



The
Wellbeing
Partners

ANNUAL REPORT

2025

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CEO LETTER

This year marked a defining point for The Wellbeing Partners, one where growth required not just expansion, but clarity.

Across our programs, we continued to strengthen the network of trusted individuals, professionals, educators, and community members, equipped to recognize, respond, and connect people to mental health support. This work is helping shift how care is accessed, extending support beyond traditional systems into everyday spaces where relationships already exist.

At the same time, our role in the region is becoming more defined. As a facilitator and convener, we are aligning partners around data, community voice, and strategy, moving from shared intention to coordinated action that drives measurable progress.

This year also called for intentional decisions about how we engage community. After 20 years, we celebrated the final Trek Up the Tower, honoring its impact while creating space to reimagine how we build connection moving forward.

Behind the scenes, we continued strengthening our foundation. Since identifying a deficit in 2022, we have made steady progress toward financial stability through disciplined management and a more balanced approach to revenue, including growth in earned services.

I am proud of the clarity we've gained and the direction we are setting. The Wellbeing Partners is evolving, grounded in community, driven by partnership, and positioned to build wellbeing into the systems and environments that shape daily life.

Thank you to our partners, funders, board, and team for continuing to move this work forward.

With gratitude,

Aja Anderson

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



Lori Thomas, BS
Director of Strategy &
Operations



Claire Brown, MS Ed
Programs Manager



Claudia Granillo, MS
Wellbeing Specialist



Kris Berry
Wellbeing Coordinator

BOARD OF DIRECTORS



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Union Pacific



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OPPD



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UNMC College of
Public Health



Lindsay Huse,
Douglas County
Health Department



Stephen Jackson,
Nebraska Methodist
Health System



Kathy Nellor,
Blue Cross Blue
Shield of Nebraska



**Nicholas
Pomernackas,**
CHI Health



Sarah Schram,
Sarpy/Cass Health
Department



Lindsay Snipes,
Nebraska Methodist
College

PROGRAMS

HEAD TO HEART

Head to Heart equips licensed BIPOC professionals across North and South Omaha to serve as trusted mental health connectors, expanding access to support in the spaces where people already live, work, and seek care.

Participants receive:

- Mental Health First Aid: Recognizing and responding to signs of mental health challenges and connecting individuals to local resources
- Applied Practice Coaching: Guided support from a licensed mental health professional to integrate skills into real client interactions

These 15 professionals represent 7 community-based professions that regularly serve hundreds of residents each month, extending the reach of mental health support far beyond traditional clinical settings. This approach helps reduce stigma and increase access to care in communities most impacted by gaps in mental health services.

One participant shared, *“Because of this class, I am better prepared to help anyone in need. Thank you for equipping me with the knowledge and the tools to help the people in our community.”*



15
participants
trained

99%
average post-
assessment
score in mental
health
knowledge &
response
confidence

7
professions
represented

ACTIVATE YOUTH

Activate Youth supports middle and high school students across Omaha Public Schools by building mental health literacy, strengthening peer support, and increasing early intervention skills.

Students engage in age-appropriate curriculum that helps them recognize warning signs, respond with confidence, and connect themselves or their peers to trusted adults and resources.

- Middle School: Look, Listen, Link
- High School: Lifelines Curriculum
- Career Pathways: Teen Mental Health First Aid

This work directly advances regional priorities to improve youth mental and behavioral health outcomes through prevention, early intervention, and peer support.

Through this work, students learn to identify red flags in themselves and others and take action before a crisis occurs. By equipping both students and school staff, Activate Youth strengthens the support systems surrounding young people and helps create safer, more responsive school environments.



27,062
Students
Supported

70
School Staff
Trained

42%
increase in
students'
likelihood to
intervene when
a peer shows
warning signs of
suicide

WHAT MAKES US

WhatMakesUs reduces stigma as a barrier to mental health support by amplifying the voices and lived experiences of community members, particularly within LGBTQ+ and BIPOC communities, where stigma remains a significant barrier to care.

Through social media, pop-up story gallery installations, and community events, the campaign normalizes conversations around mental health and creates space for people to see themselves reflected in others' stories.

