
H.E.L.P. Grand Island/Hall County Asset Mapping

SUMMARY REPORT OF ASSET MAPPING PROCESS AND RESULTS



MARCH 2025

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Introduction

The Helping to Engage Life-changing Programs (H.E.L.P.) Grand Island initiative collaborated with Parlay Consulting Firm, Inc (Parlay) from 2024 through early 2025 to build a repository of resources available to Grand Island, NE, and Hall County, NE residents. The H.E.L.P. Grand Island/Hall County initiative seeks to identify and address community service gaps to strengthen the community safety net for all community members. Formed in 2023, the Hall County HELP Initiative is a coalition of non-profit organizations, philanthropic organizations, local government, and law enforcement that builds on Grand Island's already strong culture of collaboration.

During this process, the H.E.L.P. Grand Island Executive Team served as the knowledge sources and community connections. Parlay thanks the leadership of Liz Mayfield of Hope Harbor, Eric Garcia-Mendez of Nebraska Appleseed, Chief Kevin Denney of the Grand Island Police Department, and Sara Tall of the Community Foundation¹. We also thank the Grand Island Community Foundation for their support of this extraordinary effort in service of Hall County residents.

The Leadership Team identified the following community service focal areas:

1. Behavioral & Mental Health (including substance use support)
2. Early Childhood Education & Care
3. Food Insecurity
4. Health Access (Medical)
5. Housing Insecurity
6. Immigrants & Refugees
7. Intimate Partner Violence & Sexual Assault
8. Transportation

Parlay completed data analysis and community interviews to build two initial maps of resources, a custom Google Map, and an interactive asset map. Using this same information, Parlay, along with the H.E.L.P. Grand Island leadership team, co-hosted a data validation workshop with community service leaders. The workshop allowed service providers and community representatives to add, eliminate, and suggest additional resources to add to the existing maps. Following the workshop, Parlay updated both the Google Map and the interactive asset map.²

Final Map Links

1. [Google Map](#) – Hall County Assets

¹ During the year-long process, some organization representatives have changed. Each of them served this project well. Our appreciation to Kendra Lutz and Melissa DeLaet.

² Please note information about all agencies and services were provided as part of a larger group discussion in March 2025 and may not be fully representative of all services or changes. Please refer to agency websites to confirm.

2. [Interactive H.E.L.P. Grand Island Resource Map](#)

Asset Mapping Process

Phase 1: Data and Document Analysis

The mapping process was a three-phase, year-long process. The first phase was a detailed document analysis. Parlay reviewed data provided by each of the H.E.L.P. Grand Island leadership team organizations, as well as publicly available data such as Census data, Community Action Partnership reports, and State and County data reports.³

Parlay provided the H.E.L.P. Grand Island leadership team with a summary report of this data, including a summary of Hall County demographics and the relationship between these demographics and the resources available and needed in the H.E.L.P. Grand Island. The results indicate that most services are available in Grand Island but not in Hall County broadly. The document and data analysis also suggested that there may be more demand than services available, something Parlay explored in phase two.

Phase 2: Community Interviews

The second phase of the process was conducting interviews with an array of community members. Interviews were conducted in the fall of 2024 using a snowball sample method, with initial contacts provided by the H.E.L.P. Grand Island leadership team. Interviews were 30 minutes and conducted via Zoom. Analysis was completed using MaxQDA software. The results were summarized and presented to the H.E.L.P. leadership team in January 2025 as a separate report.

The interviews sought to answer two questions:

1. Are there more people in need of services than resources available?
2. Are the eight focal points identified by the H.E.L.P. leadership team the correct focal points?

Interview participants confirmed that the eight focal points were the correct focal points for the H.E.L.P. project. They also indicated that some resources are scarcer than others and other resources could be improved. For example, transportation was identified as a high need for low-income residents, especially for those residents outside of Grand Island. Furthermore, while interviewees identified many food pantries, they did note that there is a need for more culturally appropriate options for the immigrant and refugee communities. Interviewees commonly mentioned the same resources repeatedly and could name only one or two others for any given focal point. Overall, interviewees seemed to align with the data and document analysis that more resources were needed for residents.

³ See Appendix A for further methods, Focus Areas, and source list.

