipment Purchase	\$462,567
Uncollectible Fees	\$249,679
All Other Operating	\$818,540

**Total Operating Expense** ..... **\$35,534,122**

### Capital Expense

Depreciation	\$735,000
Interest	\$166,645

**Total Capital Expense** ..... **\$901,645**

**Net Income/(Loss)** ..... **\$51,844**

Net Income Percent ..... 0.1%

*(Figures are Unaudited)*

1972

Family Service of Council Bluffs and Family Service of Omaha merged to become Family Service of Omaha-Council Bluffs.

1972

Mental Health Counseling and Substance Use Treatment services open in Council Bluffs, Iowa.

# Agency Highlights

## Employee Experience

**Heartland Family Service** successfully completed Social Current's national learning collaborative focused on equity, diversion, and inclusion. The 15-month program began in September 2022 and concluded in December. As a result of completion, the agency created a new **Diversity, Equity, Inclusion, and Belonging (DEIB)** strategic plan which will be implemented in 2024.

**Heartland Family Service** also received American Rescue Plan Act (ARPA) grant funds in both Iowa and Nebraska to support workforce development efforts targeting our behavioral health workforce.

The Iowa Department of Health and Human Services awarded more than \$643,000 to assist with the recruitment and retention of direct staff.

In Nebraska, the Behavioral Health Education Center for Nebraska (BHECN) awarded more than \$491,000 to hire a lead therapist/intern coordinator to facilitate training for interns and clinicians working in Nebraska Behavioral Health services, and \$50,000 for staff recruitment and retention.

## Financial Goals

**Heartland Family Service** ended 2023 with a net operating surplus of \$51,844.

Additionally, **Heartland Family Service** concluded the 2022-2023 fundraising year with a total of more than \$25.5 million, eclipsing our goal by more than \$5 million or 27.2 percent.

This was the result of budget management, efforts to improve provider rates, and successful grant writing and fundraising efforts.

1974

The first Positive Parenting Group was held in Omaha, NE.

1974

The Council Bluffs Advisory Committee was established.



## Mission Focused Services

Heartland Family Service wrapped up three years of hard work as an **Iowa Disaster Recovery** center. Staff, working virtually across the state of Iowa, provided information, referral, education, and case management to people impacted by the COVID-19 pandemic. After the Derecho storm struck large portions of Iowa in August 2021, the services expanded to provide more help to people impacted by this natural disaster as well.

Additionally, **HFS** completed efforts to rehouse tenants of Legacy Crossing when the City of Omaha condemned the apartment complex and displaced 160 households just days before the holidays. By June 2023, all the households were back in permanent housing.

Region 6 also selected **HFS** to receive more than \$308,000 in grant funding to develop and implement recovery support services to consumers participating in Region 6 housing programs.



1975

The Sarpy County  
Advisory Committee  
was established.

1977

Family Service entered a contract with InterNorth, Inc., to provide one of the first-ever Employee Assistance Program (EAP) contracts offered in the Omaha metro area.

# Agency Highlights

*continued*

## Heartland Housing Sanctuary

**Heartland Housing Sanctuary** provides services to survivors of human trafficking. The location of the service is confidential to protect the safety of both residents and employees.

Case management services are a key component and are available every day to provide safety and support when it's most needed.

The 2023 expansion of **Heartland Housing Sanctuary** into southwest Iowa has been a difference-maker for **HFS** clients. In Council Bluffs, **Heartland Housing Sanctuary** regularly works with staff at the Pottawattamie County Jail to facilitate weekly groups and assist with discharge planning to incarcerated survivors. Concurrently, **Heartland Housing Sanctuary** does outreach with the support of homeless outreach teams in the community to ensure that safety is prioritized and survivors get connected with resources and supplies addressing sexual health and other basic needs. **Heartland Housing Sanctuary** housing case managers provide housing assistance to survivors for up to 24 months with optional supportive services.

