



2020

ANNUAL REPORT

THE WELLBEING PARTNERS



A NOTE FROM THE CEO



Dear Members, Sponsors, and Partners,

In 2020, The Wellbeing Partners launched its foundational year following a merger of WELCOM and Live Well Omaha to build wellbeing into the way communities and business grow. Fueled by a desire for greater impact and sustainability to ensure that all people have access to health and wellness in the places and spaces where they live, learn, work, play.

As the world came to terms with the COVID 19 pandemic, The Wellbeing Partners moved into remote operations and synthesized reputable resources for business and community leaders. In partnership with the Douglas County Health Department, we created TWPCares, a web platform providing critical health information in 8 languages. In collaboration with area mental health experts, we launched What Makes Us, a mental wellbeing campaign to amplify the stories of people throughout the Omaha and Council Bluffs region and reduce the stigma of mental health.

We do our best work when we engage partners and business across multiple sectors to build sustainable bridges of wellbeing.

The Wellbeing Partners is fortunate to have an amazing, dedicated Board who jumped in to ensure that The Wellbeing Partners was ready to serve its mission in big ways. Alongside the Board, our team has shown incredible resiliency, innovation, and commitment to serving the mission by finding new ways to accomplish work, remotely, while we build a culture that normalizes mental wellbeing from the inside out.

I am incredibly honored to support the foundational growth of The Wellbeing Partners and to be able to work with the best Board, team, and members that we could imagine. This annual report is a celebration of the countless efforts of all the supporters, investors, team, and Board who make this work possible.

As we look forward to the future, we know that The Wellbeing Partners is needed in our society's "new normal" to help build prevention, equity, and wellbeing as shared values.

We look forward to the good work ahead!

Sincerely,

Sarah Sjolie

MISSION & VISION

Mission

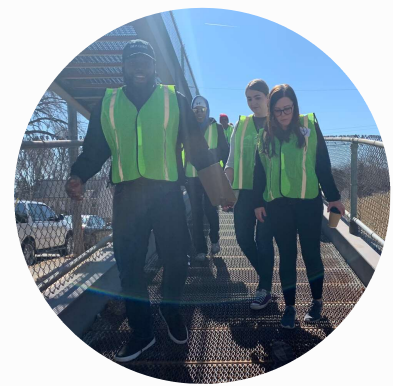
Build wellbeing into the way our communities and businesses grow through advocacy, collaboration, and education.

Vision

Cultivate wellbeing so every person thrives.

Values

- Impact:** Creating solutions that impact the community.
- Equity:** Investing in our communities to have an equitable environment.
- Integrity:** Developing opportunities with the utmost integrity.
- Relationship:** Investing and building relationships with diverse communities.
- Innovation:** Implementing and innovating with themes of wellbeing.