Phase 3: Asset Mapping

Method

The final phase of the process was to build, validate, and update two asset maps. Using what was learned in phases one and two, Parlay created two draft maps showing available resources in Grand Island/Hall County, NE. The first map is a geographic map created by using Google Maps and uploading an Excel spreadsheet identifying agency names, addresses, and the H.E.L.P. focal area they serve. The second map is an interactive asset map created in Kumu to provide a visual, relational map of agencies that provide services related to the eight focal points and the additional services they may provide, like funding.

Next, Parlay and the H.E.L.P. leadership team co-hosted an in-person data validation workshop on March 4, 2025, in Grand Island, NE at Tom Dinsdale Automotive Community Room. Invitations to attend the workshop were sent by Eric Garcia-Mendez to community service leaders and agencies. Twenty-seven participants attended. The workshop consisted of three activities:

1. Validating and expanding existing resources – Small Group,
2. Validating and expanding existing resources – Large Group,
3. Identifying Momentum, Blockages, Opportunities, and Future Partnerships.

Parlay utilized interactive facilitation to engage participants in validating what had been identified and what still needed to be known. First, Parlay presented the large group of community service leaders with an overview of the H.E.L.P. Grand Island/Hall County Initiative and a summary of the data collected. Parlay asked the group to provide feedback on whether what was learned resonated with their lived experience as service providers. They indicated alignment with what was learned. Second, Parlay divided the large group into eight small groups matching the eight focal points. Small groups were presented with the identified resources from the initial phases. They were then asked to review these resources and identify whether resources were correct, missing, or should be removed. They were also asked to provide details about services available as they were able, for example, the days a food pantry was open or whether the local homeless shelter provided any support to people who were not staying at the shelter. Each small group reported their findings, and using a large “sticky” wall, Parlay updated the availability of resources. See the photos below.

Photos 1 and 2 show sections of the interactive wall activity conducted during the data validation session March 4, 2025.

Disclaimer: Please note information about all agencies and services were provided as part of a larger group discussion in March 2025 and may not be fully representative of all services or changes. Please refer to agency websites to confirm.

Photo 1:

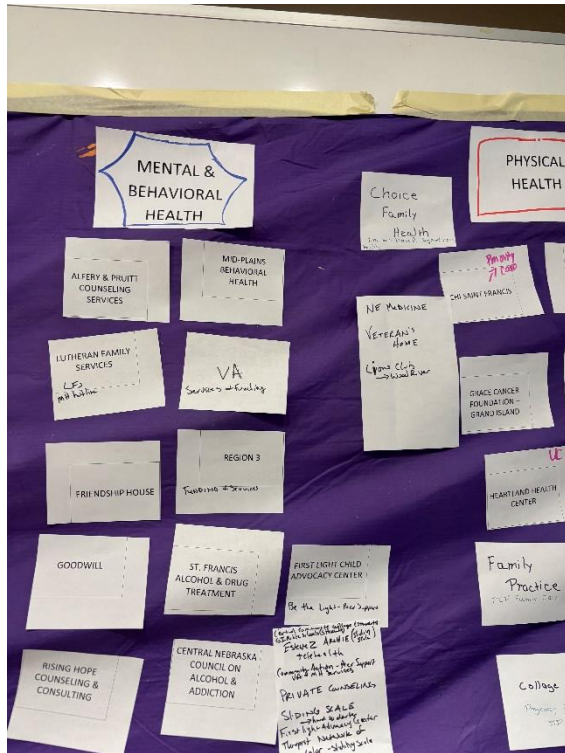
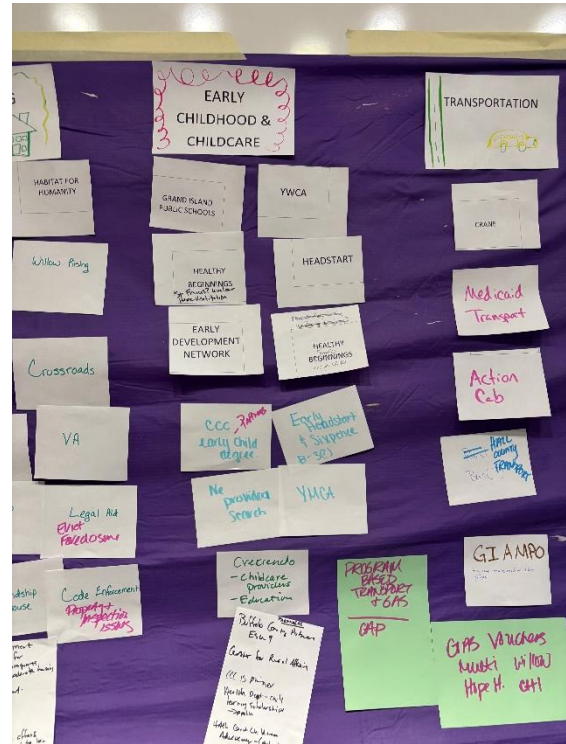


