

# Heartland

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## CANCER FOUNDATION

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## Our History

The Heartland Cancer Foundation was recognized as a charitable foundation in 2008, primarily serving the Lincoln, Nebraska area. The original founders started the foundation under a shared vision that communities should contribute not only to cancer research, but to our citizens impacted by cancer as well. The foundation recognized the need to help patients struggling with both a cancer diagnosis and financial hardship with practical financial needs.

Programming has evolved over time, and patient grants now cover housing, car payments, gas cards, and utilities. Today the Heartland Cancer Foundation has a dedicated staff and volunteers to carry out its mission and help the foundation grow. The foundation currently serves patients in dozens of counties in southeast Nebraska, and the Board of Directors has plans to continue expanding its coverage area across Nebraska.

## Our Purpose and 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 housing, car payments, gas cards, and utilities for local cancer patients in need of additional support during their treatment journey.

## In This Together

Chances are, cancer has had an impact on your life. Over 11,000 Nebraskans received a cancer diagnosis this year. That's our neighbors, co-workers, friends, and family. Our wonderful circle of donors and supporters come together to care for those in our community.



**ALL FUNDS STAY  
LOCAL TO HELP  
CANCER PATIENTS  
IN NEBRASKA.**



## Know the Facts About **CANCER IN NEBRASKA**



**Over 11,000  
Nebraskans**  
will receive a cancer  
diagnosis this year



Cancer is the  
**2nd leading  
cause of death**  
among Nebraska residents



**62%**  
of cancer patients  
report being in debt due  
to treatment



**42%**  
of new cancer patients  
lose their life savings



“When I first found out I had cancer, I collapsed and broke out in tears. My next question was: what do I do from here? I was devastated. I had so many questions, like how am I going to work, pay my bills, and feed myself? These were major concerns along with how am I going to get through cancer? My nurse asked me what I needed help with. I said that I needed help with rent and food. She reached out to the Heartland Cancer Foundation and HCF paid for my rent during chemo and supplied me with gift cards to go grocery shopping. Today I am cancer free and I could not have done it without all of the support I received from the Heartland Cancer Foundation. I love you HCF for giving me a second chance at life.”

Shannon Watson  
*Patient Grant Recipient*

*Consider a recurring monthly donation. Just \$50 a month helps a cancer patient get to treatment all year long.*

## WHO WE SERVE

We serve local Nebraskans who reside within our service area and are struggling with both a cancer diagnosis and financial hardships.



### Eligibility

Applicants must reside in one of the following Nebraska counties and meet our eligibility criteria as listed on our website.

*Adams, Boone, Buffalo, Butler, Cass, Clay, Colfax, Fillmore, Franklin, Gage, Greeley, Hall, Hamilton, Harlan, Howard, Jefferson, Johnson, Kearney, Lancaster, Merrick, Nance, Nemaha, Nuckolls, Otoe, Pawnee, Phelps, Platte, Polk, Richardson, Saline, Saunders, Seward, Sherman, Thayer, Valley, Webster and York.*

## OUR GRANT PROGRAMS

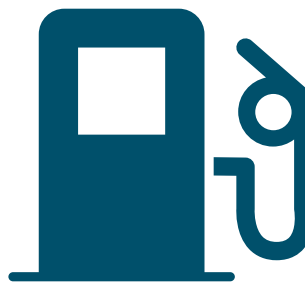
Meeting Basic Needs Through Grants



Mortgages and Rent



Car Loans



Fuel Expenses



Utilities

We aspire to provide compassion and hope and remove barriers to care by covering home, auto, and utility costs for local cancer patients in need of additional support during their treatment journey.



# 2022 BREAKDOWN

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## Utilities

**\$66,318** provided in utility assistance to ensure that water, electricity and phone service remained turned on for patients.

## Mortgages and Rent

**\$99,137** was issued for rent and mortgage payments to keep cancer patients in their homes.

## Car Loans

**\$16,068** was issued in car payments to make sure cancer patients had transportation.

## Fuel Expenses

**\$87,050** was given out in the form of gas cards to help patients get to and from treatment.

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**Total Patient Grants:**

**\$268,572**



“I heard about the Heartland Cancer Foundation through my oncologist’s office. I was unemployed, I was in treatment, no money was coming in, and a lot of money was going out. The Heartland Cancer Foundation has helped us out so much with making house payments, car payments, fuel cards, and just truly caring. Most of us need help, especially when there’s no money coming in. This is where HCF has saved my life.”

Joe Polak  
Patient Grant Recipient

Your support makes a big difference!  
**2022 DONOR IMPACT**



Patient Grants:  
**\$268,572**



Number of  
 Patients Served:  
**325**

To put that into perspective, that equals 537 mortgage or rent payments; 1074 car payments; 1790 utility payments; or 5371 fuel cards that we are able to provide cancer patients in need this year alone.

Numbers are based on an average house payment of \$500, car payment of \$250, utility payment of \$150, and \$50 tank of gas.



