

A SNAPSHOT of Your Investment

An OUTLOOK for the Near Future



thinking
ahead



heartland
foundation

thinking ahead

Decades of collective research continue to point to **education and empowerment as key factors in the improved health and overall wellness of individuals, families, and communities.** We know the economic prosperity of the region depends primarily on having a qualified workforce. Our workers need to be of positive character, be educated in 21st century skills, be involved

in their community, and possess the confidence and willingness to continue learning as technology advances. Heartland Foundation, along with our diverse partners, are committed to uniting all sectors of the region around a powerful vision – one that is focused on helping people better understand that education leads to better jobs, better wages, healthier people, and thriving communities. Our (e²) education emPowers® vision requires greater learning from birth throughout retirement.

Each year your investment in building healthier, more thriving communities enables milestones of progress to be made in our century-long vision. This Snapshot briefly outlines how Heartland Foundation is working to improve the sustainability of America's heartland on behalf of today's citizens and tomorrow's generations. While the reported numbers are not inclusive of all resources expended to carry out the mission daily, some of the key investments have been highlighted here for you. Every generous gift of time, talent, treasure and act of advocacy is a step forward.

Thank you for the important contribution you make to the region. We value all voices within our households, schools, businesses, organizations, and community!

In service and gratitude,



Judith K. Sabbert *Chief Operating Officer | Heartland Foundation*



CELEBRATING 20 YEARS OF COLLECTIVE IMPACT AND INFLUENCE

RECENT INNOVATIONS AND RESULTS WITHIN HEARTLAND FOUNDATION'S REGIONAL ROLES

CHAMPION

Promoting the many benefits of education and empowerment from birth throughout life.

CATALYST

Getting conversations and ideas moving through community relationships and collaboration.

CONVENER

Bringing together people of diverse backgrounds, interests, and expertise to think ahead.

INNOVATOR

Listening, learning and creating impactful programs and projects based on new possibilities.

CONNECTOR

Lifting up and linking people to resources and learning opportunities.

IGNITOR

Providing access to the stories and tools needed to share the (e²) education emPowers® message.

*igniting AWARENESS and ACTION

(e²) education emPowers® Initiative

Linking learning and educational achievement to the desired shared outcomes of better jobs, better wages, healthier people, and thriving communities. To maximize regional reach, grassroots volunteer action teams were formed and continue to grow.

Since it began in the early 2000s, nearly 300 volunteers in 4 states have been involved in the e² initiative, and it's predecessor the NW Missouri P-20 Council, which was created by the Healthy Communities Regional Investor Partners.



e² Action Teams on Early Learning, K-12 Education, Higher Education, Workforce Development, Communications, and Strategic Leadership

e² Fellowship

Growing champions for education emPowers and encouraging regional residency through an intergenerational leadership program for senior high students and adult sponsors. 100% of the Fellows ranked their first experience high and agreed that Heartland Foundation is making a positive contribution to our region.

Launched September 2014 with 33 participants making up 11 teams from 8 communities in 3 states.

"This exceeded my expectations! The activities were fun, purposeful, and moved our group toward a vision. I feel like I learned."

e² FELLOWSHIP PARTICIPANT, BENTON HIGH SCHOOL

character education emPowers

Lifting up the positive character traits that contribute to healthy relationships and workplaces through free downloads of monthly youth-designed posters from heartlandfoundation.org and weekly social media posts.

Launched August 2014

New Topic-Specific Forums and Summits

Transforming attitudes and behaviors by addressing themes such as poverty's impact on education and health, early learning's importance to workforce readiness, and design's role in improving communication.

On the calendar in 2014 and 2015

Measurement of progress is often marked by milestone celebrations along a journey's path. We are recognizing the 20th Anniversary of our community-led Board of Trustee's decision in 1994 to adopt the Healthy Communities agenda and focus on creating places where:

- *education is a priority,*
- *our children are nurtured,*
- *our homes and communities are peaceful,*
- *individuals are valued for their unique abilities and treasured as community contributors,*
- *business thrives,*
- *every individual's health and well-being is a priority,*
- *the arts are inspired,*
- *our environment is preserved, and*
- *businesses, organizations, and people from all walks of life work as partners to create a desired future for those who live in our communities.*

EMPOWERING
THE REGION to
THRIVE

*inspiring love

FOR LEARNING
and SERVING

emPowerU® Campus

A unique technology-rich research and solutions center designed to inspire collaboration, creativity, and innovation for both small and large gatherings of people.