Photo 2:



Phase 3: Asset Mapping Continued

Parlay used the same small group/large group structure to facilitate a conversation about how the Grand Island/Hall County communities were or were not progressing. Each small group completed a worksheet with four areas of interest: Momentum, Blockages, Opportunities, and Future Partnerships (see visual below). This activity provides the H.E.L.P. leadership team guidance to move forward. Each small group identified how the community was moving forward (*momentum*), stuck (*blockages*), possible moves forward (*opportunities*), and potential new partners (*future partnerships*).

Worksheet Example:

Momentum	Blockages
Opportunities	Future Partnerships

Across the eight H.E.L.P. initiatives, community members identified growing support and general awareness of community needs in Grand Island and Hall County. The overarching themes are:

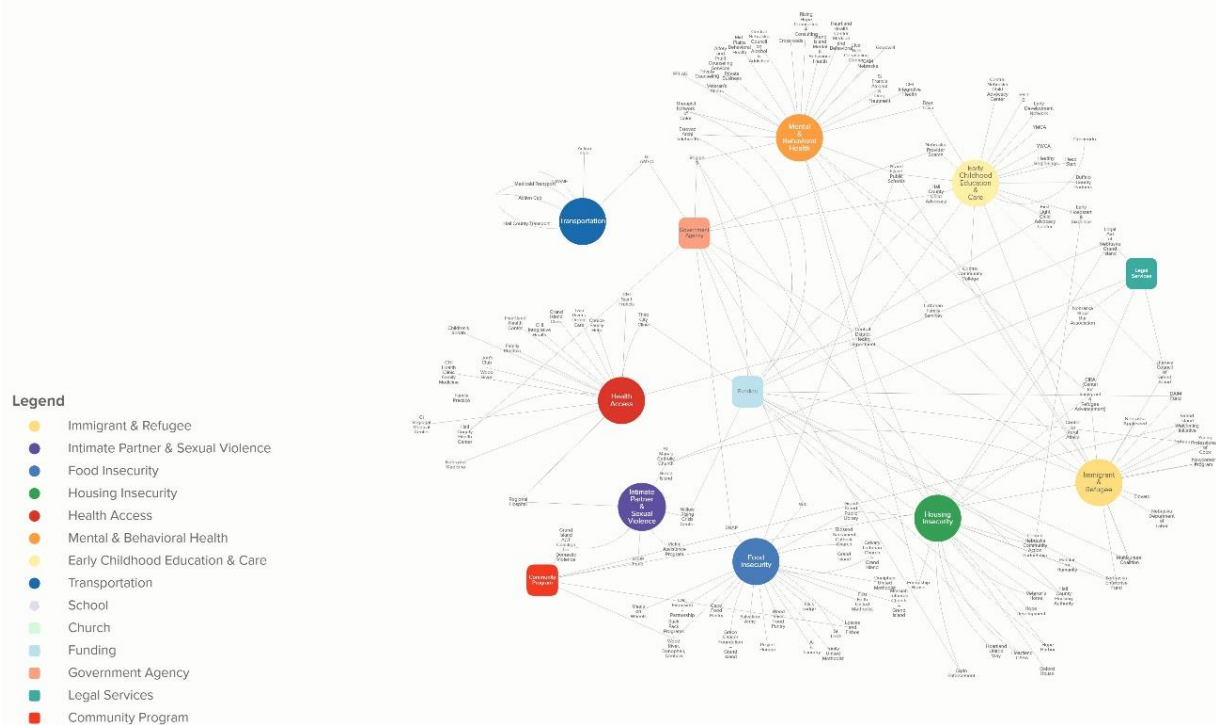
- Nearly all services are in Grand Island. Very few options are available across Hall County for any service area. Anyone outside the city must travel to receive services.
- Many core agencies and services are available, but it is time to expand their services.
- Accessibility of agencies and services could broaden to accommodate more residents.
- Multi-lingual communication is needed across agencies, services, and businesses.
- Population growth has somewhat expanded the provider pool, but turnover and burnout are high in the service sector.
- Almost all service agencies are in Grand Island, limiting accessibility to neighboring towns in Hall County.
- The biggest needs are funding, transportation, and legal services.
- The biggest opportunities are for communication and community advocacy.
- Future progress needs support and leadership from the private sector and all community members.