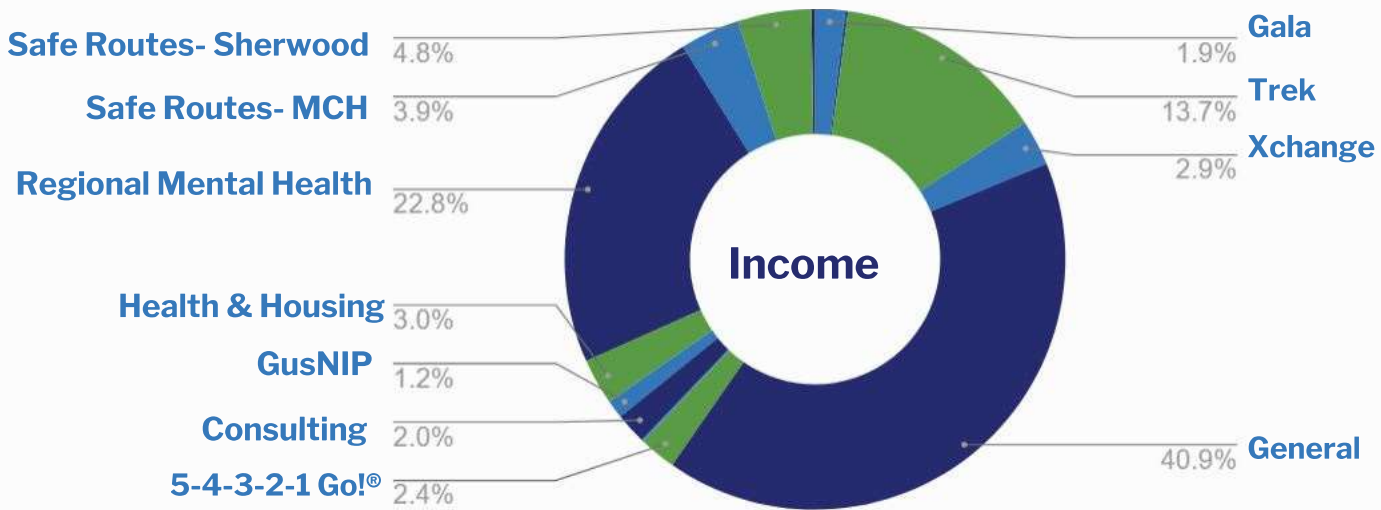
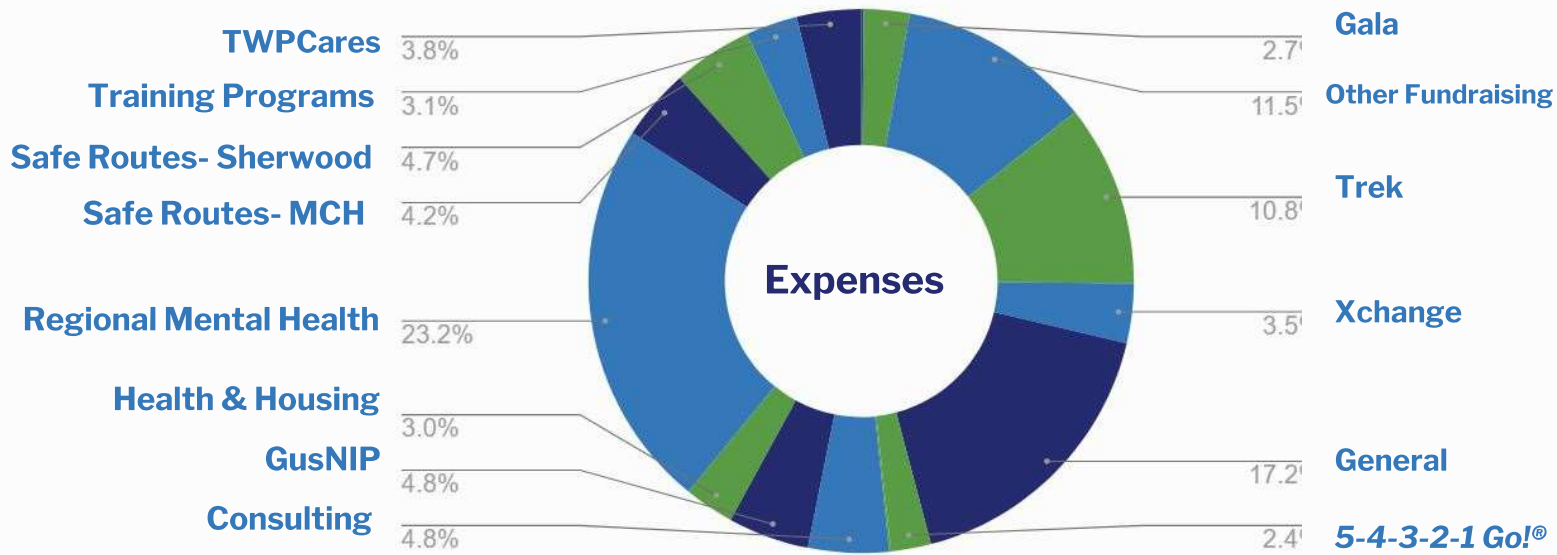


FINANCIAL INFORMATION

Cash Spent from
Prior Year Program Funding:
\$93,074

End-of-Year Net Assets:
\$354,718

Total Revenue:
\$1,345,017



SIGNATURE EVENTS



TREK UP THE TOWER

Trek Up the Tower 2020 registration totaled 1,409, with 1,649 registered climbs and 105 teams. Thirty-four first responders participated in the event and Vertical Mile registrations sold out at 50 participants. Net revenue for Trek 2020 was \$53,241.61 with more than \$81,000 in in-kind donations.



