



The
Wellbeing
Partners

Annual Report

2021



A Note From The CEO



Aja Anderson CEO

The Wellbeing Partners

It is an honor to lead The Wellbeing Partners (TWP). With over 10 years of experience in the nonprofit world and community health, I'm thrilled to be part of TWP's inspiring mission at an exciting, critical time. I would like to acknowledge and thank former CEO Sarah Sjolie for her dedication and commitment to TWP through 2021. Her leadership is reflected in the highlights featured in this annual report.

As we enter a new chapter, I have been listening to our Board members, team, community leaders, members, and partners, and I am excited to expand our reach and increase our impact as we work to build wellbeing in our communities. We have the unique opportunity to improve the wellbeing, and therefore the lives and futures, of individuals, businesses, and communities. This opportunity is a great source of pride, purpose, and responsibility, and I look forward to taking our mission to greater heights.

In looking at TWP's strengths, challenges, and opportunities, I continue to strategically review our organization with a fresh eye toward streamlining functions, identifying new

opportunities, and improving execution. We must evolve, grow, and find new ways to leverage our brand, build and expand relationships, increase member loyalty, improve our member experience, and drive memberships. I am also eager to shine a greater spotlight on health equity and health disparities.

As I look forward to leading TWP in the coming year, I am equally excited and grateful. Thank you to our Board and team for this opportunity and for your helpful guidance as I continue to settle into this role. I want to express gratitude for your commitment as you have faced challenges over the past two years. You have forged ahead with this vital work and continued to grow in new and innovative ways, ensuring TWP emerges stronger in our commitment to serving our communities at a time when it is needed most. Your dedication to the communities we serve is inspiring, and I am excited to see all we can do together.

To our donors, partners, members, and supporters, thank you for your trust and commitment to our shared vision of creating healthier communities where every person thrives. This unwavering support for our mission strengthens our communities and leads to positive systemic change. I am committed to improving the ways TWP fulfills our purpose and creates value for you.

I invite you to learn more about the ways TWP provides wellbeing initiatives to create a healthier community through the stories and programs featured in this report. None of TWP's successes in 2021 would have been possible without the trust that each of you place in us—whether as a donor, advisor, member, or supporter.

Thank you for joining us as we create a community that thrives together.



A Note From The Board Chair



Sarah Moylan

Board Chair

The Wellbeing Partners

As I look back on 2021, I am grateful to have served as Board Chair for an organization that saw challenges in our community as opportunities for growth. As the pandemic still had our world in limbo, The Wellbeing Partners (TWP) pivoted and continued the work of building wellbeing into communities and businesses. It's my honor to highlight and celebrate a few of the programs TWP propelled throughout the course of the year.

TWP, along with members of the Regional Health Council, released the first-ever Metro Region Community Health Improvement Plan. This included 3,500 community members and 500 organizations, and prioritized mental health as the top need in our region. Through their WhatMakesUs mental health stigma reduction campaign, the stigma of mental health was reduced by 10.3% across the metro area.

In 2021, TWP piloted The Healthy Neighborhood Store: Latino Market Model, a project partnering TWP with Las Nenas Zamora Market to

implement in-store strategies to promote the use of Double Up Food Bucks and increase the purchase of fresh fruits and vegetables. From this experience, they created a toolkit for other stores to duplicate this method encouraging the purchase of fresh produce.

In the midst of uncertainty with COVID, TWP hosted a successful Xchange Summit with over 350 registrants, and the Ignite Awards Gala, hosted by KMTV's Serese Cole, both virtual. Despite a virtual format for Trek Up the Tower, the staff and participants had fun with the theme, Greetings from the Tower: Wish You Were Here. Over 250 Trekkers participated in the movement challenge. These events brought some normalcy to a year that was anything but normal.

Through the Activate Youth program, TWP presented on the topics of mental health and healthy eating. They installed thermoplastic at Howard Kennedy Elementary and the Urban League to encourage outdoor play and hosted Walk & Roll challenges at Howard Kennedy Elementary and Skinner Magnet Center.

We feel fortunate to live and work in the Greater Omaha-Council Bluffs area because, through the work with TWP, it's clear that our community cares about wellbeing. Whether it's supporting the WhatMakesUs campaign or helping with a neighborhood walk audit, our community comes together. We look forward to seeing how our community continues to improve and we are confident that TWP will be right there, continuing to build wellbeing into the way our communities and businesses grow.

Thank you for the role you play in these efforts, whether as a partner, supporter, or friend.