Additionally, the program director and advocacy and outreach coordinator have been assisting with the development of the Southwest Iowa Coalition on Human Trafficking. The group has plans to continue efforts in leveraging community partnerships and hosting meetings to ensure community groups, government and non-governmental organizations can come together to close service gaps for survivors.

**Heartland Housing Sanctuary** is also part of a three-year service evaluation study. To date, key findings include that staff have done a great job building trust with clients, clients believe **Heartland Housing Sanctuary** empowered them to make quality decisions, and clients experience their well-being has increased.



1979

**Domestic Violence/  
Sexual Assault services  
open in Sarpy County, NE.**

1979

**The name of the agency was  
shortened to Family Service  
to indicate the increasing  
metro area it served.**



## Heartland Bridges

**Heartland Bridges** offers two services - **Transitional Living** and **Crisis Care**. **Transitional Living** provides short-term housing for people in transition to and from mental health or substance use treatment, support services, and/or permanent housing. **Crisis Care** is a three to five day crisis stabilization residential service for individuals experiencing a mental health crisis to receive therapeutic services for mental and emotional stabilization.

In 2023, 96 percent of those in **Heartland Bridges Transitional Living** connected with our community-based **Mental Health Counseling** or **Substance Use Treatment** services. Additionally, more than 90 percent obtained non-cash benefits and more than half received permanent or temporary housing. **Transitional Living** clients also gained new employment, too. About 28 percent of **Transitional Living** clients also gained new employment.

**Heartland Bridges Crisis Care** is a newer service as of April 2023. Of the clients served, 79 percent were able to complete their treatment.

## Peer Center

**Peer Center** is for anyone with a mental health diagnosis and is run by peer support staff. The service is designed to be a safe place and friendship-builder for those living in a similar situation and experiencing a similar barrier. Employees oversee the day-to-day functions at the **Peer Center** and offer individual and group sessions/opportunities.

In 2023, the **Peer Center** grew the resources available for people in need with the support of the **Iowa Certified Community Behavioral Health Clinic, Intensive Psychiatric Rehab**, and **InSHAPE®**. Additionally, it partnered with others to implement a new, evidence-based supported employment service, which lends a hand to people facing serious mental health challenges.

The **Peer Center** also hosted an inaugural art show in collaboration with Harvester Artist Lofts. The event featured peer-created artwork and drew more than 300 community members to its space.

## Therapeutic Education Centers

**Heartland Family Service Therapeutic Education Centers** are located in both Council Bluffs and north Omaha. The **Omaha Campus** is for students who are experiencing behavioral, emotional, and/or mental health challenges. It features individual and group crisis sessions, and family therapeutic services facilitated by experienced and licensed clinicians. The **Council Bluffs Campus** additionally offers innovative academic and therapeutic services for special education K-12 students with major mental health diagnoses. Students are able to receive weekly consultation from a psychiatrist.

Within the past year, the **Omaha Campus** reported more than 80 percent of students made progress toward their behavioral goals with more than 95 percent successfully discharged.

The **Council Bluffs Campus** reported more than 90 percent of students completed seven credits toward graduation per semester. Partnerships were also formed that increased social and extracurricular opportunities.

1980

Family Service established an annual fundraising event called **Strength to Families Benefit**.

1982

The first **Great American Family Awards** event (now **Salute to Families**) was held both in the **Omaha Metro area** and in the nation to reflect strong families as public role models.



**1984**

**Family Service received its first accreditation by the Council on Accreditation of Services for Children and Families (COA).**

**1985**

**The North Omaha Advisory Committee was established.**



# Housing, Safety, & Community Well-Being

The **Housing, Safety, & Community Well-Being** program focus area works to co-create with the community through community engagement and outreach, as well as offers a collection of services to provide immediate, and long-term assistance to members of our community experiencing crises such as domestic violence, sexual assault, trafficking, homelessness, and financial instability. Community support, education and in-home services are provided for children and families to prevent entry into the child welfare system.

