Community-Wide Awareness, Resources, Education and Support

Number of Volunteers & Hours
369 volunteers contributed 3,860 hours

Coordinated or Participated in Meetings Aimed at Reducing Substance Abuse
212

Materials Distributed
8,085

Positive Youth Development Sessions
26

Media Contacts
445
SIoux City Mayor’s Youth Commission

- Siouxland CARES facilitated the efforts of 123 high school volunteers who were involved in 32 community service activities and donated 2,044 volunteer hours.

- Projects included:
  - 10 Little Free Libraries Maintained
  - Masks Encouraged Window Cling Deliveries
  - iHeart Radio Public Service Announcements
  - Trash Cleanups at Sioux City Parks
  - Mask Making & Distribution

Sioux City Young Ambassadors

- The Young Ambassadors Program was coordinated in cooperation with the Sioux City Mayor’s Youth Commission. This program recognizes students who display good character traits.

- A recognition ceremony was conducted for 25 nominated students in 4th-7th grades from area schools.

- All nominated 4th-7th graders were invited to be mentored by the Sioux City Mayor’s Youth Commission students.

- 40 Young Ambassadors were provided with ongoing mentoring.

Teen Court

- Teen Court Volunteer Training was held for new volunteers in early 2020.

- Siouxland CARES closed-out the Teen Court program and recognized the volunteers who helped support diversion efforts throughout the years.

- A week-long Teen Court Farewell social media celebration acknowledged the program’s success. This celebration featured video recordings of former volunteers and staff.
SIOUXLAND CARES ADVISORY BOARD

The Advisory Board is made up of a variety of community partners who represent our community systems. They come together once a month to discuss topics related to the abuse of alcohol and other drugs and related violence.

- Advisory Board activities included meetings, presentations and outreach opportunities.
- Staff adapted the meetings to work in a virtual setting.
- Collaboration continued on priority issues, including underage drinking and tobacco use, in order to identify community solutions.
- Communication was maintained with 75 community partners.

BULLYING PREVENTION

The goal of the Bullying Prevention Community Coalition is to increase awareness, education, and empowerment in regard to bullying issues in the community.

- Members attended bullying prevention outreach opportunities.
- The coalition coordinated efforts of 25 community partners.
- Staff provided media connections and referrals.
- Suicide Prevention information was distributed on college campuses before the COVID-19 pandemic required social distancing.

BESOMEBOODY CAMPAIGN

beSomebody is a campaign on good citizenship, role modeling, reducing bullying, and eliminating alcohol and other drug abuse. This initiative provides direction to youth and adults to show that in order to make positive change, we must start with ourselves by displaying good character and standing up for what is right.

- Siouxland CARES continued coordinating the beSomebody initiative.
- Promoted beSomebody messages and recorded Public Service Announcements with iHeart Radio.
- Staff celebrated National Random Acts of Kindness Day on February 17th and led a social media campaign to encourage kind actions in Siouxland.

COMMUNITY EFFORTS
EDUCATION & OUTREACH

- Television, radio, and printed media interviews and articles resulted in 445 media contacts.
- Staff delivered Alcohol Awareness Month and Red Ribbon Week Proclamations to the City Councils of Sioux City and South Sioux City.
- Siouxland CARES hosted a parent education night at Dakota Valley High School in conjunction with school staff and law enforcement.
- Substance abuse prevention information was presented to 195 people.
- Staff worked with South Sioux City Police to coordinate educational visits to all alcohol and tobacco retailers.

TULIP BULB FUNDRAISER

- The “Plant the Town Red” tulip bulb fundraiser continued.
- Tulip bulbs were planted in October (Red Ribbon Week) and they will bloom in April (Alcohol Awareness Month).
- 2,076 tulip bulbs were distributed in 2020.

COLLEGE CAMPUS EFFORTS

- Siouxland CARES helped fund and oversee the BASICS program at Briar Cliff University and Western Iowa Tech Community College.
- New students at Western Iowa Tech Community College took the eCheckupToGo Alcohol Assessment as part of their First Year Experience courses.
- Staff hosted a prevention booth at the Briar Cliff Spring Break Health Fair.

COMMUNITY EFFORTS
• Siouxland CARES was contracted by Source For Siouxland to complete the 2020 Data Report.
• The yearly report was expanded to include additional indicators, a demographics section, and a COVID-19 impact section.
• 196 physical copies of the 2020 Data Report were distributed and the PDF was made widely available via the Source For Siouxland Website.
• Staff presented the collected data to South Sioux City Public Works and provided booklets for the Sioux City and South Sioux City Councils.

SOURCE FOR SIOUXLAND DATA

• 242 Siouxland Parents completed the 2020 Parent Survey.
• 2019 Student Survey data was presented to South Sioux City and Dakota Valley schools.
• Community partners were surveyed about their participation with Siouxland CARES and the impacts of COVID-19 on their organizations.