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

\$315,605

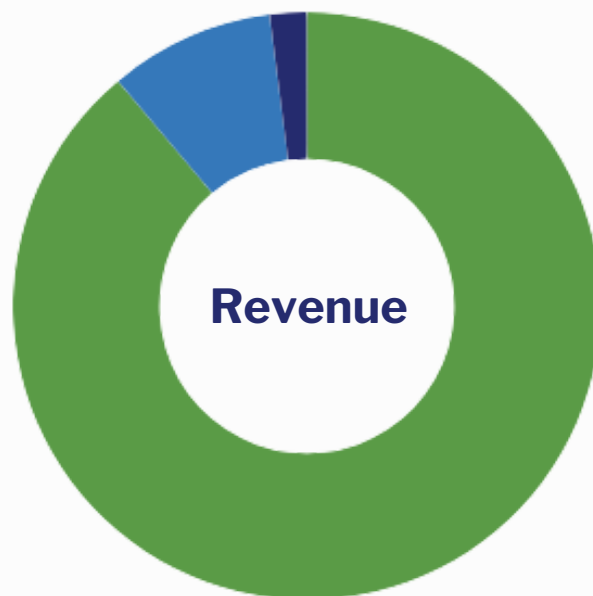
Cash Spent from Prior Year Program Funding

\$455,215

End-of-Year Net Assets

\$1.856 million

Total Revenue



- Programs (70.56%)
- Management & General (15.53%)
- Fundraising (10.1%)
- General Workplace Consulting (3.82%)

- Donations & Grants (88.91%)
- Memberships (9.07%)
- Other (2.02%)

Signature Events



Trek Up the Tower

Trek Up the Tower 2021 virtual race was themed "Greetings from the Tower: Wish You Were Here!" The virtual race was facilitated on an online platform, with custom activity tracking, which allowed participants to track all forms of activity in the challenge. Registration for the virtual race totaled 251, and the virtual platform allowed for participants of all different ages and abilities.



Ignite Awards Gala

In our second year of hosting a virtual gala, we were able to use some of the lessons learned to create a memorable event. With 55 live attendees and 92 YouTube views, we this event was a great opportunity to celebrate those health and wellness stakeholders in our community. Hosted by KMTV anchor Serese Cole, the program was inspiring and uplifting.



Xchange Summit

Our Xchange Summit was also held virtually again in 2021, with even higher attendance than last year! The summit was attended by 191 people, but registration totaled 357 when including those that attended the free, exclusive launch of the Community Health Needs Assessment data. The speaker lineup included keynote Tiffany Jenkins from Juggling the Jenkins, Rachel Druckenmiller from Unmuted, and an Active Play Break from our Youth Wellness Coordinator, Claire Brown.

Program Impact

TWP Youth Wellness



Activate Youth 2021

Build wellbeing into the systems and environments that support children in the Omaha Metro

- Presented at The Kim Foundation's School Mental Health conference
- Included family activities in the Virtual TREK 2021 package
- Hosted Resiliency Film and community conversations with MOEC
- Supported Children's Hospital & Medical Center via the Healthy Kids Summit
- Presented to Highlander families on Encouraging Healthy Eating



5-4-3-2-1 Go!® in 2021

Increase healthy habits in children and youth in the Omaha Metro through access to the 5-4-3-2-1 Go!® Curriculum.

Throughout 2021, the program was used by:

- Latino Center of the Midlands Healthy Kids Club
- Select Collective for Youth After School Programs
- The Learning Community Center of North Omaha
- The Learning Community Center of South Omaha
- Select Omaha Public Schools buildings



2021 Safe Routes to School

- Provided Howard Kennedy, Gateway, and Skinner Magnet with recess equipment which can be sanitized and used by kids to promote active recess.
- Hosted a Walk and Roll Challenge at Howard Kennedy Elementary and Skinner Magnet Center.
- Installed thermoplastic play installations at the Urban League of Nebraska and Howard Kennedy Elementary
- Conducted and provided feedback from the School Health Index Assessment to Howard Kennedy Elementary and Skinner Magnet Center
- Conducted the Active Neighborhood and Park audit at Howard Kennedy Elementary, Gateway Elementary, and Skinner Magnet Center
- Wrapped up 2019-2020 Maternal/Child Health funds

Program Impact

GusNIP Pilot – Double Up Food Bucks



The Healthy Neighborhood Store: A Business Development Catalyst for Latino Markets pilot's primary goal is to promote the purchase and increase consumption of healthy and culturally relevant fresh fruits and vegetables among individuals living in food-fragile areas of Douglas County.

The Wellbeing Partners led the implementation of this business development catalyst and distributed \$102,000 worth of Double Up Food Bucks to SNAP recipients to use for fresh fruits and vegetables at Las Nenas Zamora Market. Furthermore, a toolkit for Latino markets was developed in both English and Spanish.

