

# HEALTH HERO GIVING DAY

"A true hero isn't measured by the size of [their] strength, but by the strength of [their] heart."

– Zeus

## THANK YOU FOR BEING A HEALTH HERO!

We were honored to partner with Physicians Mutual, Great Western Bank, Hancock Dana, Lindsay Corporation and KETV on Health Hero Giving Day to support the 21 Combined Health Agencies Drive (CHAD) organizations! CHAD and United Way of the Midlands have been partners since 1987. With the support of our sponsors, super donors, Nebraska Medicine and Election Systems & Software and more than 100 individual donors, we raised a total of **\$42,870!** Additionally we received \$17,180 of media in-kind to help promote Health Hero Giving Day. Because of your sponsorship, **100%** of every donation went directly back to these charities to continue the great work they are doing in our community.

## SUPPORTED CHARITIES

*The ALS Association Mid-America Chapter*  
*Alzheimer's Association Nebraska Chapter*  
*American Lung Association in Nebraska*  
*Arthritis Foundation Nebraska*  
*Autism Action Partnership*  
*Brain Injury Alliance of Nebraska*  
*Crohn's & Colitis Foundation, Nebraska/Iowa Chapter*  
*Cystic Fibrosis Foundation – Nebraska Chapter*  
*JDRF – Heartland Chapter*  
*Leukemia & Lymphoma Society – Nebraska Chapter*



*March of Dimes, Nebraska & Western Iowa Chapter*  
*Muscular Dystrophy Association of Nebraska*  
*National MS Society – Mid America Chapter*  
*Nebraska AIDS Project*  
*Nebraska Chapter of the National Hemophilia Foundation*  
*Nebraska Community Blood Bank*  
*Nebraska Hospice and Palliative Care Association*  
*Nebraska Kidney Association*  
*Susan G. Komen Great Plains*  
*Team Jack Foundation*  
*United Cerebral Palsy of Nebraska*

## THE IMPACT OF YOUR DOLLARS

Donations to CHAD agencies on Health Hero Giving Day provide care and support for those affected by a health diagnosis; fund education and prevention programs in our communities and support advocacy and medical research.



### Care & Support

\$10 provides adaptive equipment such as utensils or zipper pulls to aid in activities of daily living.

\$25 creates a sensory kit for an individual with autism.

\$500 helps provide resource facilitation for someone with a brain injury.



### Education & Prevention

\$500 provides a full scholarship to Camp Spirit for a child with juvenile arthritis.

\$250 provides autism training to a business.

\$220 provides educational materials to medical professionals.



### Advocacy & Research

\$10 funds 8 minutes of a clinical trial providing new treatments for a child fighting a brain tumor.

\$50 helps support the Brain Injury Annual Conference.

\$100 provides funding for the mission of the Cystic Fibrosis Foundation.

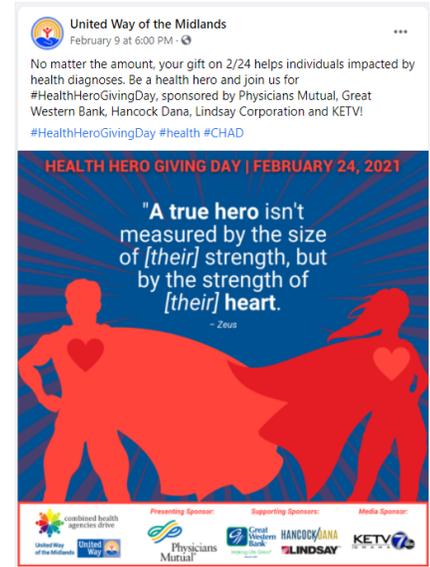
# EMAILS

Open Rate - 26% | CTR - 29.4%



# SOCIAL MEDIA

Total Organic Impressions - 11,600 | Total Organic Engagements - 227  
 Total Advertisement Reach - 92,414 | Total Advertisement Impressions - 343,414



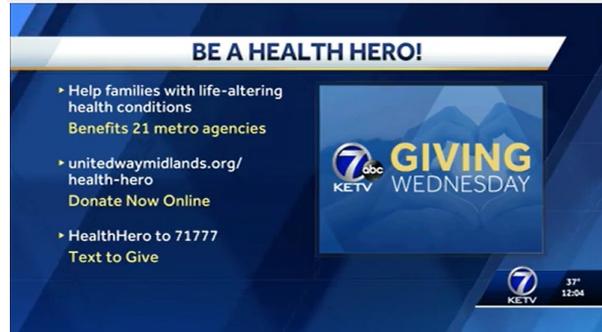
# MEDIA OUTREACH

## KETV

Web and Broadcast Mentions: **29**

Estimated Audience Views: **908,529**

Giving Wednesday TV spots ran across KETV television stations



## Omaha World-Herald

Local News and Targeted Display Ads | Impressions: **22.5k** | CTR: **.21%**

Omaha World-Herald Targeted Email | Sent: **50k** | Open: **1.76%** | CTR: **.29%**



## NGR Media

Local Listeners: **245,000**

On-air interview with Niel Nelkin on 1290 KIOL



## Boomer Radio

Live DJ reads

:15 and :30 spots that played on all five Boomer radio signals: 94.5, 97.3, 106.5, 1420 and 1490

Two on-air interviews and one pre-recorded interview about Health Hero Giving Day

# YOU ARE A HEALTH HERO!