



# 2024 ANNUAL REPORT





# CEO LETTER

As I reflect on 2024, I'm filled with gratitude and pride for how our community continues to come together to advance wellbeing—one partnership, one story, and one act of care at a time. This past year reminded us that real impact happens when people across systems, sectors, and neighborhoods choose to move forward together.



Through the Regional Health Council, we deepened collaboration between health departments, health systems, and community partners—engaging more than 3,600 residents to shape the shared priorities that will guide our region's Community Health Improvement Plan. The WhatMakesUs campaign continued to amplify the voices of those who make our communities thrive, reaching over 100,000 people and connecting hundreds to resources and hope.

Our youth initiatives expanded in meaningful ways. Activate Youth equipped over 10,000 middle school students with tools for mental health literacy, while Head to Heart for Youth trained community members to become trusted adults ready to support young people when it matters most. These efforts affirm our belief that resilience begins early—and that every young person deserves to be seen, supported, and safe.

We also advanced our Head to Heart and Health and Housing programs, strengthening the capacity of professionals and systems to meet community needs with compassion and equity. From expanding medical respite beds to training BIPOC mental health professionals, we saw what's possible when we align resources around shared wellbeing.

As we close this chapter, I'm deeply thankful for our partners, funders, volunteers, and team whose dedication fuels this work. Together, we are redefining what it means to build a region where every person has the opportunity to thrive—in mind, body, and community.

The Wellbeing Partners will continue to lead with purpose, partnership, and hope. Thank you for believing in this mission and for being part of this collective journey toward a healthier, more connected future.

With gratitude,

CEO, The Wellbeing Partners

# ABOUT THE WELLBEING PARTNERS



## Our Mission

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

## Our Vision

Cultivate wellbeing so every person thrives.