## Services include:

- Advocacy, Legal, & Support for Domestic Violence, Sexual Assault, Sexual Exploitation & Trafficking
- Community Engagement
- Concealed Emergency Shelters for Domestic Violence, Sexual Assault, Sexual Exploitation & Trafficking
- Family & Youth Success, and Prevention
- Homeless Diversion & Prevention
- Permanent Supportive Housing
- Rapid Rehousing
- Housing Support Services

1986

**The Generations Community Center, formerly named Senior Center, and Restoring HOPE open in Omaha, NE.**

1986

**Problem Gambling Treatment and Prevention services open in Council Bluffs, IA.**

# Russ Can.



**Even though Russ had a job, he didn't make enough to pay his monthly expenses and he couldn't get out of his lease. As a result, Russ became homeless.**

**Housing, Safety, & Community Well-Being**



While adrift and desperately in need of safe shelter, **Russ** lived and slept in his car until it was taken from him. For a while, he had to stay at a local motel in Underwood, Iowa.

**Russ** still owned a kayak and used it to float a creek 20 miles all the way to Lake Manawa State Park. He slept there during the day and at night he would go to a 24-hour restaurant at a truck stop to eat and hang out because he found it to be safer than the park.

It was during this time that **Russ** met a **Heartland Family Service Housing Support Services** caseworker who helped him get his life back on track.

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**Watch how Russ achieved his financial stability and got a safe home. Scan the QR code or visit: [bit.ly/russcan](https://bit.ly/russcan)**

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SCAN TO WATCH





**1989**

**Family Service received a special Family Service America award through the local CBS/KMTV station for the “Raising Good Kids in Bad Times” public service campaign.**

**1990**

**Our Professional Counseling services started YouthNet, which provided family and individual counseling and activities for at-risk teens to help them stay in school and out of gangs.**



# Counseling & Prevention

The **Counseling & Prevention** program focus area offers services that share a central focus on therapeutic treatments to help manage chronic mental health illnesses, provide early intervention services, and work to prevent problems with substance use and problem gambling before they occur. These services also include therapeutic education for children, K-12, providing support today for a brighter future.

## Services include:

- Community-Based Behavioral Health
- Mental Health Crisis Response & Stabilization
- Outpatient Behavioral Health Treatment
- Outreach & Prevention
- Residential Co-Occurring Mental Health & Substance Use Treatment
- Therapeutic Education for Children Living with Mental Illness

1991

To strengthen its local identity, Family Service's Great American Family Recognition Program was renamed the Salute to Families Recognition Program.

1992

Family Service's first "Mystery Gala" fundraiser was a success, selling out with over 450 guests and launching a new series of fundraising events for the agency.

# Melissa Can.



**In her early teenage years, Melissa started hanging out with the wrong crowd, which resulted in her smoking marijuana and drinking. That turned into doing meth.**

**She ended up in a group home, but that didn't last long.**

**Counseling & Prevention**



**Melissa** ran away and eventually ended up in a girls youth rehabilitation center. After getting out, she attended college and got a full-time job. Life changed at the age of 20 when **Melissa** reverted back to her old ways and stole a car. She was sentenced to a felony, ended up in jail and, upon her release, the cycle of drug use continued.

At age 34, **Melissa** had five children ages 19 months to 11 years. She was living with the father of her two youngest children and over the next four years her situation turned out to be a vicious cycle of using drugs, sobriety, being evicted, and then homelessness.

**Melissa's** family had been helping her over the years but decided they would no longer provide that help. They did agree to care for her children while she waited to get into **Heartland Family Service Family Works** in Nebraska.

**Family Works** is a long-term residential substance abuse and mental health service in Iowa and Nebraska for women with children. It preserves and strengthens the mother-child attachment while providing housing, treatment, therapy, and support for both the mother and children.

**Melissa** was placed within a month and was given an apartment large enough for herself and her children.

**Melissa** says **Family Works** saved her life as she would not have gone to treatment without her children.

She says the best part was the support and hope given by staff as they wanted her sobriety as much as she did. Each service helped her in a specific way and all contributed to her success.