SOURCE FOR SIOUXLAND FACILITATION

• 10 Data Committee meetings, 11 Leadership Team meetings, and 5 Contractor Meetings were facilitated.
• Siouxland CARES Collaborated with Growing Community Connections and the Healthy Siouxland Initiative to host the 2020 Community Data Showcase, which had 131 participants.
• 13 community stakeholders were interviewed for feedback on data sources and indicators.
• Siouxland CARES maintained the Source For Siouxland website and added weekly COVID-19 updates.

ASSESSMENT

• 242 Siouxland Parents completed the 2020 Parent Survey.
• 2019 Student Survey data was presented to South Sioux City and Dakota Valley schools.
• Community partners were surveyed about their participation with Siouxland CARES and the impacts of COVID-19 on their organizations.

DATA COORDINATION
RECEIVED CASH OR IN-KIND DONATIONS/SERVICES FROM:

Alesha Bieler
Alex Campbell
Alex Watters
Amazon Smile
Avery Brothers Sign Company
Barb Hutchinson
Barb Kimmel
Barbara & Jack Aalfs
Barbara Benson
Becky McCarville
Becky Nichols
Benson Giving Fund
Beth Hickey
Beth Noel
Bishop Heelan High School
Brenda & James Sellers
Brendan & Martha Burchard
Brent & Lori Pruehs
Bryce & Britney Book
Cari Gehling
Carolyn & Mike Goodwin
Carolyn Carey
Cassi Stark
CF Industries
Cheryl & Darrell Roland
Chris & Amy Bork
Chris Garthright-Chwirka
City of Sioux City
City of South Sioux City
Craig & Sandy Bainbridge
Dakota County, Nebraska
Dan & Maureen Hefferman
Daniel & Kasey Harder
Danielle Ortner
Dave & Mary Madsen
David Dawson
David & Joan Paulsrud
Dawn Stange
Dawn Woodford
Deb & Randy Burnight
Debbie Hubbard
Doug & Amy Skinner
Dr. & Mrs. Steve Meyer
Ed & Marcia Mahon
Elizabeth Wilgen
Ellen Glidden
Erica Deleon
First PREMIER Bank
Gary & Kimberly Buryanek
George Gengler
Gerald & Sheryl McGowan
Grant Houselog
Great West Casualty Company
Gregory & Kathy McCarthy
Heidi Kammer-Hodge
Helios Foundation
Henjes, Conner & Williams, P.C.
Holly & Robert Meis
Hong Kong Supermarket
iHeartMedia
Jacalin Volz
Jamie & Brooke Lang
Jane Dutler
Janet Gross
Jason Allen
Jason & Laura Glover
Jay & Erica Fink
Jeanna Lilly
Jennifer Gasaway & Family
Jennifer Gomez
Jill Hansen
Jim & Bev Wharton
Jim Sorvaag
JoAnn Knots
John Flanery
John Goldbach
Joseph & Sheila Liewer
Joshua & Jennifer Nichols
Jozey Mahaney
Julie Burke
Justin & Ali Jones
K&B Transportation
Kathleen & Shennen Saltzman
Kathy Martin
Kathy Thompson
Katy Karrer
Kayci Britton
Kelsey Keane
Kenton & Tammy Book
Kevin & Brenda Grieme
Kim Buryanek
Kimberly K. Rose
Laura Hodgens
Laura King
Leticia & Matthew O'Kane
Linda & Bruce Kalin
Linda Phillips
Linnea Fletcher
Lisa & Don Claey's
Lisa Bausch
Marilyn & Paul Eastman
Marilyn Hagberg
Martí & Mary Jo Reilly
Mary & Michael Walsh
Mary Helen Gibson
Mary & Tom Koster
Matthew & Laura Scott
Mel Lynn
Melanie Vedral
Melinda DeMarest
Mellanie Jacobson
Meredith Treppa
Michelle & Chris Lewis
MidAmerican Energy Company
Mike & Mary McGowan
Mike & Patti Manthome
Mike Fredregill
Missy O'Connell-Ackerman & Kory Ackerman
Morgan Steele
Nebraska Crime Commission
Nicki Ruhrer-Johnson
Nora & Brett Mulder
Patty Gross
Patty Pageler
Pete & Donna Groetken
Pfizer Foundation
Rachel & Adam Lundgren
Randi Speckmann
Rebecca Curran
Renae & Michael Billings
Richard Hayes
Robert & Karen Scott
Robin Fuller
Ron Pettit Memorial
Ronald Rohlena
Ryan & Katie Solma
Sabre Industries, Inc.
Scott & Kim Rager
Security National Bank
Siouxland Community Foundation
South Sioux City Parks & Rec
Source For Siouxland
Stormy & Kevin Poss
Susan Bielsen
Teresa McIntroy
Terry Harder
Terri and Bill Dooley
Tessa Richmond
The Blackbaud Giving Fund
Tracie Sininger
Trudy M. Rouillard-Soole
Tyler Tigges
Una Ernesti
United Way of Siouxland
Val Uken
Valerie Watters
Vicki & Tom Hepperlen
William & Jane Reynolds
William & Melody O'Connor

THANK YOU!