## Our Values



Impact



Integrity



Equity



Relationships



Innovation

# MEET THE TEAM



**Aja Anderson, MPA**  
CEO



**Sheena Helgenberger, MA**  
Director of Community,  
Innovation, & Advocacy



**Lori Thomas, BS**  
Director of Workplace  
Culture & Wellbeing



**Claire Brown, MS Ed**  
Child & Family  
Wellbeing Specialist



**Claudia Granillo, MS**  
Wellbeing Specialist

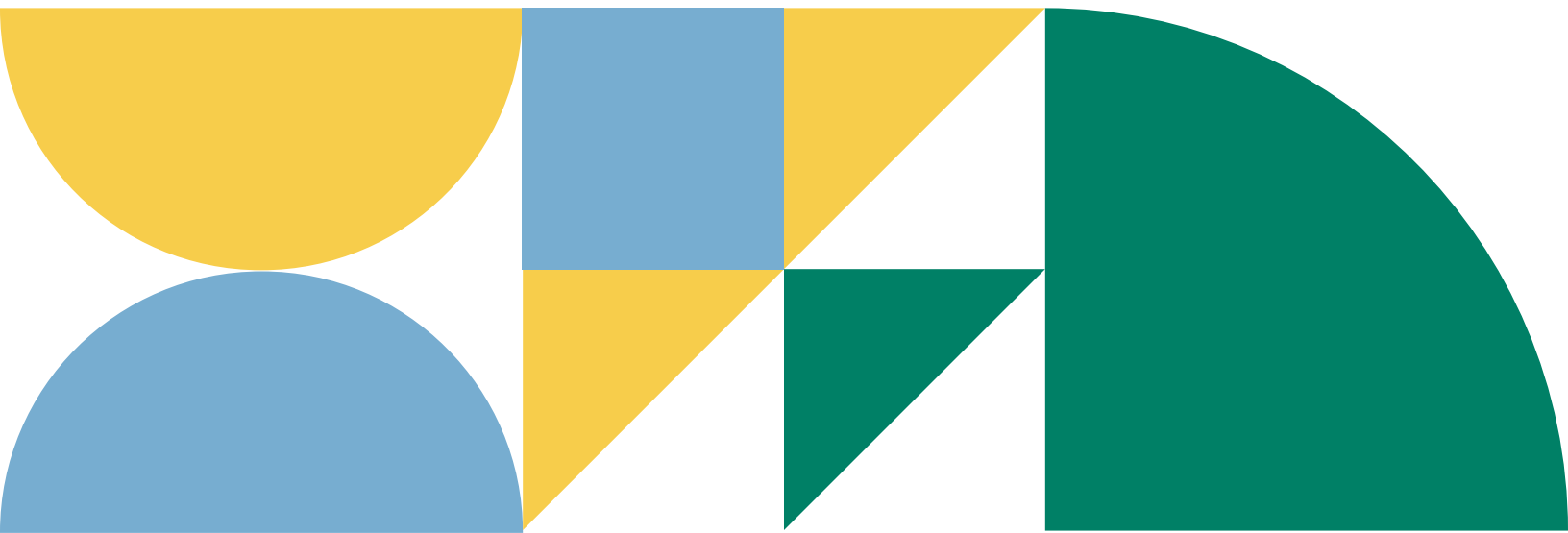


**Kris Berry**  
Wellbeing Coordinator





# PROGRAMS



# REGIONAL HEALTH COUNCIL



The Regional Health Council (RHC), facilitated by The Wellbeing Partners and consisting of the Greater Omaha Metro Health Departments, Health Systems, and Federally Qualified Health Center seeks to:

- Increase quality of life for the region
- Bolster resilience across the region
- Increase resident engagement and proliferation of participation

In 2024, the Regional Health Council administered the Community Health Assessment in collaboration with Professional Research Consultants. 3,651 community members responded. RHC will use this information to inform the Community Health Improvement Plan in 2025.