Her older children worked with a child and family therapist to overcome the trauma they experienced. That helped make their family whole again.

**Melissa** graduated from **Family Works** six months later. The father of her two youngest children found treatment and they were re-united.

She sought assistance through **Family Works** and **Permanent Supportive Housing** services to find a home for her family. Now, she is doing well and living independently with her children and boyfriend.

**Melissa** wants to stay connected with **Family Works** and eventually get a job to help advocate for others in similar situations.

**Now, Melissa Can.**

# Volunteer Spotlight



“Heartland Family Service is an example–setter. The agency is passionate and that’s what we should all strive for.”

– Brenda Langenberg

For more than a decade, Brenda Langenberg has been a part of **Heartland Family Service** and has been instrumental in sharing the mission and vision of the agency.

From the moment her daughter, Olivia, joined the **Student League**, she’s seen firsthand the important mark Heartland Family Service has left on others. That includes, but is certainly not limited to, the strengthening of families and communities in our region.

Langenberg has been president of the **HFS Friends Guild** since 2022. **HFS** partners with the **Friends Guild** annually and stages two major events. The **Carnival of Love Gala** and **Salute to Families** are held each year in February and November respectively; however, the behind-the-scenes efforts to get everything organized is a year-long process. Langenberg has been steadfast in her work and support of those events. The money raised each year at the **Carnival of Love Gala** helps support clients throughout the year.

*“Heartland Family Service is an example–setter,” said Langenberg. “The agency is passionate and that’s what we should all strive for. By volunteering, it allows you to make a direct impact.”*

Langenberg also continues to be impressed by **Heartland Family Service’s** longevity.

*“The resounding success stories here speak to perseverance. Those have left an emotional impact on myself and my family.”*

Looking ahead, Langenberg envisions big things on the horizon for the agency.

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**For more information about volunteer opportunities with Heartland Family Service, please visit: [HeartlandFamilyService.org/volunteer](https://HeartlandFamilyService.org/volunteer)**

**Heartland Family Service sincerely thanks each and every volunteer for their dedication and support.**



# Volunteers



## Board of Directors 2023

Marcos Hernandez – *Chair*  
Philana Blakely – *Vice Chair*  
Becky Jackson – *Secretary*  
Travis Richard Fry – *Treasurer*

Angela Avis  
Frank Bailey  
Scott Binder  
Bobby Brumfield  
Kerri Culver  
Donna Dostal  
Andrea Hargus  
Jonathan Jameson  
Patty Keairnes  
Brenda Langenberg  
Jacque Merritt  
Susanne Miller  
Amy Olson

Cathy Pettid  
Greg Rothermel  
Heather Siebken  
Julie Strohfus  
Matt Smith  
Alan Thelen  
Barry Thomas  
David Warren  
Lauren Weivoda  
Amanda Williams  
Nancy Williams  
Leanne Zietlow

John H. Jeanetta, MBA, MSW – *President and CEO*  
R. J. (Randy) Stevenson – *Legal Advisor*

## North Omaha Community Council

Janis Berry  
CynFranecia Brooks  
Sabrina Crawford  
Karen Davis  
Rachel Fox

Lisa Taylor Jones  
Palistene Gray-Moore  
Cynthia Pierce  
Deb Shaw  
Marcia Walker

1993

Family Service Friends Volunteer Guild (now Friends Guild) was organized to provide coordinated volunteer assistance for our events, programs, services, and fund development.

1994

The Safe Haven concealed emergency shelter opens in Sarpy County, NE.



# Friends Guild



Friends Guild members attend the 2023 Salute to Families.

## Executive Committee 2023

**Brenda Langenberg** – *President*

**Cheryl Foral & Connie Kinnear** – *Co-Vice Presidents of Education*

**Deb Munro** – *Vice President of Fundraising*

**Carla Patton-Ochsner** – *Vice President of Membership*

**Amy Jacobsen** – *Vice President of Social*

**Chris Olson** – *Recording Secretary/Advisor*

**Karen Burkley** – *Corresponding Secretary*

**Kristie Stienike** – *Treasurer*

**Kathy Gross & Connie Kinnear** – *Gala Co-Chairs*

HEARTLAND  
family service  
Friends

1995

Our current Central Administration Office located at 2101 So. 42nd Street, Omaha, NE, was purchased and renovated to house our new central headquarters and counseling center.