*7,307 people were served at the emPowerU Campus over the last year.
An approximate total of more than 60,000 people
have been served since it's opening in 2007.*

think ahead
emPowerU

"The teacher and students are given the rare opportunity at emPowerU to explore possibilities and opportunities for what they as a team might do to make their community and nation a better place for all citizens."

e² NODAWAY COUNTY CHAMPION

emPowerU® Continuum

Heartland Foundation's national award-winning model of civic empowerment education, service-learning, and workforce development is unprecedented. Years of independent evaluative research prove our approach is working. Teacher and student satisfaction scores for the last year are 100% and 98%, accordingly.

*2,357 students were served last year and approximately 20,000 students
have been served since its pilot programs in 2005 and opening in 2007.*

- **Circuits 1 and 2** now feature updated challenge video presentations, streamlined easy-to-use teacher resources, new student roles, and updated technology tools.
- **Circuit 3** encourages The Covey Institute's "Leader in Me" principles paired with real-world service-learning projects. *Added in 2014*
- **Civic Empowerment Program Open Enrollment**—A blended program of all three circuits, key elements are now available for team-building to businesses, nonprofit organizations, faith-based groups, youth organizations, families, and adult associations and clubs using a proven challenge-based experiential learning model created by Heartland Foundation. *Scheduled year-round*

"The importance of education and lifelong learning is at multiple levels... it's very important for communities, families, and all of society."

JEANNE DAFFRON, PROVOST & VP ACADEMIC AFFAIRS, MISSOURI WESTERN STATE UNIVERSITY

STEAM Xploratorium Camps @ emPowerU

Science, technology, engineering, art/design, and math opportunities for students through LEGO Education WeDo® and LEGO Mindstorms® robotics and other programs.

First held in 2013 and expanding in 2015

Meeting and Event Space for the Regional Community

One-of-a-kind facility for large and small groups seeking inspiration for innovative and collaborative thinking.

Rental opportunities and facilitation services available year-round.

"The skills that we are helping them to develop while they are here are really thinking for themselves, to learn how to problem solve, to work together, and just really build that sense of community."

DEVTRAN BROWER, HEARTLAND FOUNDATION e² FELLOWSHIP AND emPowerU FACILITATOR

Grants and Partnerships

Jump Starter Grants for Service-Learning Projects

A Learn and Serve America grant received by Heartland Foundation from the Corporation for National and Community Service in 2006 led to a competitive grant opportunity to fund Jump Starters service-learning projects. Today, thanks to private financial donations designated to fund approved emPowerU student-led group projects, a number of these initiatives continue to benefit our region's schools and communities.

\$9,355 total grant dollars were awarded for one student-led project over the past year. The cumulative total of \$355,098 has been approved for 61 student-led projects since 2006.

"This was a really exciting opportunity for the students. They worked really hard getting ready for the grant and it's exciting to be able to put it into action."

HUMBOLDT ELEMENTARY SCHOOL 6TH GRADE TEACHER

Matt Musser who worked with the students to compile and distribute 500 backpacks for the homeless filled with personal hygiene items.

HEALTHY PARTNERSHIPS: H.E.A.L. (Healthy Eating Active Living) Grants

This matching funds program encourages and supports innovative, outcomes-based partnerships that seek to improve the health status of the region. The program was established in 1990 between Heartland Foundation and Heartland Health (now Mosaic Life Care), and joined by North Kansas City Hospital in 2002.

\$124,433 total grant dollars were awarded for 12 projects from June 2013-June 2014. A cumulative total of \$478,680 has been awarded for 77 projects from Fiscal Year 1993 through Fiscal Year 2014.

Project Fit America Partnership

Supplying state-of-the-art field-tested total fitness equipment, a healthy lifestyles curriculum, and training for a cardiovascular health program to qualifying rural and urban schools within the region—Southwest Livingston R-1 Elementary in Ludlow, MO and Union Chapel Elementary in Kansas City, MO were added to the list for the 2014-15 academic year.

57 Project Fit Schools within the region have been funded since 1998 with a cumulative total of \$770,440 impacting approximately 14,655 students today.

- Heartland Foundation has been selected by Project Fit America to pilot the nation's first-ever custom designed indoor-only PFA fitness curriculum and training program at selected regional sites in 2015.