**3,651**  
**community**  
**members**

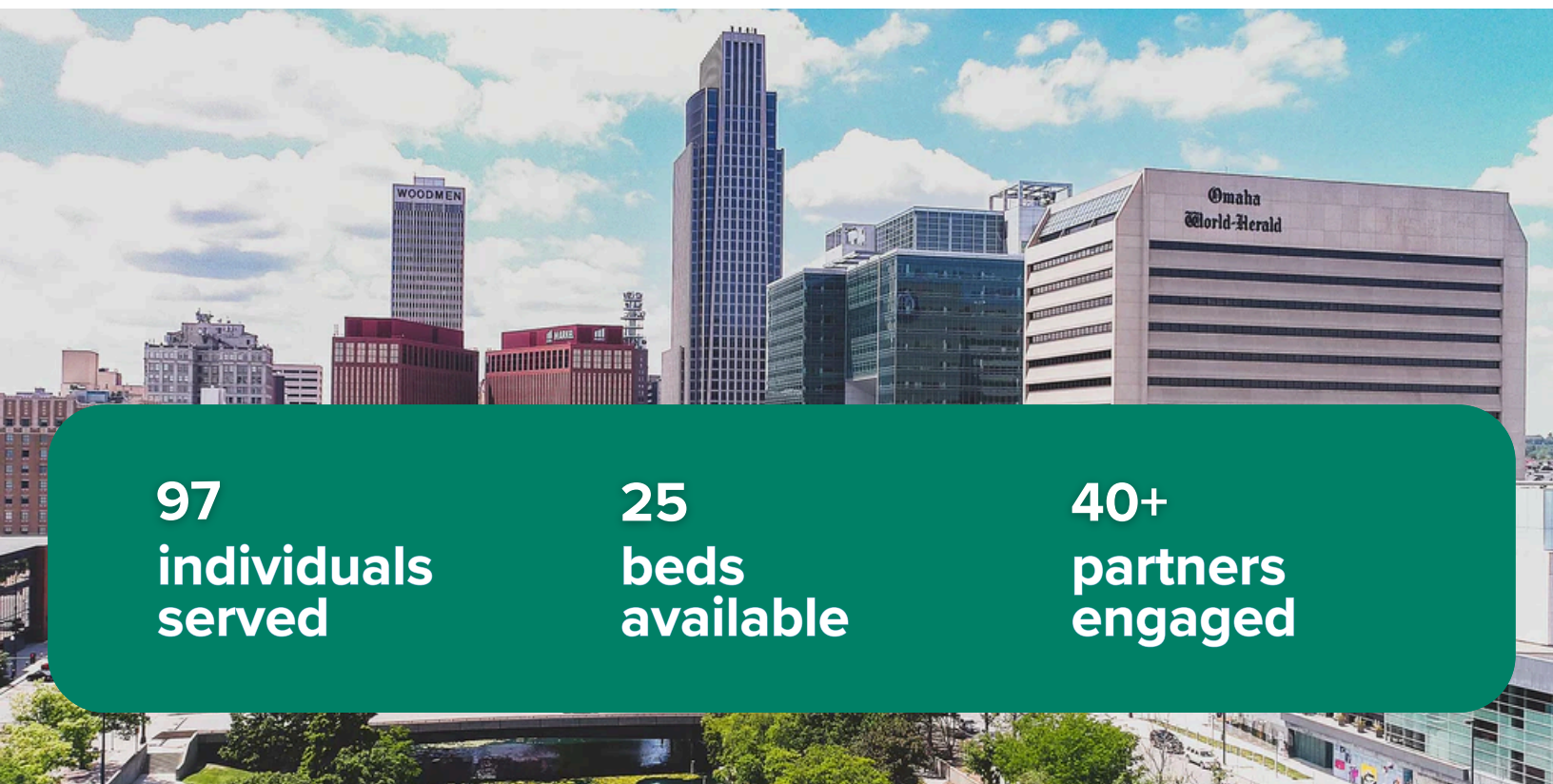
**4**  
**strategic**  
**priorities**

**4**  
**counties**  
**supported**

# HEALTH AND HOUSING



In 2024, the Medical Respite Program made significant strides in expanding access to care for individuals experiencing homelessness. Through a partnership with Siena Francis House and Charles Drew Health Center, the program has served 97 individuals using 25 dedicated medical respite beds—an increase from just 5 beds at the start of the project. This expansion took place over the summer of 2024 and reflects the growing recognition of the critical need for post-acute care in non-hospital settings. Additionally, a major policy milestone was achieved with the passage of the 1115 Waiver through the Nebraska Legislature. This waiver will allow for Medicare reimbursement of medical respite services and support the creation of a medical respite pilot program in Lincoln, further advancing the state’s capacity to address the health needs of unhoused individuals. The Health and Housing coalition met quarterly throughout the year, engaging over 40 partners. Bott, the medical respite project and the health and housing coalition will transition to partner leadership beginning in 2025.



**97**  
**individuals**  
**served**

**25**  
**beds**  
**available**

**40+**  
**partners**  
**engaged**



# WHATMAKESUS



As of the end of the year, the WhatMakesUs campaign has collected a total of 250 stories since its launch. Throughout 2024, the campaign reached a broad audience, generating 104,417 social media impressions. Additionally, 1,591 people accessed the campaign's webpage, indicating continued interest in the stories and support offered through the initiative. Moreover, 403 people accessed the resources on our website. The Wellbeing Partners implemented new outreach strategies this year to connect with more community members, including hosting two pop-up events at local coffee shops and displaying printed WMU story series at libraries and other public locations.



**104,417**  
**Reach in**  
**2024**

**47**  
**Stories**  
**collected**

**403**  
**People**  
**accessing**  
**resources**

# WHATMAKESUS: IMPACT



The WhatMakesUs Campaign impacts the community by normalizing the conversation around mental health. The more people see others talking about mental health and being open about their struggles, the more likely they will be to share about their own mental health and ask for support when it's needed. The WhatMakesUs campaign is making mental health visible in our community.

Take a look at this example of a WhatMakesUs story submitted by a community member:

***“Hello, my name is Jadyn Heckenlively. I am 25 years old. I am a martial artist and musician in Omaha, Nebraska.***

***As someone who deals with anxiety and depression, I would like to be a symbol of hope for those who deal with mental health challenges. I use music, arts, and hanging with friends as my safe space. I would like to inspire others to find their safe space in healthy ways, so we can create a healthier environment for each other. I cannot stress enough how important it is to take care of your mental health.”***



# ACTIVATE YOUTH



The Wellbeing Partners works with an area school district to implement mental health literacy curriculum at all of their middle schools, reaching over 10,000 students. TWP is also working with high school counselors to select a curriculum to be implemented in high schools beginning in 2025. Currently, the curriculums being used are:

- Youth Mental Health First Aid
- Look Listen Link
- Mental Health for Young People (created by TWP)

This program is funded through a DHHS Maternal Child Health (MCH) block grant, working towards their priority of reducing suicide rates among adolescents in Nebraska.