A Closer Look at the H.E.L.P. Initiative Focal Areas

The data obtained through the in-person data validation workshop is summarized in this section. For each of the H.E.L.P. focal areas you will see a summary of Momentum, Blockages, Opportunities, and Future Partnerships. Next, all services identified throughout the asset mapping process including the data and materials review, interviews, and workshop are listed along with any noted Focus Areas or additional services offered. These same identified service organizations are included in the **Google Map – Hall County Assets** and **Interactive H.E.L.P. Grand Island Resource Map**. Organizations offering multiple services related to the H.E.L.P. focal areas are listed within the area for which it was initially identified.

Disclaimer: Please note information about all agencies and services were provided as part of a larger group discussion in March 2025 and may not be fully representative of all services or changes. Please refer to agency websites to confirm.

Photo 3: Small Screen Photo of [Interactive H.E.L.P. Grand Island Resource Map](#)



Behavioral/Mental Health

Momentum	Blockages	Opportunities	Future Partnerships
Free access to Mid-Plains Pharmacy; People are more open about needs	Population growth and demand out of sync; Funding; Transportation; Provider Turnover	Detox facilities; More in-patient beds; Standard databases; Long-term placements	Pharmacies or Pharmacy Providers

Identified Behavioral/Mental Health Services

Organization	Focus Areas, Additional Services
Alfrey & Pruitt Counseling Services	Private services
Central Nebraska Council on Alcohol & Addiction	
Central Community College	Student services only; ESS, Digital Literacy, and Early Childhood degree program
CHI Integrative Health	
Crossroads	
Estevez Archi Telehealth	Omaha based therapist offering telehealth services
Friendship House	
GAM Nebraska	Spanish-speaking services and support groups
Goodwill	Day program, support groups
Grand Island Mental & Behavioral Health	
Heartland Health Center Medical and Behavioral	
Live Well Counseling Center	
Lutheran Family Services	Mental health hotline, some immigrant service support
Mid-Plains Behavioral Health	
PFLAG	
Private Counseling	Many private practice therapists in the area
Region 3	Funding and services; Housing support
Rising Hope Counseling & Consulting	
St. Francis Alcohol & Drug Treatment	
Therapist Network of Color	Online search for identifying therapists
Veteran's Association	Veteran's only; Therapy and support groups

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Early Childhood Education and Care

Momentum	Blockages	Opportunities	Future Partnerships
Upcoming services with YWCA; In-home daycare network growth; New Nebraska Laws	Limited options; High Costs; Population growth and demand out of sync; Bilingual providers needed	Health Department becoming more involved; Additional after school programs; Central Community College offering early childhood programs	Childcare and private pre-kindergarten providers; Central Community College; YMCA; Sixpence/Home Visitation providers

Identified Early Childhood Education and Care Services

Organization	Focus Areas, Additional Services
Boys Town	Helpline for parenting, limited services
Buffalo County Partners	
Central Nebraska Child Advocacy Center	
Creciendo	Childcare providers; Parent education
Early Development Network	
Early HeadStart & Sixpence	
ESU 9	Migrant Program
First Light Child Advocacy Center	Sliding scale services; “Be the Light” peer support group
Grand Island Public Schools	Student services only; “Food for Thought” program, counseling, newcomer program/welcome center
Hall County Child Advocacy	
Head Start	
Healthy Beginnings	Home visiting program
Nebraska Provider Search	State government website to identify licensed childcare providers
YMCA	
YWCA	Financial literacy; Computer literacy; Employment support

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Food Insecurity

Momentum	Blockages	Opportunities	Future Partnerships
Local support – many accessible locations; Known issue; Options at Public Schools	Limited and variable access – date, time, frequency; Income guidelines; Costs have increased; Dietary needs – Halal, Gluten-sensitive baby formula	People support food access; Easier for community response action; Different income guidelines; Shifting of philanthropic funds to support food access	Recruit community volunteers and leaders, especially young people

