

# Heartland

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## CANCER FOUNDATION

- ▶ **Mission**
- ▶ **Programs**
- ▶ **Impact**
- ▶ **Fundraisers and Events**
- ▶ **Other Ways to Give**
- ▶ **Who We Are**

## 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



“The lesson of the bees is profound: When many people each do something small, together they accomplish something large. One bee in my hive was the Heartland Cancer foundation, which provided me with \$500 towards housing costs. Because I was in low income housing, that helped pay 6 of the 10 months of rent since my diagnosis. That was HUGE for me as I didn’t have to choose rent over the costs for medications or supplies vital for healing.”

Christy Arfman  
*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, Douglas, 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

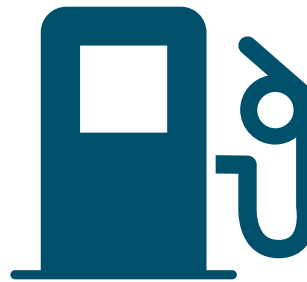
Meeting Basic Needs Through Grants



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.

HCF has helped patients in 39 counties and 98 communities across Nebraska.

# 2023 BREAKDOWN

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## Utilities

**\$30,370** provided in utility assistance to ensure that water, electricity and phone service remained turned on for patients.

## Mortgages and Rent

**\$46,337** was issued for rent and mortgage payments to keep cancer patients in their homes.

## Car Loans

**\$7,158** was issued in car payments to make sure cancer patients had transportation.

## Fuel Expenses

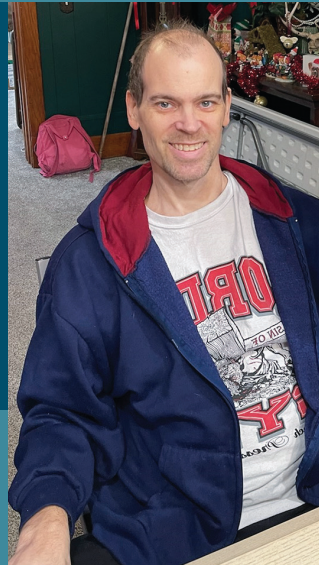
**\$51,950** was given out in the form of gas cards to help patients get to and from treatment.

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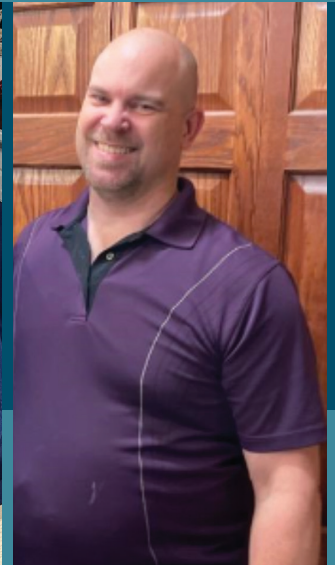
**Total Patient Grants:**

**\$136,816**

*\*plus a \$1,000 DigniCap Scholarship*



Christmas 2022



Christmas 2023

“The medical bills were piling up and life wasn’t slowing down. I needed help, and asking for help is always a challenge for anyone. Yet, having the wisdom and humility to ask for help is the mark of true character. When I did so, the Heartland Cancer Foundation was there to offer a helping hand. With their assistance, I was able to cover my expenses at a critical time in my cancer journey.”

Tom Fosler  
Patient Grant Recipient

Your support makes a big difference!  
**2023 DONOR IMPACT**



Patient Grants:  
**\$136,816**



Number of  
Patients Served:  
**339**

To put that into perspective, that equals 93 mortgage or rent payments; 16 car loan payments; 304 utility payments; or 693 tanks of fuel that we are able to provide cancer patients in need this year alone.

Numbers are based on average house payments of \$500, utility payments of \$100, and \$75 tanks 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 2024, the Mardi Gras Gala raised \$266,747 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 2023, we raised \$83,566 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 \$62,750 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 Day, Giving Tuesday and Cancer Partners of Nebraska's Cornhole for Cancer. 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

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### **Shannon Booth, President**

Vice President and General Manager, KOLN | KGIN

### **Brenda Sebek, MSN, RN, Vice President**

Director of Operations, Inpatient Physician Associates

### **Leslie Bargaen, Secretary**

Account Manager, Capitol City Electric

### **Michelle Zlomke, Treasurer**

Business Solutions Officer, Cornhusker Bank

### **Matthew Graff**

Sampson Construction

### **Joel Gustafson**

Surgical Associates

### **Danielle Henricksen**

Bryan Health

### **Mariana Hunt**

UBT

### **Sara Lockard** Madonna

Rehabilitation Hospital

### **Bart Peters**

Security First Bank

### **Zac Roberts**

Nebraska

Hematology-Oncology

### **Justin Rousek**

Cancer Partners of

Nebraska

### **Julie Smith**

Community Advocate

### **Troy Stonacek**

Seagen

### **Larry Albers**

Legal Counsel

## Our Staff

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

Rochelle Essay *Program Director*  
rochelle@heartlandcancerfoundation.org

Amanda Lewis *Administrative Support Coordinator*  
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## Our Impact Guild

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### **Jennifer Rathman**

*President*

### **Lisa Herbert**

*Advisor*

### **Amanda Lewis**

### **Amber Neben**

### **Amy Green**

### **Annie Hasselbalch**

### **Aundy Lorraine**

### **Brenda Sebek**

### **Carmen Westfahl**

### **Cassie Price**

### **Cathy Martinez**

### **Cheryl Baehne**

### **Christina Peters**

### **Cindy Berlin**

### **Danelle Warner**

### **Danielle Henricksen**

### **Deena Weatherwax**

### **Emily McHargue**

### **Erika Allison**

### **Jill Vodicka**

### **Jolin Bromm**

### **Judy Dyer**

### **Julie Nelson**

### **Karla Frese**

### **Kathryn Doornbos**

### **Kayla Abel**

### **Lisa VerMaas**

### **Lori Mills**

### **Marlo Bergen**

### **Michelle Bellamy**

### **Nicole Rogge**

### **Rachel Singsank**

### **Reilly Duff**

### **Sara Labrayere**

### **Sheila Glathar**

### **Steph Jeffers**

### **Sue Christensen**

### **Susie Dinkelman**

### **Suzy Plambeck**

### **Tanya Martin-Dick**

### **Tara Meyer**

### **Tina Siebert**

# HCF

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