1997

The Family Service Friends Volunteer Guild created the Family Service Student League fundraiser, a nine-month education curriculum for ninth graders to learn about volunteerism and nonprofit work.

# The Impact of Our Donors

**“By supporting Heartland Family Service, individuals contribute to creating a community that prioritizes the safety and well-being of its members...”**

**– Andy D’Agosto**

**Panda Inc.** is one of the many donors that supports the vision and mission of **Heartland Family Service** every year.

**Panda Inc.** is a franchise holder for Arby’s restaurants serving eastern Nebraska and western Iowa and is a familiar one to **HFS** and its supporters for its sponsorship of the annual **Safe Haven Golf Tournament** in Papillion.

**Panda Inc.** describes lending its support to **Heartland Family Service** as a *“deeply rewarding and fulfilling experience.”*

*“The range of services provided reflects a comprehensive approach to addressing complex issues.”* says Andy D’Agosto, vice president of operations.

In addition to being that helping hand every summer, **Panda Inc.** knows volunteering time can elicit positive feelings like purpose, empowerment, and connection.

*“By supporting **Heartland Family Service**, individuals contribute to creating a community that prioritizes the safety and well-being of its members, particularly those who have experienced domestic violence and sexual assault. It aligns with the broader goal of fostering a society where such acts are not tolerated, and support is readily available for those in need.”* said D’Agosto.



1998

**Family Service was honored by the Nebraska Association of Family-Based Services as the Family-Based Agency of the Year.**

1999

**Homeless Prevention services open in Council Bluffs, IA, and Omaha, NE.  
The Homeless Link services providing case management and housing to homeless or near homeless open in Pottawattamie County, Iowa.**

# 2023 Donors

## INVESTORS (\$25,000 or more)

American National Bank	Goodfellows	Region 6 Behavioral Healthcare
Anonymous Donors	HDR, Inc.	William and Ruth Scott Family Foundation
Behavioral Health Education Center of Nebraska	Healthy Blue Nebraska	Suzanne and Walter Scott Foundation
Michael & Michelle Berlin	Iowa West Foundation	Southwest Iowa Mental Health and Disability Services
Caesars Entertainment and Caesars Foundation	Kim Foundation	Sunderland Foundation
CHI Health	Lozier Foundation	United Way of the Midlands
Child Saving Institute	Mammel Family Foundation	US Bank Foundation
Community Foundation for Western Iowa	Medica	CL Werner Foundation
Creighton Community Collaborative	Mutual of Omaha Foundation	Women's Fund of Omaha
Elevance Health	NuStyle Development	
Front Porch Investments	Olson Charitable Foundation	
Carol Gendler	Omaha Community Foundation	
Douglas County Health Department	Pottawattamie County Housing Trust Fund	

## STAKEHOLDERS (\$10,000 – \$24,999)

Anonymous Donors	Farm Credit Services of America	Bob and Polina Schlott
Aflac	First Interstate Bank	Todd and Betiana Simon
Bank of the West	FNBO	Kenneth and Ann Stinson
BNSF Railway Foundation	Beth Heineman Eliason	The Northern Trust Company
Edward and Ann Batchelder	Lockton Companies	United Way Worldwide
Joan Carnaby	Nebraska Medicine Foundation	Valmont Industries
Changelab Solutions	Adah and Leon Millard Foundation	Woodmen Life
Costco	Pacific Life Foundation	
Rick and Jean Faber	Sarpy County	

2000

The agency celebrates its 125th anniversary with an annual operating budget of \$7,970,636.

2003

Therapeutic Education Center - Council Bluffs Campus (formerly the Therapeutic School) opens in Council Bluffs, IA.