**10,968**  
youth  
served

**12**  
workgroup  
members  
engaged

**14**  
school  
sites



# ACTIVATE YOUTH: IMPACT

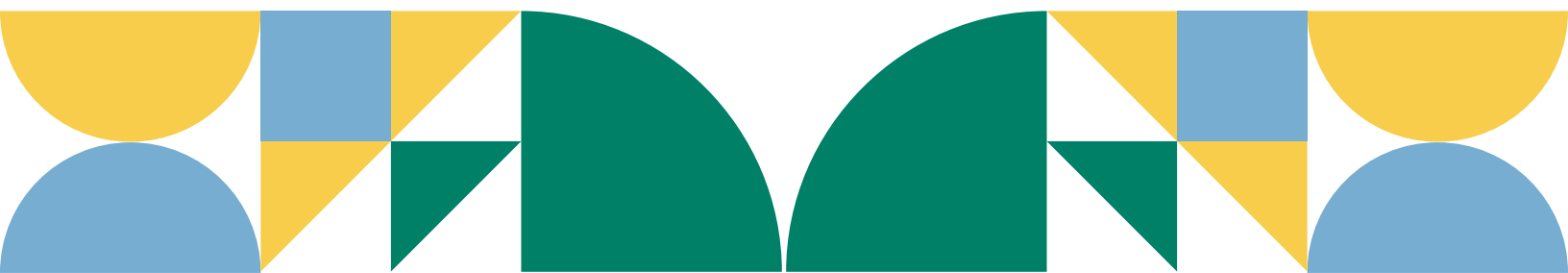


Activate Youth is working to ensure that all Omaha-area students understand basic mental health literacy and know how to get an adult if they or their friends are experiencing mental health challenges. Prior to this program, there was no curriculum offering this opportunity for all students to engage in discussions about mental health.

This program, which began in 2020, has grown and improved to better serve the needs of our school partners and their students. In 2024, **92% of counselors reported that the curriculum was valuable for their students.**

One middle school student told us,

***“Keep teaching it so then the community can change into people wanting to save other people[‘s] lives even if it’s a small talk to that person.”***







# HEAD TO HEART

The Head To Heart program supports licensed BIPOC professionals to leverage their business as a wellbeing hub where they can connect clients to mental health resources. In 2024, our third cohort launched with thirteen licensed BIPOC professionals. These professionals took Adult Mental Health First Aid, a national, evidence-based training. As part of this program, participants also met with a local BIPOC mental health provider who conducted an applied practice session where they discussed self-care and practiced additional ways to advocate for their clients' mental health.

***“I am proud to announce that I have participated in The Wellbeing Partner’s Head To Heart program and am now MENTAL HEALTH FIRST AID CERTIFIED! This allows me to be a healthy listening ear and provide helpful resources to my peers.”***

**-Cyre Cross**



**13**  
**Licensed Professionals Trained**

**12**  
**Total Hours Of Training Provided**

**30**  
**Client feedback surveys completed**



# HEAD TO HEART: IMPACT

In our community, the Head To Heart program is having an impact by increasing access to mental health resources and by creating more people trained to listen to and support others and their mental health needs. Imagine a community member who is hesitant to go to a therapist, but sees a barber weekly. They feel comfortable with their barber, and open to sharing their struggles. The barber has received training to be supportive and direct their client to mental health resources when needed.

Evaluation results showed:

- **87%** of surveyed clients spoke with their licensed professional about a personal situation during their last visit.
- **60%** of clients were offered mental health resources from their licensed professional, and **47%** reported that they used those resources.

One participant told us,

***"There is a significant improvement in my ability to supply resources to clients which was something I initially struggled with."***

Another participant said,

***"The training made it easier for me to assist clients with mental health needs, creating a comfortable space for them to talk... It helped me feel more confident giving resources to clients. It also helped me with my personal and family interactions."***



# HEAD TO HEART FOR YOUTH



In 2024, The Wellbeing Partners launched this program with funding from the North and South Omaha Recovery Grant Program. During it's first year, community members were trained in the Youth Mental Health First Aid curriculum. Over 2025-2027, TWP will continue training community members to expand the number of adults prepared to support youth. Additionally, this program will train 10 community members as instructors of the curriculum, connecting them to business coaches to support them as they begin to offer this program in the community independently.

***“I am around a lot of young people in my personal life...I feel that mental health first aid is just as important as standard medical first aid and want to be prepared equally in my surroundings.”***  
– A Participant



**77**  
**community**  
**members**  
**trained**

**4**  
**trainings**  
**held**

**12+**  
**partners**  
**engaged**

# HEAD TO HEART FOR YOUTH: IMPACT



The Head to Heart for Youth program is preparing adults to be ready to support the youth in their lives. This program has trained school staff, parents, after school club volunteers, community workers, and many other people in the community. These 77 community members will be able to recognize and respond to mental health needs in the youth they interact with, potentially saving lives.

