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First Lady Shore, Hy-Vee present Fremont Family Coalition with $15,000 in gift cards to assist with COVID-19 relief

(Fremont, NE) First Lady Susanne Shore, president of Nebraska Impact, and representatives from Hy-Vee today presented the Fremont Family Coalition with a donation of $15,000 in gift cards to assist with area COVID-19 relief efforts.

The Hy-Vee gift cards will provide support to individuals and families with urgent needs for emergency food and medications when assistance from other agencies cannot be immediately accessed.

Today’s donation was facilitated by Nebraska Impact and its COVID-19 Relief Fund. The fund was created to provide direct aid to communities and organizations working to mitigate the impact of the pandemic across the state. The Fremont Family Coalition is one of the statewide Community Collaboratives supported by Bring Up Nebraska, a program of the Nebraska Children and Families Foundation (NCFF).

First Lady Shore said, “We know people are struggling. Hy-Vee has stepped up in many ways to assist those in need throughout this pandemic. We appreciate Hy-Vee’s generosity and the generosity of so many other companies and individuals who are doing everything they can to help lessen the burden for our most vulnerable populations. By continuing to work together, we will emerge from this time an even stronger Nebraska.”

Tina Potthoff, senior vice president of communications at Hy-Vee, Inc. said, “As Nebraskans continue to adjust to the prolonged impact of COVID-19, this is just one way we can help support our local communities. Since the pandemic started, the numbers of families who are food insecure has significantly grown. As a provider of an essential service, it’s important that we do everything we can to assist those in need.”

Fremont Family Coalition Board Member and Executive Director of the Fremont United Way Christy Fiala said, “These gift cards could not have come at a better time! We are blessed with the generosity and compassion that Nebraska companies and leaders have shown during this challenging time. On behalf of so many families in the community, we express our thanks and gratitude for this amazing gift.”
NCFF Senior Vice President Jenny Skala said, “We have been hearing from Fremont and many communities that food insecurity is a top concern for families during the pandemic. At Nebraska Children and Families Foundation and with our Bring Up Nebraska partners, we know that it takes all of us to make Nebraska a place where families can thrive. When we see businesses like Hy-Vee and the donors to the COVID-19 Relief Fund generously support their communities during this time of crisis, we are so grateful. The Fremont Family Coalition has been at the forefront in helping families during the pandemic and during last year’s flooding crisis and donations like this give them a critical resource for that assistance.”

NCFF and Nebraska Impact are 501c(3) organizations. Donations made to the Nebraska Impact COVID-19 Relief Fund are tax deductible. To make a donation, visit [www.neimpact.org](http://www.neimpact.org).

Money donated to the Nebraska Impact COVID-19 Relief Fund is being directed through statewide Community Collaboratives that are part of Bring Up Nebraska, a program administered by NCFF. Funds will help individual communities meet their needs depending upon their particular circumstances, which may include assistance for rent, mortgages, and utilities as well as to supplement food pantries and provide school supplies to students from low-income families now studying from home.

The collaborations bring together critical community players, including community leaders, service providers, educators, health care professionals, law enforcement, businesses, elected officials and government officials, who work toward the end goal of improving well-being. With the assistance and support of NCFF and the Nebraska Department of Health and Human Services, each Community Collaborative has an intimate understanding of its community's needs, challenges, and strengths and is best situated to help solve the problems of its citizens.

More information about Bring Up Nebraska and NCFF can be found at [www.bringupnebraska.org](http://www.bringupnebraska.org) and [www.nebraskachildren.org](http://www.nebraskachildren.org). More information about the Fremont Family Coalition and be found at [https://www.fremontfamilycoalition.org](https://www.fremontfamilycoalition.org).

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