# 2023 Donors

## PARTNERS (\$1,000 – \$9,999)

Tracy Abdouch  
Abrahams, Kaslow & Cassman  
Access Bank  
All Makes Office Equipment  
American Charitable Foundation  
American Online Giving Foundation  
Anonymous Donors  
Arby's Panda, Inc.  
Artworx  
Availa Bank  
Baird Holm Attorneys At Law  
Dave and Kathy Bandars  
Russell Beernink  
Sally Bekins  
Scott Binder  
Black Hills Energy  
Philana Blakely  
BNSF Railway Foundation  
Borsheim's Fine Jewelry and Gifts  
Inez Boyd  
Mark and Renee Boyer  
Broadridge Financial Solutions, Inc.  
Ray and Dana Bruegman  
Builders Supply Company, Inc.  
Edward and Beverly Ann Burchfield  
Timothy and Terri Burke  
C.W. Suter & Son

Anne Carroll  
Central States Health &  
Life Co. of Omaha  
Centris  
Kevin and Kimara Clark  
Cobalt Credit Union  
Cox Charities  
D.A.Davidson & Co.  
Deloitte & Touche, LLP  
Dawn and J. Sid Dinsdale  
Dodge Trust Board of Trustees  
Edward and Lida Robinson  
Charitable Trust  
Jane and John Ellsworth  
Equitable Bank Charitable  
Foundation  
FF Advantage Group  
FNIC  
Foundations Development  
Frankel Zacharia, LLC  
Michael and Sally Fullenkamp  
Jonathan and Kyoko Fuller  
Gallup  
General Stamping, Inc.  
Scott Beier and Julie Gibson-Beier  
Candy and Todd Golden  
Jacque Merritt and David Gosselin

JoAnn and Jim Gould  
Kathy and Mike Gross  
Kara and Monty Habrock  
Ryan Knispel and Michelle  
Hamilton-Knispel  
Ellen Hargus  
Andrea Hargus  
Haver's Auto Sales and Service  
Linda Head  
Heartland Properties, Inc.  
Helen A. Pearson Charitable Trust  
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Nebraska Tech Collaborative  
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Carla Patton-Ochsner and  
Tod Ochsner

2004

The agency name is changed to  
**Heartland Family Service (HFS)**  
by the board of directors.

2004

Prevention services  
open in Omaha, NE.

# 2023 Donors

## PARTNERS (\$1,000 – \$9,999)

*continued*

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2006

**Assertive Community  
Treatment services open  
in Council Bluffs, IA.**

2007

**Family Works services  
and location open in  
Omaha, NE.**

# 2023 Donors

## ADVOCATES (\$1 – \$999)

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Ruth Howell  
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Keith and Lori Huffman  
Sharon Marvin Igel and Donald Igel  
Stephen Isom  
Becky and Dan Jackson  
Amy Jacobsen

2008

**Mental Health Crisis  
Response Teams services  
open in Omaha, NE.**

2008

**Heartland Homes & Transitions  
and Heartland Housing Solutions  
services open in Council Bluffs, IA.**



# 2023 Donors

## ADVOCATES (\$1 – \$999)

*continued*

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Matthew and Jessica Knier	Mike and Cynthia McCann	Kevin and Faye Nelson	Matt and Laura Poljanac
Ralph and Luann Knobbe	Mitch and Jean McCartney	Network for Good	Randy Porter

2011

**Heartland Housing Passages  
services open in Council  
Bluffs, IA and Omaha, NE.**

2011

**Mental Health Crisis Response Teams  
open in Council Bluffs, IA and the  
Mental Health for Youth in Detention  
services open in Omaha, NE.**

# 2023 Donors

## ADVOCATES (\$1 – \$999)

*continued*

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Steve and Debbie Young  
Erica Zettle  
Ted and Amee Zetzman  
Leanne Zietflow  
Michael and Mary Zlomke

2012

**Heartland Housing Opportunities  
services open in Council Bluffs,  
IA and Omaha, NE.**

2014

**Integrated Health Home  
services open in Council  
Bluffs, IA.**

# How you can help.

## CONTINUE YOUR CHARITABLE SUPPORT

**Heartland Family Service (HFS)** relies on charitable investments from individuals, corporations, and foundations to ensure the sustainability of our programs. Continuing and/or increasing your annual contribution will ensure the availability of high-quality, life-changing services for the individuals, families, and communities 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.

