

The Hillcroft Way



HILLCROFT SERVICES: 70 YEARS OF EMPOWERING LIVES AND BUILDING DREAMS

Full story pages 2-3

CEO Corner

Debbie Bennett, *President & CEO*



With immense pride, Hillcroft turns the pages of its organization's history book, marveling at the incredible journey that spans the past seven decades. As we reflect on the past 70 years, it's a poignant reminder of the resilience, passion and collective efforts that have defined this agency. From the inaugural moments that marked its humble beginnings to the transformative events that shaped its identity, each chapter tells a story of growth, adaptation, and the enduring commitment of the individuals who have been

an integral part of this shared legacy.

Hillcroft Services' 70th anniversary has been a time to honor the rich tapestry of experiences that have woven our organization into the fabric of our community. It's a celebration of milestones achieved, challenges conquered, and the lasting impact had on the lives of those touched. As we look back on the myriad accomplishments, friendships forged, and the continuous pursuit of excellence, we express deep gratitude to everyone who has contributed to making these seven decades truly remarkable. The stories of the past 70 years are not just memories; they are the foundation upon which we stand today, a testament to the enduring spirit that propels us forward into the future. We are all better for it!



Inside This Issue...



**2023
BALL STATE
DAY RECAP**

Page 4-5



**MARCH
SHOP & SHARE
VENDOR EVENT**

Page 6



**20TH ANNUAL
GOLF SCRAMBLE
INFORMATION**

Page 7

HILLCROFT SERVICES: 70 YEARS OF EMPOWERING LIVES AND BUILDING DREAMS

In 1953, Hillcroft Services embarked on a journey inspired by a vision held by a few courageous families to provide unwavering support for individuals with disabilities. Seven decades later, we find ourselves celebrating not just the passage of time, but a legacy marked by compassion, resilience, and transformation. As we reflect on our 70th anniversary year, 2023 was truly magical from start to finish.

Our 70th-year celebration was more than a commemoration; it was an opportunity for renewal. We unveiled a captivating branding campaign, featuring a special 70th logo, distinct stationery, and a cohesive visual identity. This design evolution captured the essence of seven decades of dedication, growth, and success, symbolizing unity, resilience, and the exciting journey that lies ahead.

On February 13, 2023, we hosted a spectacular birthday bash, not just for our organization but for our incredible staff and clients. Our facility buzzed with joy as everyone came together to celebrate the remarkable journey of 70 years. The event was a testament to the strong bonds formed within our family and the lasting impact we've had on countless lives. It was a day of music, dancing, laughter, reminiscence, and a collective commitment to shaping an even brighter future.

Throughout the anniversary year, we took the opportunity to express special gratitude to our most generous of supporters. Customized donor recognition awards were presented, acknowledging the invaluable contributions that fueled our mission. These awards were more than tokens of appreciation; they were symbols of partnership and shared commitment to making a positive difference. Each recognition served as a reminder that the impact of generosity extends far beyond financial support—it transforms lives and communities.

We recognized the power of community engagement and embraced a dynamic public awareness promotional push. Billboards, radio spots, and a spirited social media campaign not only celebrated our achievements but also spread the message of equality and empowerment far and wide. The community responded with enthusiasm, further solidifying our place as a beacon of hope. The promotional efforts were a call to action, inviting the community to join hands in fostering a more inclusive society.

Our presence was not confined within our walls; we actively participated in various community events throughout the year. The "Muncie On The Move" gatherings became vibrant spaces where our mission could resonate. The increased community activity wasn't just about visibility; it was a demonstration of our commitment to breaking down barriers and creating a more inclusive environment for everyone. Through these engagements, we became an integral part of the

community fabric, fostering connections that will endure for years to come.

The grand finale of our 70th-year celebration was the annual Thanksgiving Appreciation Luncheon which was held at the Horizon Convention Center on November 17, 2023. Nearly 650 guests joined the festivities, marking a collective appreciation for seven decades of service and support. The event was a culmination of gratitude, reflection, and anticipation for the future. Special videos captured the essence of our impact, a city proclamation honored our contributions, and the annual awards ceremony celebrated the outstanding achievements of individuals and partners alike. Live entertainment by our talent show winners added a touch of joy and showcased the incredible abilities within our family. It was more than a luncheon; it was a testament to the enduring legacy of our services.

As we look back on 70 years of unwavering commitment to individuals with disabilities, our organization stands at the threshold of a new era. The support received from local foundations, corporations, and individuals has not only made this year extraordinary but has also laid a strong foundation for the next 70 years. The journey continues, fueled by the same spirit of compassion, resilience, and dedication that has defined us since our inception. Here's to the past, present, and the bright future ahead! May the next 70 years be as transformative and inspiring as the seven decades that paved the way for our remarkable organization!





CELEBRATING 70 YEARS OF SERVING PEOPLE WITH DISABILITIES





2023 HILLCROFT DAY AT SCHEUMANN STADIUM



HILLCROFT DAY AT SCHEUMANN STADIUM – ANOTHER TOUCHDOWN!

Nearly 200 Hillcroft clients, staff & their families enjoyed a wonderful day at Scheumann Stadium cheering on our Cardinals on Saturday, September 23, 2023! All were treated to a pregame tailgate party, a special visit from the Ball State Cheerleaders, Code Red Dance Team, Charlie Cardinal & the BSU Marching Band! Everyone received free game tickets, parking passes, and a commemorative t-shirt! As the official game day corporate sponsor, we had the opportunity to be a part of the pregame coin toss and have a special presentation on the field. The biggest hit of the day was our Shooting Stars Dance Team who performed on the field at the end of the 1st quarter! We were once again blessed with perfect weather and thankful for all those who supported our event to help make a memory for everyone in attendance! A VERY special thank you to Unified Group Services for their generous support as the presenting sponsor of this event! We are already looking forward to our 2024 event this fall! #chirp





**THANK YOU TO ALL
OF OUR SPONSORS
WHO MADE THIS
EVENT POSSIBLE!**

A BIG THANK YOU TO:

- Unified Group Services
- Knights of Columbus
- Ken & Peggy Briner
- Integrity Fulfillment Services
- Chris & Kristen Cook
- David & Diane Benadum
- Meijer
- Don Engel
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FOR MORE INFO GO TO HILLCROFT.ORG

#GIVINGTUESDAY



THANK YOU to all the generous donors who helped us reach and surpass our goal. You have truly helped LEAVE NO ONE BEHIND!

COMMUNITY INCLUSION FUND

This fund will assist the individuals with disabilities that we serve with limited resources to be able to access opportunities that they would otherwise be unable to participate in.



★ ★ ★ 20TH ANNUAL ★ ★ ★



REGISTRATION IS
NOW OPEN!

Visit
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to secure your
sponsorship or
register your team
online before spots
fill up!

May 9th & 10th will be our 20th Annual Hillcroft Golf Scramble Charity Fundraiser.

2024 will mark our 20th annual Hillcroft Golf Scramble Charity Fundraiser. This is Hillcroft's single-biggest annual fundraiser that we host. This two-day, two-flight, best-ball golf outing will host 250 players from all over the area who come together to raise approximately \$50,000 for programmatic needs for various services that Hillcroft provides. It is considered one of the best annual golf fundraisers in our area and historically sells out both days. We appreciate your consideration of supporting our mission to help people with disabilities in our community.



For more details visit

hillcroft.org/golf

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The Hillcroft Way

Our Mission

To provide innovative services and supports for People with disabilities and their families, resulting in extraordinary differences in People's lives.

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