

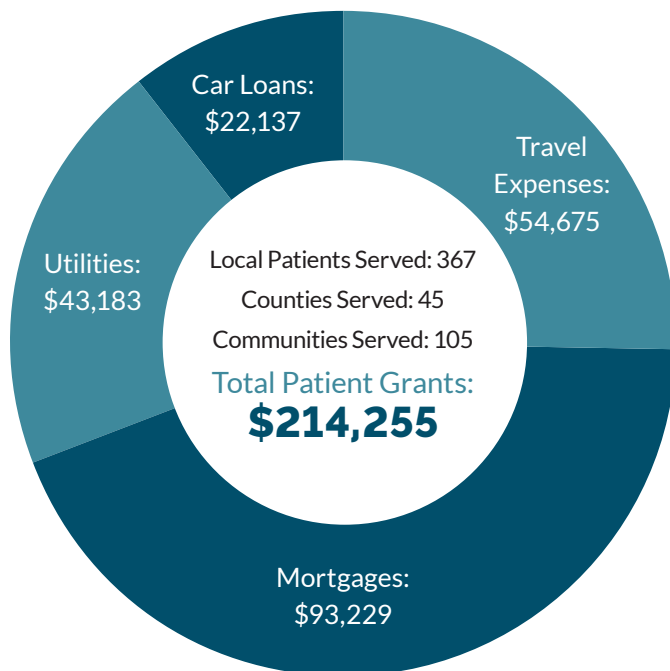
Heartland

CANCER FOUNDATION

2024 ANNUAL REPORT

2024 IMPACT

Meeting Basic Needs Through Grants



Our Mission

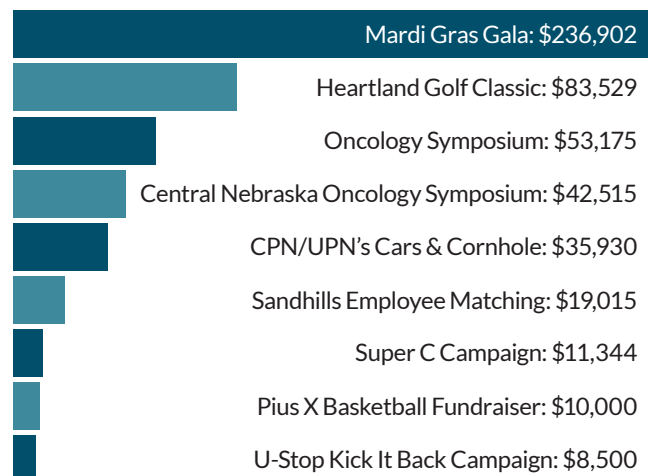
We believe no cancer patient should fall behind on treatment because they struggle to afford their everyday expenses. Our mission is to provide practical and immediate financial assistance to eligible cancer patients in our community so they can focus on what matters most: **healing**.

Empowering the Heartland to Heal

We aspire to provide compassion and hope and remove barriers to care by covering mortgages and rent, utilities, car loans, and fuel expenses for local cancer patients in need of additional support during their treatment journey.

2024 MAJOR FUNDRAISERS

\$8,500 and up



\$373,586

Operational Expenses

\$587,841

Total Expenses

\$725,958

Total Income

\$138,117

Year-End Net

Our Staff

Chris Blum CFRE *Executive Director*
chris@heartlandcancerfoundation.org

Rochelle Essay *Program Director*
rochelle@heartlandcancerfoundation.org

Amanda Lewis *Administrative Support Coordinator*
amanda@heartlandcancerfoundation.org

Our Board of Directors

Shannon Booth
President

Brenda Sebek MSN, RN
Vice President

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Legal Counsel



“When I was diagnosed with Triple Negative Breast Cancer, our world turned upside down. As a travel nurse, I had no sick leave, and just days after my diagnosis, my husband lost his job—along with our health insurance. With mounting medical bills and a child needing surgery, things got tight financially. Heartland Cancer Foundation was there for us during an extremely stressful time. Within days of applying, they helped cover our mortgage, giving us one less thing to worry about. Their support made an incredibly stressful time just a little easier, and my family and I will always be grateful.”

Katie Rose, Patient Grant Recipient

Here are some ways you can get involved and make a BIG difference for local patients struggling with both a cancer diagnosis and financial hardship:



BE AN IMPACT PARTNER

We offer many different opportunities throughout the year to promote your business while supporting a worthwhile cause.



JOIN THE IMPACT GUILD

Become a member of our volunteer group to cultivate your skills, expand your connections, and help plan events and fundraisers.



BECOME AN IMPACT DONOR

Make a monthly gift and have an impact all year long, consider a charitable gift through your IRA for a tax deduction, or plan a legacy gift through your estate and significantly help HCF for the long term.



SHARE ABOUT HCF

Help spread the word about HCF and our mission by sharing this report with business connections and friends, or invite HCF to present to your office, service club, or networking group!