## OTHER WAYS YOU CAN GIVE

You can also support **Heartland Family Service** by **TAGG**-ing us in your next purchase. It's quick and easy!

- Download the **TAGG** app from the Apple App or Google Play store.
- Choose **Heartland Family Service** within the **TAGG** app.
- Visit and make a purchase at a local participating **TAGG** business
- In your **TAGG** app, snap a photo of your receipt, within seven days of purchase.
- Participating **TAGG** business will donate 5% to **HFS** at no extra cost to you.

---

To learn more about **Planned Giving** and how you can help, contact:

**Marzia Puccioni Shields**

Chief Development Officer

(402) 552-7443 | [MShields@HeartlandFamilyService.org](mailto:MShields@HeartlandFamilyService.org)

**Please  
Give Today!**



2014

Homeless Street Outreach  
services open in Council  
Bluffs, IA and Omaha, NE.

2015

Child & Family Center  
opens in Council  
Bluffs, Iowa.



## VOLUNTEER

Your time is a gift. Please consider:

- **Volunteering** for one of our services or events
- Joining our **Friends Guild**, **Junior Friends**, or enrolling your child in **Student League**.



## GIVE IN-KIND ITEMS

Help provide our clients who participate in our services and shelters, a more comfortable or enriching life experience, by selecting items from our **Wish Lists**.



To learn about our **Volunteer** or in-kind **Wish Lists** needs, contact:

**Adriana Van Pelt**

**Community Resource Coordinator**

**(402) 552-7405 | [Development@HeartlandFamilyService.org](mailto:Development@HeartlandFamilyService.org)**

2015

**Projects for Assistance in Transition from Homelessness (PATH) Case Management services open in Omaha, NE.**

2017

**Heartland Bridges services and location open in Council Bluffs, IA.**

# Join us Online

When you subscribe, follow us online or visit the Heartland Family Service website, you will learn more about our programs, services, upcoming events, and also see how you can get involved!

## It's easy to stay connected with us!

- **Follow us on social media!**

Visit our website at [HeartlandFamilyService.org](http://HeartlandFamilyService.org) then click on the social media icon link in the upper right corner.

- **Get the word out!**

Become an **Heartland Family Service Social Media Ambassador**, like, comment, and share our posts.

- **Learn more about us!**

Learn about our programs and services and read our life-changing client **Success Stories**.