“We wouldn’t be where we are today without Haylee’s amazing oncology team, our community of prayer warriors all over the world, and organizations like the Heartland Cancer Foundation that helped us get through some of the most difficult times of our lives. With support from HCF, we were able to focus on Haylee and getting her the help that she needed while not having to stress about finances and bills piling up during a time where we were down to one income. We are forever grateful for the support throughout this journey!”

Kayla Werth

Mother of Haylee Werth, a pediatric cancer patient, and HCF grant recipient



Join us at one of our fun events throughout the year!

## SIGNATURE EVENTS

The Heartland Cancer Foundation hosts three signature annual fundraising events: the Mardi Gras Gala, the Heartland Golf Classic and the Oncology Symposium.



### Mardi Gras Gala

Our signature Mardi Gras Gala held annually in February is an exciting evening featuring keynote speakers, a premium auction, prizes, and entertainment — all for a great cause! As our largest fundraiser of the year, the gala's success is directly tied to the number of cancer patients we are able to help throughout the year. In 2023, the Mardi Gras Gala raised \$267,137 in proceeds.



### Heartland Golf Classic

Our annual Heartland Golf Classic, typically held in early fall, is a fan-favorite golfing event that always sells out fast! Golfers head out on the course and enjoy games and prizes placed at almost every hole! In 2022, we raised \$74,725 to help support cancer patients in need.



### Oncology Symposium

The Oncology Symposium is an annual educational event ideal for physicians, nurses, social workers, and advanced care practitioners. This is a CEU opportunity featuring keynote speakers, vendor booths, networking, and dinner at no cost to participants. In 2023, the Oncology Symposium raised \$56,250 thanks to generous sponsors.

In addition to our signature events, we participate in a variety of other community events and fundraisers throughout the year, including Give to Lincoln and Giving Tuesday. Sign up for our email newsletter or follow us on social media to stay in-the-know!

### Many Opportunities to **SHOW YOUR SUPPORT**

#### **Raise Funds + Get Rewards in a Snap!**

We've partnered with TAGG (Together a Greater Good) to give you another way to donate to HCF just by doing things you do every day.

1. Make a purchase at any participating TAGG business.
2. Visit **TAGG.today** to upload your receipt and choose HCF.
3. The business will donate at no extra cost to you!



#### **Corporate Giving**

Corporate giving programs often allow employee contributions up to a certain amount to be matched by the business, which allows you to make a greater impact with your charitable giving. If your organization offers a match, consider a donation to the Heartland Cancer Foundation.

#### **Legacy Giving**

Whether you are paying tribute to a family member or friend with your gift, celebrating a loved one's memory, or wish for your own legacy to change the lives of local cancer patients well into the future — the Heartland Cancer Foundation offers multiple options for planned giving that ensure a legacy is honored. Please contact us about how to include HCF in your estate plan or add HCF as a beneficiary.



## Our Board of Directors

**Michael Henkenius JD, CTFA, Board President**

Assistant VP, Union Bank and Trust

**Shannon Booth, Board Vice President**

VP and General Manager, KOLN & KSNB

**Jim Essay, Treasurer**

Vice President/Relationship Manager, Cornhusker Bank

**Leslie Barga, Secretary**

Account Manager, Capitol City Electric

**Jason Cetak**

Distinguished Oncology Specialist, Eisai US

**Joel Gustafson**

Practice Administrator, Surgical Associates, PC

**Mariana Hunt**

Assistant Vice President, Union Bank

**Sara Lockard**

Physical Therapist, Madonna Rehabilitation Hospital

**David Reese**

Vice President at Bryan Health, Clinical & Support Services

**Brenda Sebek**

Director of Operations, Inpatient Physician Associates

**Julie Smith**

Community Advocate

**Michelle Zlomke**

Business Services Officer, Cornhusker Bank

## 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 Impact Guild

**Jennifer Rathman**

*President*

**Amanda Terrano**

**Ami Graham**

**Amy Green**

**Andrea Lorraine**

**AnnaMarie Griffiths**

**Annie Sizemore**

**Becky Shedeed**

**Cheryl Baehne**

**Christina Peters**

**Christy Sullivan**

**Cindy Berlin**

**Danielle Henricksen**

**Dawn Sellon**

**Emily McHargue**

**Erika Allison**

**Ethel Hartman**

**Jennifer Hegemann**

**Jill Vodicka**

**Judy Dyer**

**Julie Nelson**

**Julie Smith**

**Karen Duncan**

**Kayla Abel**

**Karla Frese**

**Kristi Reins**

**Leslie Bixenmann**

**Lisa Herbert**

**Lisa Vermaas**

**Lori Mills**

**Megan Bates**

**Michelle Bellamy**

**Rachel Singsank**

**Reilly Duff**

**Sara Greisen**

**Sara Linder-Hittle**

**Sarah VanAckeren**

**Sheila Glathar**

**Tara Meyer**

**Tina Siebert**

# HCF

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