Identified Food Insecurity Services

Organization	Focus Areas, Additional Services
A-C Laundry	
Backpack Programs – Wood River, Doniphan, Centura	Annual events
Blessed Sacrament Catholic Church – Grand Island	
Cairo Food Pantry	
Calvary Lutheran Church – Grand Island	
Doniphan United Methodist	Call for help
Elks Lodge	
First Faith United Methodist	Food pantry; Domestic violence support
Loaves & Fishes	2 nd & 4 th Saturdays – drive-thru service
Meals on Wheels	Elder and disability service
Messiah Lutheran Church – Grand Island	2 nd & 4 th Saturdays – Free Food Box
Project Hunger	
Salvation Army	
SNAP	Government program – application required
St. Leo's	Funding support for individuals
St. Mary's Catholic Church – Grand Island	Immigrant Legal Services, U-Visas; Intimate partner violence support groups; WAVE
Trinity United Methodist	
UNL Extension – Partnership	
WIC	Government program – application required
Wood River Food Pantry	

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HealthCare Access

Momentum	Blockages	Opportunities	Future Partnerships
Many basic health options and some income-based options	Emergency care; income-based and Medicaid offerings	Collaboration among agencies to identify what could be improved	Additional health resources

Identified HealthCare Access Services

Organization	Focus Areas, Additional Services
Central District Health Department	Community impact support; Newcomer program; Multiple language support; Healthy families
Third City Clinic	Income-based services; Garden; Food pantry; Medical and dental services
CHI Health Clinic Family Medicine	Primary Care and Walk-In Clinic
CHI Saint Francis	
Children's Rehab	Physical therapy; Occupational therapy
Choice Family Help	Income-based reproductive health services
Collage Center	Pregnancy services
Family Practice	Primary care
GI Regional Medical Center	
Grand Island Clinic	Family care, obstetrician, pediatric, and primary care
Hall County Health Center	Federally Qualified Health Center
Nebraska Medicine	
Veteran's Home	Veteran's only; Funding and services available

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Housing

Momentum	Blockages	Opportunities	Future Partnerships
Housing coalition; State legislature bills; Friendship House expansion	Costs; Housing Assistance Funding; High eviction count; Pet foster homes	New apartments; Federal funding; Hope development	City

Identified Housing Insecurity Services

Organization	Focus Areas, Additional Services
Central Nebraska Community Action Partnership	Program participants only; Peer support, CSFP, “Staff Sergeant Fox” (Veteran’s), food pantry, gas vouchers
Center for Rural Affairs	Women’s Business Center, loans, home ownership assistance, trainings
Code Enforcement	Government Office - Property & Inspection Issues
Grand Island Public Library	ESL & Citizenship (Partnership with Literacy Council), reading programs, gardening help
Habitat for Humanity	House building – application required
Hall County Housing Authority	
Heartland CASA	Client support only
Heartland United Way	Emergency funding for individuals or organizations
Hope Development	New immigrant support; Low to moderate income housing
Hope Harbor	Homeless shelter; Additional services open to the public – Food pantry, diaper bank, gas vouchers, travel stipend for USCIS appointments
Legal Aid of Nebraska Grand Island	Legal support for housing, evictions, family law, civil law; No Immigration support.
Nebraska State Bar Association	Pro-Bono services offered
Oxford House	

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Immigrants and Refugees

Momentum	Blockages	Opportunities	Future Partnerships
New community welcoming initiatives; Community advocacy	Legal support; Funding especially for ESL and legal cases; Language access	Expanding welcoming initiatives; New immigrant housing	Input from people with lived experiences; Community support and advocacy

Identified Immigrants and Refugees Support

Organization	Focus Areas, Additional Services
CIRA (Center for Immigrant & Refugee Advancement)	Immigrant legal services, general immigrant support, refugee resettlement
DAIM Fund	Funding for DACA, Green Cards, Citizenship
Elevate	Leadership skills and development class
Grand Island Welcoming Initiative	Community program to welcome new residents
Literacy Council of Grand Island	Citizenship, ESL, Computer Literacy
Multicultural Coalition	Gas vouchers, learning center, worker's rights/OSHA, internet café, bus rides, immigrant support (not Visa's), translation devices
Nebraska Appleseed	Partnerships, training, community development, policy advocacy
Nebraska Department of Labor	Employment skill development
Nebraska Enterprise Fund	Business lending and training
Newcomer Program	
Proteus	Funding available; Migrant program, education grants, stipends
Young Professionals of Color	Affinity space for immigrants

Disclaimer: Please note information about all agencies and services were provided as part of a larger group discussion in March 2025 and may not be fully representative of all services or changes. Please refer to agency websites to confirm.