IGNIGHT AWARDS GALA

2020 brought our first virtual Awards Gala celebrating achievements towards wellness in both worksites and the community. 85 people registered for the awards event, and the recording had 388 views (with 272 unique viewers). The night included celebrations from the TWP team, highlights from members, and success stories. Pictured left: Dominique Morgan, Executive Director of Black and Pink and featured keynote at Xchange.



XCHANGE SUMMIT

Our Xchange Summit was also held virtually in 2020. The summit was attended by 132 people, 27% engaged in a live poll. Our excellent speaker lineup received positive feedback from attendees. Speakers included Scott Sproull, an experienced executive leader, change agent and growth driver, Dr. Joe Smyser, Chief Executive Officer at the Public Good Project, and Dr. Sasha Shillcutt, founder of Brave Enough, among others!

PROGRAM IMPACT

TWP YOUTH WELLNESS



2020 PARTNERS FOR HEALTHY SCHOOLS

Sustainable practice/policy change at the building level
Supports long-term improvements to school wellness.

- Served 8 sites
- 6 policy changes implemented
- 4,500+ youth reached
- 400+ caregivers trained
- Water Access School Policies
- Active Recess School Policies



5-4-3-2-1 GO!® IN 2020

Promotes health within home, school, & youth sites; easily packageable toolkit.

14 sites implementing campaign; 6,500+ youth reached; estimated 400+ caregivers trained on campaign.

Created Healthy at Home COVID-19 guides in Spanish and English.



2020 SAFE ROUTES TO SCHOOL

Increase active transportation to/from school; make routes safer & more accessible. Foster healthier, more active youth in healthier schools.

- Implemented in 4 OPS schools reaching 4,359 youth.
- Trained 42 people on Safe Routes & Walk Audit process.
- Provided 3 schools with easily-sanitized recess equipment to promote active recess.

PROGRAM IMPACT

2020 SHARE OUR TABLE



Vision: a food-secure community where every person in the Omaha-Council Bluffs metro area has access to an adequate supply of nutritious, affordable and culturally

TWP, as backbone, acts as a connector between organizations to implement the Healthy Food for All Plan

- Launched [Share Our Table website](#) through UNO Service-Learning partnership; launched [Share Our Table Facebook page](#)
- Awarded The Gus Schumacher Nutrition Incentive Program grant & partnering with Nebraska Extension and Midlands Latino Community Development Corporation to distribute \$102,00 in fresh foods.

2020 WORKPLACE WELLBEING



MEMBER ENGAGEMENT

High Quality Programming and Support

A full TWP membership and sponsorship strategy launched to amplify member and sponsor benefits and engagement. Converted 96% of past members into TWP.



COVID-19 RE-ENTRY

To provide small businesses resources to help them re-enter the workplace safely during the COVID-19 pandemic.

A unique URL www.twpcares.org has 8 languages and has been developed for this ongoing initiative. This site went live 12/21/2020.

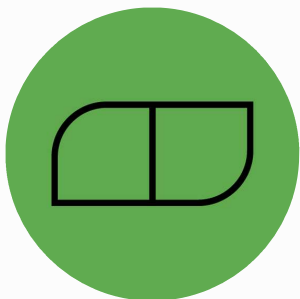
PROGRAM IMPACT

MENTAL HEALTH STIGMA REDUCTION CAMPAIGN

The Wellbeing Partners and The Public Good Projects (PGP) – with support from the Douglas, Sarpy/Cass, and Pottawattamie county health departments, the Metro Area Planning Agency (MAPA), and the University of Nebraska Medical Center College of Public Health – are working to change the conversation around mental health in Omaha, Council Bluffs, and surrounding counties. We believe that ending stigma takes all of us and that community organizations, like yours, are key to our success.

As part of this work, we launched the Mental Health Stigma Reduction Campaign on July 30, 2020. We created shareable resources designed to support this work and to be shared with the community.

The campaign launched July 30, 2020 with 105 attendees with the goal of decreasing stigma by 10% and improving social acceptance of mental health conditions and substance use disorders.



WhatMakesUs

WhatMakesUs is a collection of shared stories from people living with a mental health condition and their allies. When you share your story, you show that no one is defined by a mental health condition. This campaign consisted of 49 testimonials (Aug. 2020-Oct. 2020), 800+ Twitter/Facebook/Insta followers, four work groups, 44 assets delivered to partners, as well as a Spanish version of the site that went live on 11/30/20.