Evaluation results showed:

- **100%** of community members who completed the training passed their post exam and earned a certificate in Youth Mental Health First Aid
- **89%** of community members stated that they would feel confident if they needed to have a supportive conversation with a youth about mental health or substance use challenges.
- **94%** said that they were *very likely* to have that supportive conversation if needed, after taking the course.

Participants consistently value the information provided in the course and the impact it will have on their role in the community. One shared with us,

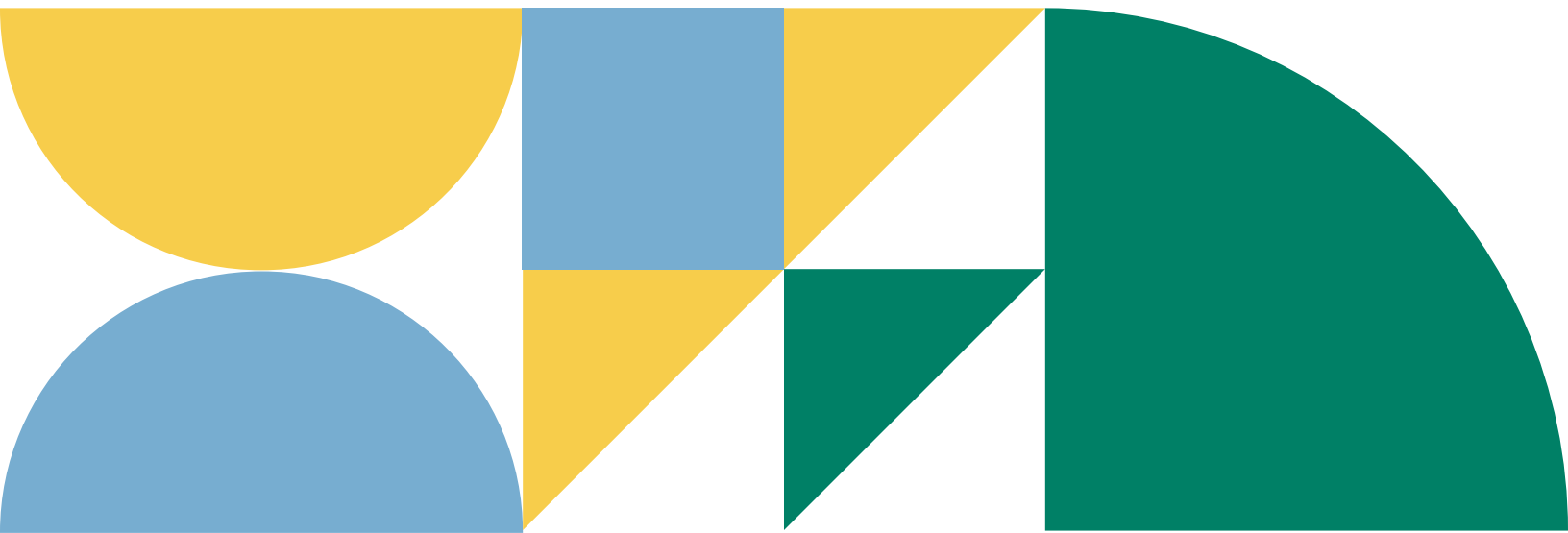
***“In my opinion the most helpful part of this course was that it taught us how to seek help or approach a student that is going through a scenario. It made me feel more comfortable knowing that I will know how to help or approach a student if I were to be in a situation.”***







# SIGNATURE EVENTS



# IGNITE AWARDS CELEBRATION

As autumn arrived and the air filled with the cozy scents of the season, The Wellbeing Partners hosted the 2024 Ignite Awards Celebration, an event honoring individuals and organizations who spark and sustain wellbeing within their communities. At the celebration, The Wellbeing Partners proudly presented the 2024 Ignite Award to the following outstanding recipients:

