



## Allied National's Partnership with Heartstrings is Impacting Lives in the KC Metro

OVERLAND PARK, KAN. (July 22, 2020) – Allied National has given a \$1,000 donation to Heartstrings Community Foundation's Goody Delivery Gift Basket Program to support local first responders.

"Allied National stepped up during this pandemic and ordered \$1,000 worth of our first responder baskets," said Goody Delivery Manager Claire Crowley. "This thoughtful gift helped keep Heartstrings employees working while providing a thank you to our community."



Allied's donation was enough for Heartstrings staff and volunteers to deliver gift baskets to seven fire stations and three police stations in Overland Park, which is where the small group health benefits administrator is headquartered.

"When we discovered Heartstrings was creating a new business line building and delivering goody baskets, we jumped on the chance to participate," said Allied National CEO Bill Ashley. "In the middle of a global pandemic, what better use for some goody baskets than thanking our first responders."



Photos provided by Heartstrings

Allied National is in its 10<sup>th</sup> year partnering with the Olathe-based nonprofit, Heartstrings Community Foundation.

[Heartstrings](#) provides unique employment opportunities, on-site vocational training and interactive community based jobs for adults with intellectual/developmental disabilities.

As with a lot of businesses, Heartstrings was shut down by the COVID-19 crisis this spring and unable to make their deliveries and keep their employees employed.

The 501(c)3 recently launched a new initiative called Goody Delivery Gift Baskets, which Allied National quickly chose to support.

For a minimum donation of \$50, Kansas City metro businesses can have gift baskets delivered to local first responders.

"Part of our mission at Allied National is to create good jobs for good people," Ashley said. "The mission at Heartstrings Community Foundation is similar except they target a special employee need – providing adults with intellectual/developmental disabilities meaningful and productive employment."

Heartstrings also has a Goody Delivery snack service. Every Tuesday, Allied's 150-person office enjoys a visit from Heartstrings employees as they walk around with a snack cart filled with delicious treats employees can purchase.

"Allied has been a sponsor for several of our fundraising events and a longtime customer of our mobile snack company," Crowley said. "Our weekly Goody Delivery visit is something Heartstrings employees look forward to. They love seeing familiar faces, building relationships and of course making money!"

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