Intimate Partner and Sexual Violence

Momentum	Blockages	Opportunities	Future Partnerships
Variety of services; Youth prevention efforts; Many agency partnerships	Funding for services – mental health, housing; Transportation; Legal Services; Community education	Outreach and prevention efforts	Local attorneys; Mental health providers

Identified Intimate Partner and Sexual Violence Services

Organization	Focus Areas, Additional Services
Grand Island ACT Coalition	Coalition to address and end intimate partner violence and trafficking
Regional Hospital	Intimate partner violence support
STOP Fund	Community program to address intimate partner violence and trafficking
Victim Assistance Program	Grand Island Police Department program
Willow Rising Crisis Center	Support groups, food pantry, gas vouchers, trafficking, travel, hotel stays, and shelter; Some services are available to anyone, not just those at the shelter.

Transportation

Momentum	Blockages	Opportunities	Future Partnerships
CRANE – clear process, expanded services; New conversations about Grand Island Transit	24/7 service, ad hoc availability; Population growth and demand out of sync	City partners and Action Cab; Improve customer service; Explore other community's successes	City offices; Action Cab; Major employers in the area

Identified Transportation Access Services

Organization	Focus Areas, Additional Services
Action Cab	
CRANE	\$2 per ride, Call to schedule
GI AMPO	Long-term policy and city planning
Hall County Transport	All services are open to the public including those with disabilities and using wheelchairs, for trips within rural Hall County and limited service to Grand Island. Trips are scheduled on a first come, first served basis. Please call for availability at least 24 hours in advance of your desired trip time. \$2 one-way Reservations (Mon-Fri) 8:00a – 5:00p
Medicaid Transport	Elder Care, Medicaid patients

Next Steps

The H.E.L.P. leadership team and the Grand Island Community Foundation will utilize this information to guide community change efforts. Previous reports created during the asset mapping process may be shared as necessary to provide support for investment, growth, and identification of needed community services. The Google Map will be shared with service agencies such as the Grand Island Police Department to assist them in identifying resources for community members. The Interactive H.E.L.P. Grand Island Resource Map will be housed with the Grand Island Community Foundation as a resource for everyone.

Acknowledgements

The Greater Grand Island Community Foundation is a growing legacy, not of a single person, but of the entire community. It is, in a very real sense, the community's foundation. Under one organizational roof, it unites donors, large and small, who want to make our community a better place for all.

Like the wind powers a pinwheel the Greater Grand Island Community Foundation powers individual legacies to make communities better places to live, work and play. When you give through the Greater Grand Island Community Foundation, making your gift is simple.

As the fiscal sponsor of The Helping to Engage Life-changing Programs (H.E.L.P.) Grand Island initiative, the community will grow and thrive with their support.

H.E.L.P. Grand Island Leadership Team Thank you for the continued leadership provided by:

- Liz Mayfield of Hope Harbor,
- Eric Garcia-Mendez of Nebraska Appleseed,
- Chief Kevin Denney of Grand Island Police Department,
- Sara Tall of the Community Foundation
- Breanne Crow, Community Action Partnership
- Teshawna Sawyer, Willow Rising Crisis Center
- Christine Ostermeyer, Grand Island Public Schools
- Karen Rathke, Heartland United Way
- Lacie Wojtalewicz, Goodwill
- Amy Bennet, YWCA
- Karly Simonson, Central District Health Department
- James Schulte, Nebraska Judicial
- Connie Holmes, Central Nebraska Council on Alcohol & Addiction
- Teresa Anderson, Central District Health Department
- Alyssa Heagy, Housing Development Corp

Parlay Consulting Firm, Inc. has worked with more than 160 non-profit organizations, government entities, and for-profit companies, providing research consultation and organizational development services to suit the unique needs of each. Their team offers environmental mapping, needs assessments, strategic planning, board governance development, implementation coaching, stakeholder surveys/interviews, program evaluation, facilitation, and customized services to strengthen organizational capacity and desired outcomes. Learn more at parlayconsultingfirm.com.