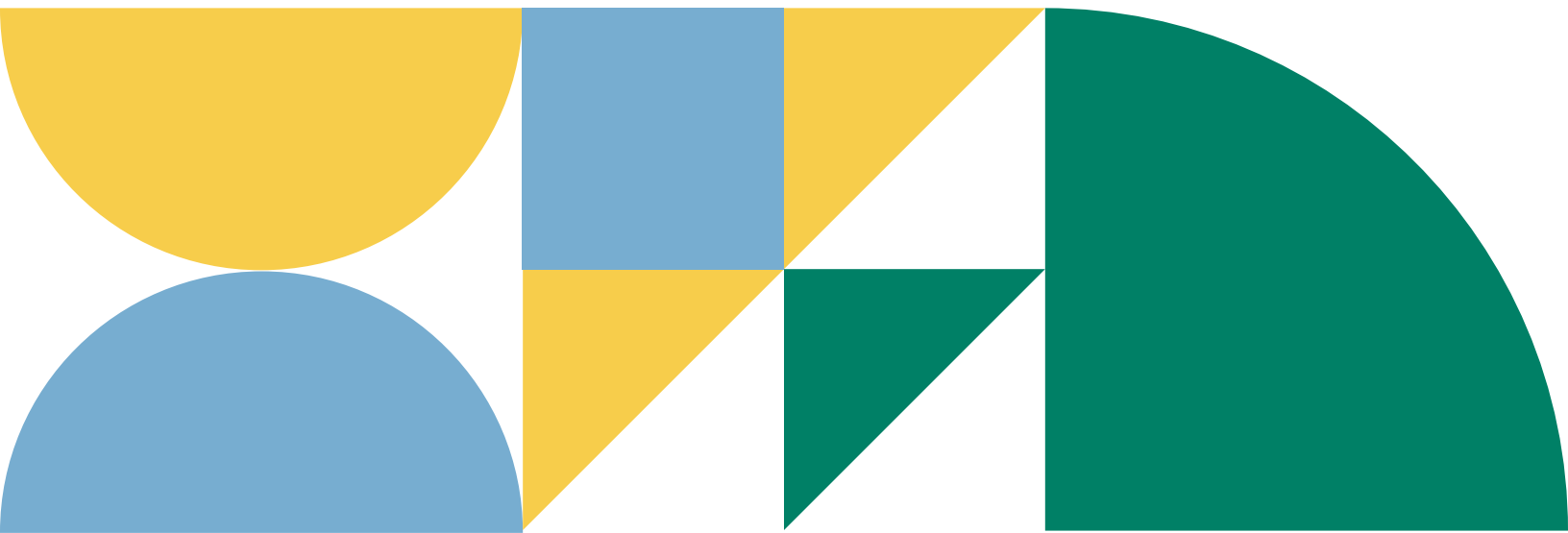
- Family Wellbeing Award: **Restoring Dignity**
- Mental Wellbeing Award: **Mandy Blankenship, New Path Counseling**
- Neighborhood Wellbeing Award: **Jennifer Bauer**
- Workplace Wellbeing Award: **Anastasis Theatre Co.**
- Youth Wellbeing Award: **Education Rights Counsel**

**\$12,000 Raised**  
**50 attendees**





# SERVICES





# TRAININGS

In 2024, The Wellbeing Partners delivered 118.5 hours of training to 1,839 participants across 11 local organizations and the broader community. Our offerings included wellbeing presentations, facilitated discussions, Adult and Youth Mental Health First Aid (MHFA) certification courses, and quarterly webinars with national experts. Adult MHFA was our most frequently delivered training (7 sessions), followed by Youth MHFA (4 sessions). Our top-requested presentations were Building Your Mental Wellbeing Toolkit, Cultivating a Workplace to Thrive, and Mental Health 101. At every session, participants expressed sincere gratitude, noting how helpful and meaningful the content was, reinforcing the positive impact of our work throughout the year.

**118.5 Hours**

**1,839 Attendees**

**11 Organizations**





# TRAININGS: IMPACT

## Advancing Wellbeing Through Education: Creating Spaces to Learn and Thrive

This year, we delivered an engaging series of educational presentations and trainings that promoted holistic wellbeing and equipped individuals with practical tools to thrive. These sessions spanned interactive discussions, certifications, and expert-led webinars, including:

- **Mental Health Foundations:** Mental Health 101, Mental Health for Young People, Building Your Mental Wellbeing Toolkit
- **Certification Programs:** Adult Mental Health First Aid (MHFA), Youth Mental Health First Aid (YMHFA)
- **Community Conversations:** Coffee Chats and Member Roundtables
- **Specialized Topics:** Intergenerational Trauma, Self-Care is Life-Care, Healthy Living for Your Brain & Body, Navigating the Impact of Menopause in the Workplace, The Impact of Grief in the Workplace
- **Family & Caregiver Support:** Parenting Cohort, Caregiver Support for the Aging Adult
- **Workplace Wellbeing:** Cultivating a Workplace to Thrive, The Impact of Family-Centric Workplace Resources