2021 Workplace Wellbeing

Member Engagement

- \$235k in revenue
- 96% retention
- 10 new members
- 2 Living Bridge Sponsors
- 2 Trailblazer Sponsors
- 1 Premier Sponsor



Program Impact

Mental Health Stigma Reduction Campaign

2021 Achievements

- Reduced the stigma of mental health by 10.3% across intervention counties (goal was 10%)
- Received 127 story submissions (five of which were in Spanish)
- Secured 30% campaign awareness among intervention counties
- Partnered with 130+ organizations

WHATMAKESUS: CAMPAIGN HIGHLIGHTS

COMPARED TO THOSE WHO ARE NOT CAMPAIGN-AWARE, CAMPAIGN-AWARE SURVEY PARTICIPANTS:



Held less stigmatizing attitudes towards treatment and recovery



Were more likely to agree that medication and therapy are effective treatments

WHATMAKESUS: CAMPAIGN HIGHLIGHTS

FROM BASELINE TO FINAL EVALUATION, SURVEY PARTICIPANTS IN THE INTERVENTION COUNTIES REPORTED INCREASED WILLINGNESS TO:

Live with someone with a mental health condition:

PRE-INT 55.1% POST-INT 68.7%

Work with someone with a mental health condition:

PRE-INT 67.8% POST-INT 81.3%

Respondents in control counties showed decreased willingness for these same measures.

Why it Matters

In the 2018 and 2021 Community Health Assessments, mental health was identified by the region's community members as the priority health issue.

2021 Board Members



Barbara Bardos
Kiewit Corporation



Adriana Cisneros-Basulto
Blue Chip Human Capital
Maxwell.app



Jeri Brittin
HDR



Ken Bunnell
First National Bank



Michelle Dennis
WoodmenLife



Gray Derrick
Baird Holm, LLP



Ann Eastman
Central States Health & Life Co.



Bob Goeman
University of Nebraska Omaha



Brandon Grimm
UNMC College of Public Health



Dave Hahn
Physicians Mutual



Polly Harris
Union Pacific Railroad



Lindsay Huse
Douglas County Health Dept.



Sarah Moylan
Greater Omaha Chamber



Kathy Nellor
Blue Cross Blue Shield of Nebraska



Bill O'Neill
UNMC



Kellee Grimes
Mutual of Omaha Insurance Company



Jennifer Paisley
Valmont Industries, Inc.



McKell Pinder
Omaha Public Power District



Chris Rodgers
Douglas County
Creighton University



Sarah Schram
Sarpy/Cass County Health Dept.



Lindsay Snipes
Nebraska Methodist College



Frank Venuto
Nebraska Medicine



Matt Wyant
Pottawattamie County Health Dept.

Not pictured: Ann Hatches, CHI Health and Brady Sutfin, Silverstone/Hub International



Sponsors & Members

Living Bridge Sponsors

CHI Health
UNMC
UNMC- College of Public Health
Children's Hospital & Medical Center

Cultivator Sponsors

Blue Cross Blue Shield of Nebraska
Mutual of Omaha

Trailblazer Sponsors

Douglas County Health Department
Nebraska Medicine
Physicians Mutual
Pottawattamie County Health Department
Sarpy/Cass Health Department
Valmont Industries

Premier Members

FNBO
Omaha Public Power District

Union Pacific
Vandenack Weaver LLC

Standard Members

Abrahams Kaslow & Cassman LLP
Assisted Living Locators
Avenue Scholars Foundation
Baird Holm
Baker Group
Big Brothers Big Sisters of the Midlands
Builder Trend
Capital City Fruit
Central States Health and Life Co
Central States Indemnity
Crystal Body Revision
Des Moines University
Drake University
Dupps
Employee and Family Resources
Farmers National Company
Fusion Medical Staffing
Gallup
Greater Omaha Chamber of Commerce
Grinnell Mutual
Habitat for Humanity of Omaha

HDR
Heartland Bike Share
Home Instead
Immanuel
Innovative Business Consultants
Kiewit
Legacy Financial Group
Lozier
MAPA
Maxwell.app
Medical Solutions
Merck & Co
Meredith Corporation
Midlands African Chamber
Midlands Choice
Modus CoWorking
MOTAC
Navigate Wellbeing
Nebraska Health Network
Nebraska Methodist College
NOISE Omaha

Nonprofit Association of the Midlands
Novo Nordisk
Omaha Performing Arts
One World Community Health
PDHI
Pfizer
Progressive Fitness
QLI
RTG Medical
SilverStone Group/Hub International
Streck
Thiele Geotech
Together
Unity Point Health
University of NE Foundation Verdis
Group
Visiting Nurse Association
WesleyLife
WoodmenLife