This work strengthens community connection and expands pathways to support by making mental health conversations more visible, relatable, and accessible.

By elevating these stories, individuals experience less stigma and are more open to seeking support for their own mental health needs. One community member shared, *“Thank you for sharing your story. I struggle mightily with anxiety and I am so empathetic to your story. The world is better because you’re in it! There is power in your story! Thank you for your courage and your vulnerability!”*

Looking ahead, we are focused on formally evaluating the campaign’s impact—specifically its ability to normalize conversations around mental health and increase access to social support across Metro Omaha.



130
Stories
Submitted

35,000
Community
Members
reached

5
Community
locations
hosted the
Pop-Up
Gallery

HEAD TO HEART FOR YOUTH

Head to Heart for Youth builds community capacity to support young people’s mental health by training trusted adults, parents, mentors, coaches, and community members, to recognize and respond to signs of mental health challenges.

Participants receive Youth Mental Health First Aid (YMHFA) certification, equipping them with the skills to identify warning signs, respond with confidence, and connect youth to appropriate support.

This work expands access to mental health support by increasing the number of trained, trusted adults equipped to intervene early and effectively.

In addition to certification, select participants are supported in becoming YMHFA instructors, creating pathways for earned income while increasing local training capacity and long-term sustainability of the program.

One participant shared, *“I believe the entire course was helpful because it opened my eyes to how I can really be of help to youths in or near crisis & what steps I can take to help them.”*



140
community
members
trained

6
YMHFA
instructors
trained

100%
of participants
demonstrated
mastery of core
YMHFA concepts
in post-
assessment

SIGNATURE EVENTS

TREK UP THE TOWER

Trek Up the Tower has been The Wellbeing Partners' signature community event for 19 years, bringing together hundreds of participants to promote physical wellbeing, connection, and a shared commitment to healthier communities.

In 2025, the event welcomed 500 participants who climbed 40 floors (870 steps, 633 feet), supported by volunteers, partners, and local organizations committed to advancing wellbeing across the region.

This event has strengthened community engagement and expanded awareness of local health and wellness resources by connecting residents directly to organizations and opportunities for support.

As part of our continued evolution, the Board of Directors made the decision for 2026 to mark the final year of Trek Up the Tower, honoring two decades of impact while creating space to reimagine how we engage community and advance wellbeing moving forward.

In addition to the climb, participants engaged with local vendors and community partners, increasing visibility of available services and reinforcing the importance of accessible, community-based wellbeing resources.



500
participants

84
volunteers

10
local
organizations
engaged
participants
through vendor
experiences and
resource sharing

IGNITE AWARDS

The Ignite Awards celebrate individuals, teams, and organizations advancing wellbeing across our community, recognizing leadership, innovation, and impact in action. In 2025, five honorees were selected from 15 nominations by a panel of TWP staff and board members, representing diverse contributions to community, family, mental, workplace, and youth wellbeing.

This event elevates local leaders and strengthens a shared culture of wellbeing by recognizing and amplifying the work happening across sectors and communities.

2025 Honorees:

- Community Wellbeing Award – **IBBG**
- Family Wellbeing Award – **Brittany Perry**
- Mental Wellbeing Award – **Elisha Sutles**
- Workplace Wellbeing Award – **Nebraska Methodist College THRIVE Wellness Committee**
- Youth Wellbeing Award – **Jennifer Clark**

By highlighting these leaders, the Ignite Awards increase visibility of effective approaches, inspire continued investment in wellbeing, and reinforce the importance of collective action in improving community health.