## By the Numbers:

- **34** sessions delivered (**118.5 hours** of training)
- **1,839** participants engaged, representing diverse communities and **11** workplaces

## Voices from Our Community:

*“I think this was a very good presentation. I think everyone should listen to this. It is very relatable in the workplace and home. Thank you!”*

*“This presentation was really good. I took lots of notes.”*



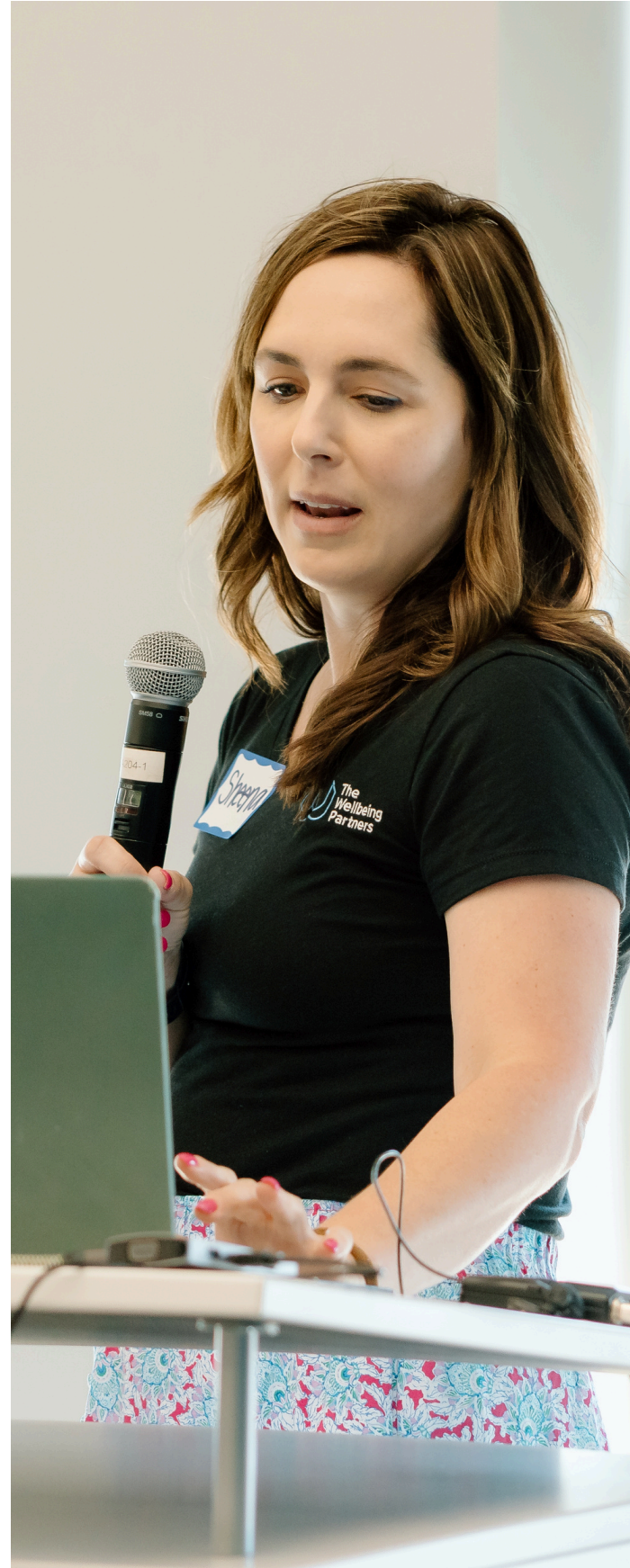


# WORKPLACE PARTNERS

Through the Workplace Partners program, The Wellbeing Partners supports organizations of all sizes with customizable plans, guidance, and ready-to-use resources to cultivate healthier workplaces and extend wellbeing into the broader community.

In 2024, we collaborated with **46** Workplace Partner organizations, reaching approximately **290,301** employees, and delivered **34** trainings and presentations, **18** of which were for Workplace Partners. Many representatives shared that they greatly valued and looked forward to their consulting meetings, highlighting the impact of our guidance on their wellbeing strategies.

