



COMMUNITY REPORT 2024

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2024 SUMMARY

- Community & Nonprofit Events
- Live Interviews
- Cromwell Ag Reports
- Love Thy Neighbor
- Salvation Army's Red Kettle Support
- Polar Plunge for Special Olympics
- Empty Bowl Fundraiser with Good Samaritan Inn
- Spirit of Giving with WAND live broadcast

A NOTE FROM US

Throughout 2024, our community remained steadfast in coming together and providing mutual support. We take great pride in being integral members of this resilient and supportive community.



COMMUNITY & NONPROFIT EVENTS

We are proud to support our community by offering free opportunities for nonprofits and local events to share their services and happenings through our community calendar. As a committed media partner, we collaborate with organizations and initiatives that make a difference. We are the media partner for the historic Lincoln Square Theater, sponsored the Downtown Decatur Music Festival, and continued our partnership with Special Olympics Illinois through the annual Polar Plunge.

Additionally, we partnered and promoted Arts in Central Park, co-sponsored the annual Love Thy Neighbor fundraiser benefiting the Northeast Community Fund, and contributed to the WAND-TV Spirit of Giving Toy Drive to support Toys for Tots with a live broadcast all day. Our efforts also included promoting the Blue Jean Ball for God’s Shelter of Love, Decatur’s only women’s shelter, as well as assisting with the Salvation Army’s Christmas Bell Ringing campaign and other vital fundraising initiatives.

These partnerships highlight our dedication to strengthening our community and amplifying the voices of those making an impact.

LIVE INTERVIEWS

This year, we proudly hosted bi-monthly interviews with the Decatur Area Arts Council, alongside live conversations with volunteer-based nonprofits and key community leaders. These interviews provided a vital platform for organizations to share their stories, highlight their achievements, and communicate their needs. By giving a voice to those who make a difference, we aim to foster greater awareness, collaboration, and support within our community.





CROMWELL AG REPORTS

We supported our famers all year with Jeff Nalley’s daily Cromwell Ag Network reports, National Agriculture Week and Farm Safety Week. We also provided live reports from the Farm Progress Show.

LOVE THY NEIGHBOR

We supported the Northeast Community Fund Love the Neighbor Fundraiser to help needy families in the community with the resources available in a caring and Christ-like manner.



RED KETTLE SUPPORT

We partnered with The Salvation Army of Macon County to kick off the Red Kettle season. We encouraged local businesses to participate by volunteering to ring the bell.



POLAR PLUNGE FOR SPECIAL OLYMPICS

We partnered with Special Olympics for Polar Plunge fundraiser. We raised awareness to support year-round sports training and competitions for Special Olympic athletes.

EMPTY BOWL FUNDRAISER W/ GOOD SAMARITAN INN

Supported the Good Samaritan Inn in their annual Empty Bowl event to raise funds to nourish, educate and revitalize the people in our community.

SPIRIT OF GIVING WITH WAND

We partnered with WAND-TV for a 6AM to 6PM live broadcast for their Spirit of Giving charity, collecting and donating toys to children in the community.