15
nominations

5
honorees

SERVICES

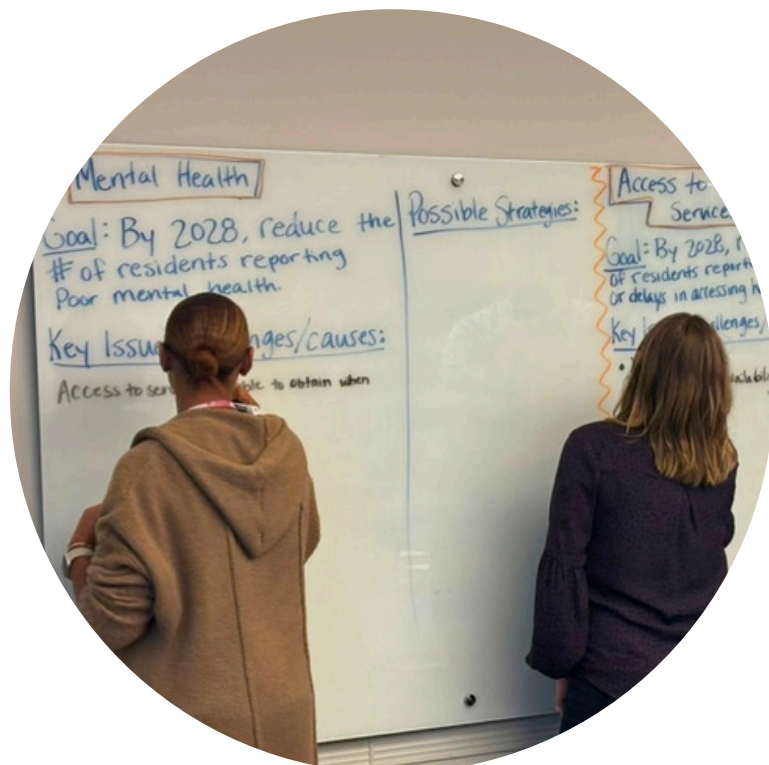
FACILITATION & CONVENING

The Wellbeing Partners serves as a trusted facilitator and convener, bringing together public health, healthcare, and community partners to align efforts, strengthen collaboration, and drive measurable progress across the region. As part of its service offerings, TWP provides facilitation, strategic planning, and convening support to organizations and regional partners.

Through facilitation of the Regional Health Council (RHC) including Greater Omaha metro health departments, health systems, and Federally Qualified Health Centers, TWP supports cross-sector coordination to improve health outcomes and advance shared priorities.

This work strengthens regional alignment and accelerates progress by ensuring partners are working toward common goals with clear strategy, data, and community input.

In 2024, the Regional Health Council led the Community Health Assessment in collaboration with Professional Research Consultants, engaging 3,651 community members. These insights are directly informing the 2026-2028 Community Health Improvement Plan and guiding coordinated action across four counties.



3,651
community
members
engaged

4
strategic
priorities
identified

4
counties
supported

TRAININGS

The Wellbeing Partners delivers trainings and presentations that build capacity within organizations and communities to support wellbeing, strengthen workplace culture, and respond to emerging health needs.

Through its service offerings, TWP partners with corporations, nonprofits, schools, and community groups to provide tailored learning experiences that are practical, relevant, and grounded in local data.

This work equips individuals and organizations with the tools to take action, strengthening internal capacity while advancing community-wide wellbeing.

In 2025, TWP delivered 42 trainings across the region, reaching 1,246 individuals and totaling 132.5 hours of learning. Topics reflected the eight dimensions of wellbeing and included Mental Health First Aid, stress management, workplace culture, and community-informed conversations shaped by Community Health Needs Assessment data, resulting in stronger employee wellbeing, increased confidence in addressing mental health, and more supportive workplace environments.



1,246
community
members
reached

42
trainings
delivered

132.5
hours of
training

WORKPLACE PARTNERS

The Wellbeing Partners collaborates with organizations to embed wellbeing into workplace culture, supporting employers in building environments where employees can thrive.

Through its service offerings, TWP partners with organizations to provide strategic guidance, tools, and resources that strengthen internal wellbeing efforts and support both leaders and employees.

This work helps organizations move from intention to action, creating more supportive, responsive, and sustainable workplace environments.

In 2025, TWP partnered with 30 organizations, reaching approximately 86,677 employees across the region. Partners engaged in consulting sessions and utilized ready-to-use toolkits, newsletters, and employee-facing resources designed to support ongoing wellbeing efforts and reinforce culture change.