Spokesimals Midwest

Fighting the mental health stigma with your pets as representatives! Spokesimals Midwest is a program that allows your pet (whatever size and shape) to help educate and inspire the importance of mental health by pairing pet photos with mental health facts!

2020 BOARD MEMBERS



Jillian Bateman
Mutual of Omaha



Jeri Brittin
HDR



Ken Bunnell
First National Bank



Deb Carlson
Nebraska Methodist College



Adriana Cisneros-Basulto
Blue Chip Human Capital
MaxwellApp



Michelle Dennis
WoodmenLife



Gray Derrick
Baird Holm, LLP



Ann Eastman
Central States Health & Life Co.



Angie Frederick
YMCA of Greater Omaha



Freddie Gray
Community Impact



Bob Goeman
University of Nebraska Omaha



Dave Hahn
Physicians Mutual



Dr. Ali Khan
UNMC



Michelle Miller
SilverStone Group, LLC
a HUB International company



Sarah Moylan
Greater Omaha Chamber



Kathy Nellor
Blue Cross Blue Shield of Nebraska



Doug Obermier
Kiewit Corporation



Bill O'Neill
UNMC



Jennifer Paisley
Valmont Industries, Inc.



Carey Petersen
Pfizer



McKell Pinder
Omaha Public Power District



Dr. Adi Pour
Douglas County Health Department



Chris Rodgers
Douglas County
Creighton University



Sarah Schram
Sarpy/Cass County Health Dept.



Frank Venuto
Nebraska Medicine



Matt Wyant
Pottawattamie County Health Dept.



Marcy Zauha
Union Pacific Railroad

SPONSORS AND MEMBERS

LIVING BRIDGE

CHI Health

CULTIVATORS

Blue Cross Blue Shield of Nebraska
Children's Hospital & Medical Center
First National Bank of Omaha
Mutual of Omaha
Union Pacific Railroad

TRAILBLAZERS

Douglas County Health Department
Kiewit Corporation
Nebraska Medicine
Physicians Mutual
Pottawattamie County Health Department
University of Nebraska Medical Center
Valmont Industries

PREMIER MEMBERS

Nebraska Methodist Health System
Omaha Public Power District

STANDARD MEMBERS

Avenue Scholars Foundation
Baker Group
Big Brothers Big Sisters of the Midlands
C&A Industries
Capital City Fruit
Central States Health and Life Co
Central States Indemnity
Des Moines University
Drake University
Eat Fit Go
Employee and Family Resources
Farmers National Company
Fusion Medical Staffing
Great Plains Communications
Greater Omaha Chamber of Commerce
Grinnell Mutual Reinsurance Company
Habitat for Humanity of Omaha
HDR
Henningsen Foods
Home Instead
Immanuel

Innovative Business Consultants
Legacy Financial Group
Maxwell.app
McCarthy Capital
Merck & Co
Meredith Corporation
Midlands Choice
Nebraska Action Coalition – Future of Nursing
Nebraska Methodist College
No More Empty Pots
Nonprofit Association of the Midlands
Omaha Performing Arts
On with Life
Owen Industries
PDHI
Pfizer
RDG Planning & Design
Region 6
RTG Medical
Sarpy/Cass Health Dept
Schemmer Associates
SilverStone Group
Streck
The Big Garden
Thiele Geotech
Total Wellness
UNICO
United Way of the Midlands
Unity Point Health
University of NE Foundation
Verdis Group
Visiting Nurse Association
Werner Enterprises
WesleyLife
Westside Schools
WoodmenLife
YMCA of Greater Omaha

Vendor Members

Crystal Body Revision
Grief's Journey
MercyOne Business Solutions
Navigate Wellbeing Solutions
Nebraska Sports Council
Tailored Kneads
WellRight



THANK YOU FOR YOUR EFFORTS

As we count the blessings of 2020, we celebrate the power of coming together. We are grateful for one another and energized by what we can do when we rally together. From our supporters, our sponsors, and our staff members to the acquaintances that we've made through these times, we thank each and every one of you for your time, dedication, and engagement.

We are thankful to work alongside one another so that wellbeing can reach all communities as we work to ensure all people and places thrive for this and future generations.



Omaha, Nebraska | 402-934-5795
TheWellbeingPartners.org