- **Support our Good Works!**

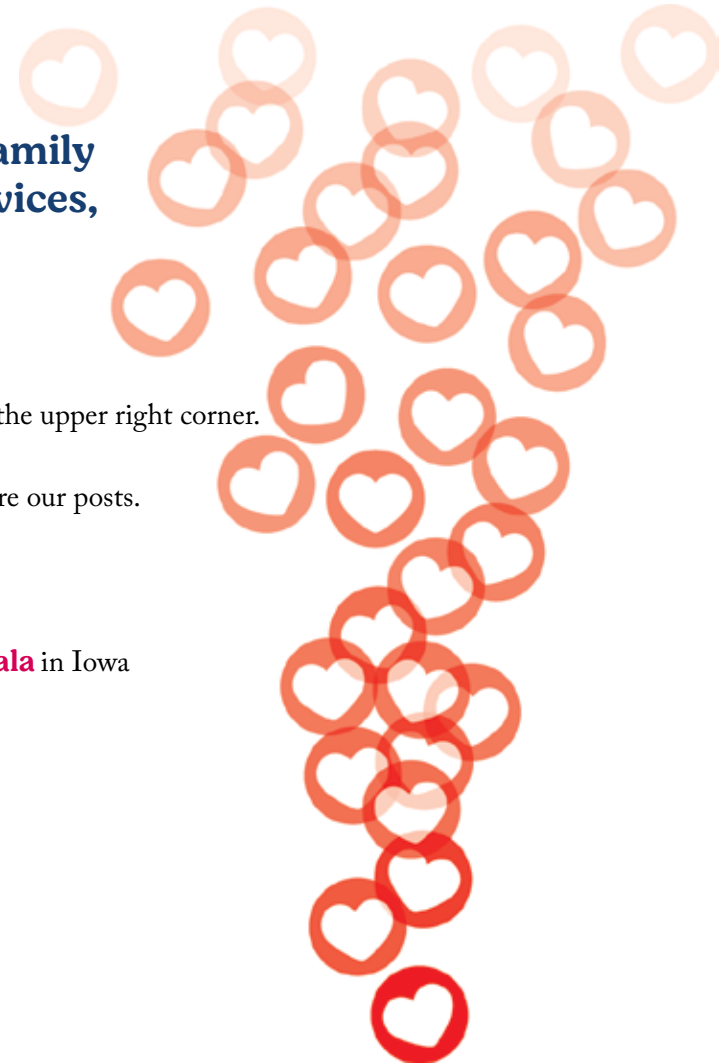
- Purchase event tickets to the **Carnival of Love Gala** in Nebraska and the **Strike a Chord Gala** in Iowa
- **Volunteer** your time and talent to help our clients or become a **Friends Guild** member
- Purchase a needed item for our clients from our **Wish Lists**
- **Donate** to help our clients, visit [HeartlandFamilyService.org](http://HeartlandFamilyService.org)



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To learn about our events and activities, scan this QR code to receive our eNews or visit:  
[heartlandfamilyservice.org/subscribe](http://heartlandfamilyservice.org/subscribe)

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2018

Peer Support, InSHAPE®, and Intensive Psychiatric Rehabilitation services open in Council Bluffs, IA.

2018

Heartland Housing Sanctuary services and the Heartland Sanctuary - a concealed emergency shelter open in Omaha, NE.  
Homeless Diversion services open in Council Bluffs, IA and Omaha, NE.



# Signature Events



**Carnival of Love Gala**  
**Saturday, February 24, 2024**  
*Embassy Suites, La Vista, NE*



SCAN FOR EVENTS



**Strike a Chord Gala**  
**Friday, June 7, 2024**  
*Mid-America Center, Council Bluffs, IA*



**Safe Haven Golf Tournament**  
**Friday, August 16, 2024**  
*Eagle Hills Golf Course, Papillion, NE*



**Salute to Families**  
**Thursday, November 21, 2024**  
*Location TBD*



2019

Therapeutic Education Center - Omaha Campus (formerly One Oak) opens in Omaha, NE.

2019

Heartland Family Service acquires the former campus of the Archdiocese of Omaha.





**2021**

**The Certified Community Behavioral Health Clinic opens in Council Bluffs, IA.  
The Psychiatric Services & Medication Management services are opened in Council Bluffs, IA and Omaha NE.**

**2022**

**Crisis Stabilization Community-Based Services and Crisis Stabilization Residential Services open in Council Bluffs, IA.**



## Heartland Family Service

Looking forward to celebrating 150 years of strengthening individuals, children, and families in our community!

1875 – 2025

Heartland Family Service appreciates all of our affiliates!



2023

The Certified Community Behavioral Health Clinic opens in Omaha, NE.

2025

Heartland Family Service will celebrate its 150th anniversary and more than 400 percent organization growth in the last 25 years, furthering to help the most vulnerable in need throughout the Omaha metro community.



Helping families in need, since 1875.



So  
everyone  
can. HEARTLAND familyService

Heartland Family Service Central Administrative Office  
2101 S. 42nd Street, Omaha, NE 68105  
[HeartlandFamilyService.org](http://HeartlandFamilyService.org)