**46 Organizations**  
**290,301 Employees**





# WORKPLACE PARTNERS: IMPACT

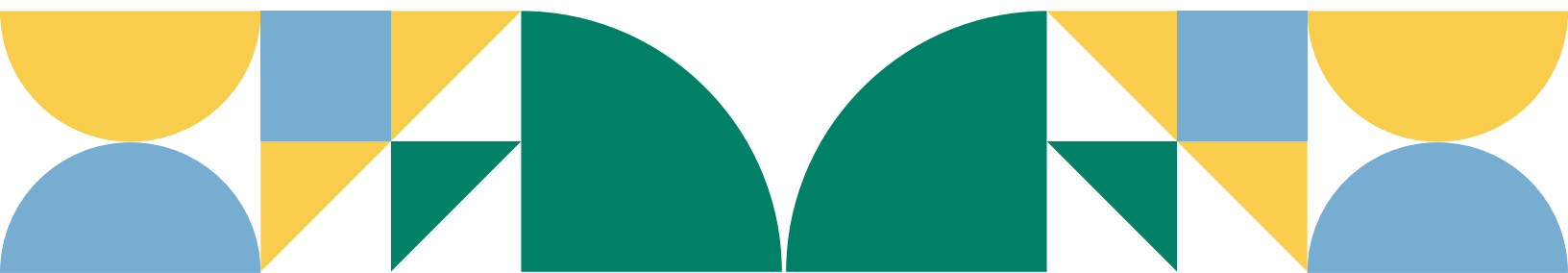
By meeting Workplace Partners where they are and aligning with their goals, our program delivers impact through three key pillars:

- **Customized Support:** Individualized consulting sessions help partners integrate wellbeing strategies that fit their unique organizational needs.
- **Trusted Guidance:** Representatives consistently express that they value and look forward to consulting meetings, noting the positive influence on both their organizational wellbeing plans and their own mental and emotional health.
- **Ripple Effect:** By prioritizing employee wellbeing, these benefits expand beyond the workplace strengthening families and enriching communities.

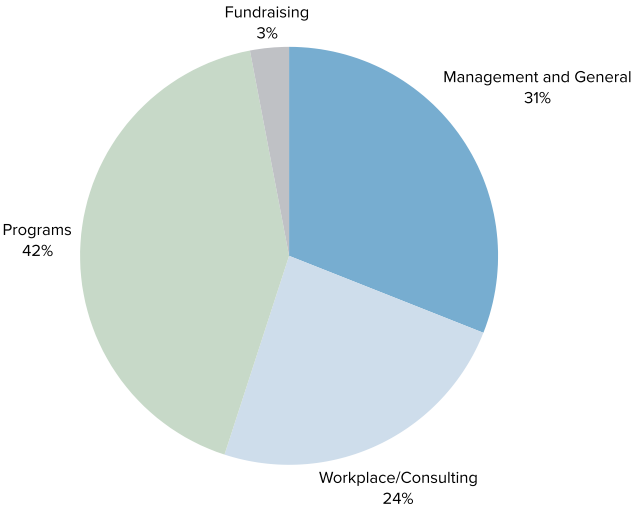
## Voices from Our Partners:

"These consulting sessions have been so valuable to me. I look forward to them every month and feel more motivated afterwards."

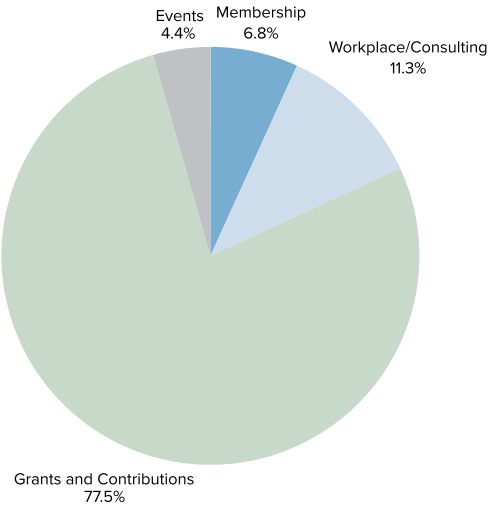
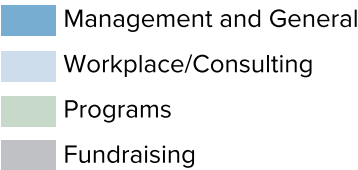
"I really appreciate the ready-to-use resources provided. It saves me time and energy to create them myself. All I have to do is download them and share them out on our intranet. It's so easy!"



# FINANCIALS



## Expenses



## Revenue



**\$503,066**  
End of year net  
asset

**\$1,244,052**  
Total revenue

# SPONSORS AND DONORS



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