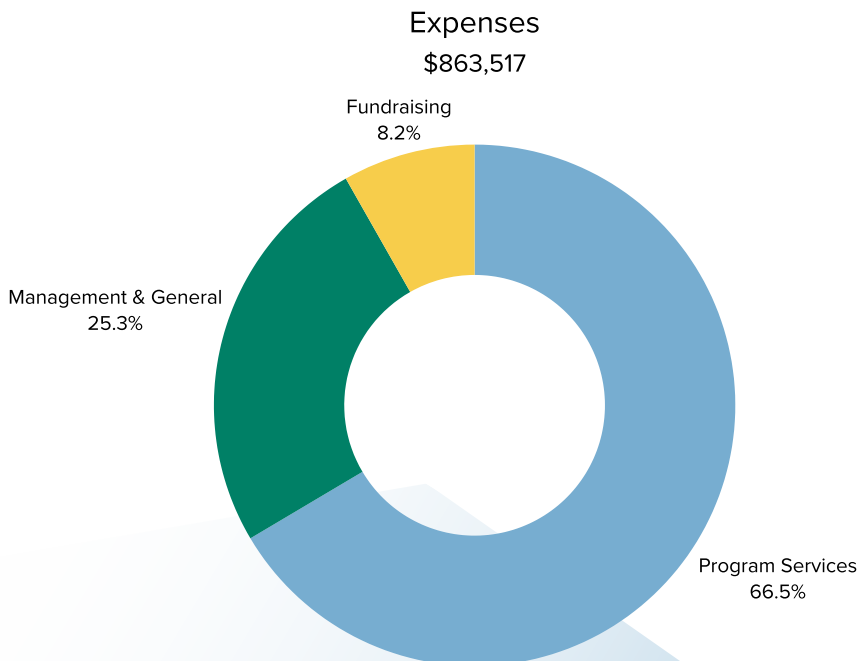
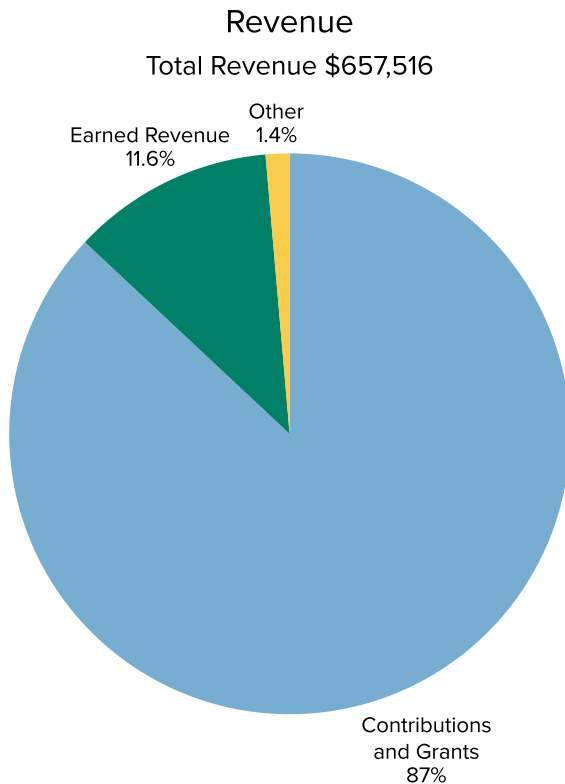


86,677
employees
reached

30
partner
organizations

FINANCIALS

The Wellbeing Partners has made measurable progress in strengthening its financial position through disciplined financial management and growth in both earned and philanthropic revenue positioning the organization for long-term financial sustainability and continued growth.



\$675,516
total revenue

\$863,000
total expenses

\$315,000
net assets

\$79,000
earned revenue (services & partnerships)

-\$188,001
Change in Net Assets

*grant funding secured in 2024 was utilized in 2025

Balance Sheet

Total Assets: \$446,546
Total Liabilities: \$131,480
Net Assets: \$315,066

SPONSORS AND DONORS

Trek Up The Tower & Ignite Awards Sponsors

Baird Holm

BlueJay Printing

Children's Nebraska

First National Bank of Omaha

Methodist Health System

Midlands Business Journal

Spartan Nash (Family Fare)

University of Nebraska Medical Center

Donors

- Aja Anderson
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