Scholarships and Learning Funds

(e²) education emPowers® Scholarships

*\$5,100 total scholarship dollars were awarded to 6 students for the 2014-15 academic year.
A total of \$35,300 has been awarded to 22 students over the past three years through the following partnering organizations.*

- Grand River Technical School
- Heartland Foundation
- Missouri Western State University
- North Central Missouri College
- Northwest Missouri State University
- Metropolitan Community College
- Hillyard Technical Center

Donor-Funded Scholarships and Learning Funds

*\$40,450 total scholarship dollars were awarded to 21 students for the 2014-15 academic year.
A total of \$572,427* has been awarded to 818 students since 1983.*

- Velma Flies Anderson (*Nursing*)
- Hands of Hope Hospice 25th Anniversary
- Mary Alice Hartigan (*Nursing*)
- Doris Hines, PhD, RN, CETN Nursing (*Nursing*)
- Lowell C. Kruse *Healthy Choices. Healthy Lives.*
- Patrick L. Newman/Boy Scouts Tribe of Mic-O-Say (*General*)
- Dr. William and Mrs. Muriel Redmond (*Nursing/Health Care*)
- Mary Ann Reinert (*Surgical Nursing*)
- Bill and Mary Russell 40 & 8 (*Health Care*)

**Cumulative total includes several scholarships awarded that are no longer available.*

"I feel so blessed to have been chosen to receive these scholarships. They have given me the opportunity to make my dream of becoming a nurse a reality, by making the financial aspect of college a little less stressful."

ABBIE M., SCHOLARSHIP RECIPIENT

THINK AHEAD WORKS®

A book of Heartland Foundation's best practices is in the final stages of publishing thanks to funding secured through a USDA Rural Business Enterprise Grant. Available Spring/Summer 2015.



Other Projects

- Communities of Excellence – *A national initiative.*
- Heartland House and Hope House – *Heartland Foundation-owned historical homes renovated and used as multi-use facilities today.*
- Live Well St. Joe – *A Heartland Foundation-managed 3-year Social Innovation for Missouri grant completed in 2014 funding a collaborative partnership among multiple local organizations.*
- Missouri Cattlemen's Children's Fund – *Adaptive medical equipment.*
- Project YOUTH – *Health care internships/scholarships through Heartland Health/Mosaic Life Care.*



2014 OFFICERS

Joseph K. Houts, Jr., J.D. Chairman,
Senior VP/Community Development Officer,
Commerce Bank

Jeanne Daffron, Ph.D. First Vice Chairman,
Provost/VP Academic Affairs,
Missouri Western State University

Steve Johnston Second Vice Chairman, Director,
Community Alliance of St. Joseph

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Officer, Mosaic Life Care

Judith K. Sabbert Chief Operating Officer,
Heartland Foundation

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Chief Financial Officer, Mosaic Life Care

2014 TRUSTEES

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LIFE TRUSTEES

Bob Bush, Ed.D. Retired,
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Dan Colgan, Ed.D. Retired Superintendent,
St. Joseph School District

Sharon Evers Retired, U.S. Bank

Lowell C. Kruse Retired President/CEO,
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Healthy Communities, Heartland Foundation

Sheri Spader Spader Farms

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Judith K. Sabbert Chief Operating Officer,
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Core Counties Served by Heartland Foundation

Missouri

Andrew
Atchison
Buchanan
Caldwell
Carroll
Clay
Clinton
Davies
DeKalb
Gentry
Grundy
Harrison
Holt
Linn
Livingston
Mercer
Nodaway
Platte
Ray
Worth

Kansas

Atchison
Brown
Doniphan
Nemaha

Nebraska

Nemaha
Richardson

Iowa

Decatur
Fremont
Page
Ringgold
Taylor

You are invited
to **ignite**
a movement by
getting involved
and generously
giving now.

- Online at hfmarket.org,
- Through the mail with a check or money order in the enclosed completed envelope, or
- By calling 816.271.7200 to learn more about multi-year pledges, employer matching programs, planned estate gifts, and volunteer opportunities.

**INSPIRING
PEOPLE** WORLDWIDE
TO BUILD
HEALTHY AND THRIVING
COMMUNITIES
IS THE **VISION**
OF HEARTLAND FOUNDATION

MISSION

Champion education and empower people.

STRATEGIC PLAN GOALS

1. Be a national leader.
2. Ignite a movement for (e²) education emPowers®
3. Commit to operational excellence.
4. Steward and grow our financial resources.

Heartland Foundation continues to drive for results that matter and strive to be an effective “for purpose” organization.



think ahead

Thank you for thinking ahead by supporting Heartland Foundation.
100% of your investment is paid forward to mission critical programs and initiatives!

**thinking
ahead**

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Serving as a catalyst, convener, innovator and connector, Heartland Foundation is a 501(c)3 public charity dedicated to championing education and empowering people to build healthy and thriving communities. Founded in 1982.

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