Appendix A

The review process began in April 2024. The larger HELP Initiative identified the eight service areas and several potential demographics to be explored in the document analysis. With these topics in mind, Parlay conducted an online scan of publicly available literature.

To conduct the search, Parlay reviewed the following websites:

- City Grand Island website
- Grand Island Chamber of Commerce website
- Hall County website
- Central Nebraska Community Action Partnership (CAP) website
- Heartland United Way website
- Greater Grand Island Community Foundation website

A Google search was also conducted using the combination of the service area with Grand Island or Hall County (e.g., food insecurity Grand Island, refugee services Hall County). With this initial scan Parlay identified five priority sources and a longer list of alternate sources. The HELP mapping team confirmed these five sources and offered two additional sources. The initial seven sources primarily represented one of two categories: 1) General community needs assessment focused on an array of topics including, but not limited to the eight service areas, or 2) A study or report specifically focused on one of the service areas.

Following the initial review of the first seven sources, further research was conducted to identify additional sources for topics with limited information, such as food insecurity, services for immigrants and newcomers, and intimate partner and sexual violence. The HELP Mapping Team was instrumental in making connections with community partners to provide additional data on topics like immigration services. Additionally, a review of websites and materials from other area coalitions helped to identify additional information on topics including childcare and human trafficking. When city or county level data was not available or was limited, statewide findings were reported. In total twenty-six sources were identified and reviewed. The selected sources are listed below. Additionally, U.S. census data was reviewed to obtain relevant demographic metrics. Data is presented for Grand Island and Hall County. For comparison, data for the state of Nebraska is also presented. Relevant data is summarized in Appendix A. A complete list of references is also included at the end of this report. Parlay's Senior Research and Evaluation Manager and Research Associate reviewed documents. Findings from the review are summarized and organized by the eight service areas.

Documents Reviewed:

- *Central Nebraska Community Action Partnership Community Needs Assessment*
- *Childcare Communication Listening Session Report*
- *Childcare Cost Infographic*
- *Community Development Annual Action Plan Executive Summary.*
- *Community Health Assessment 2021 Report*

- *Community Health Improvement Plan 2023-2025*
- *Community Housing Study with Strategies for Affordable Housing*
- *County Health Rankings & Roadmaps: 2022 State Report Nebraska*
- *County Health Rankings & Roadmaps: Nebraska Data by County*
- *Designated Health Professional Shortage Areas Statistics*
- *First Five Nebraska - The Bottom Line*
- *Free Food Resources in Hall County*
- *GIAMPO 2045 Long-Range Transportation Plan: Executive Summary*
- *Grand Island Public Schools Annual Report*
- *Hall County Census Profile*
- *Hope Harbor Market Demographics*
- *Intimate Partner & Sexual Violence in Nebraska: Findings from the 2020 Statewide Intimate Partner & Sexual Violence Survey*
- *Multicultural Coalition Monthly Averages*
- *Nebraska Domestic Abuse Report*
- *Nebraska Human Trafficking Task Force 2023 Report*
- *Nebraska's Intimate Partner & Sexual Violence Response Community: A Needs Assessment Concerning Allocation of American Rescue Plan Resources*
- *Nebraska 2023 Report Card on Child & Youth Sex Trafficking*
- *Regional Transit Needs Assessment and Feasibility Study Executive Summary*
- *Regional Transit Needs Assessment and Feasibility Study Summary Final Report*
- *US Census Quick Facts: Grand Island city, Nebraska; Hall County, Nebraska*
- *Who is Not Served: Barriers to Helpseeking for Sexual Violence Survivors in Rural Nebraska*

A Note on Data and Materials Research Focus Areas:

The resources selected range in date from 2017 to 2024. Many feature the same or similar metrics, collected at different points in time. Additionally, some sources report secondary data, from a variety of sources and time points. As such there may be conflicting data within this report. Every effort has been made to use the most current information available, and to cite the document referenced for further explanation. Additionally, while Parlay researchers and the HELP Mapping Team intentionally sought current resources that well reflected the service areas, the review was not meant to be exhaustive. More current or in-depth reports may exist but were not known to the research team at the time this report was written.