

Heartland/Farm Community Outreach, Participation, Engagement and Support

Heartland on Heritage's owner, Dean Petersen, is appointed by the Carroll Co. Commissioners to the workforce development board for a term beginning July 1, 2021 and Dean has been re-appointed during the term renewal every 2 years. The appointment is for a seat as a local business owner for Area 16 workforce development which covers Carroll, Harrison, Jefferson and Belmont counties.

Heartland is utilized by the Ohio Department of Natural Resources Division of Forestry (Carroll County office) as a meeting location for a community event for a forestry field day supporting stewardship of the woods, water, wildlife and recreation.

Heartland acreage is part of a Certified Family Forest promoting good stewardship of the woodland for sustainable forestry management practices optimizing and balancing the future timber value with the desire to manage the woodland for wildlife habitat diversity and carrying capacity. With miles of hiking trails and creeks to explore, Heartland provides endless opportunities in the great outdoors.

Heartland is utilized by the Carroll County Soil and Water Conservation District as a meeting location for pasture/livestock management, pond management and agricultural management events.

Heartland sponsors 4-H in helping to develop young producers in our community. Donating auction baskets, overnight stays, sponsoring Junior fair still and live auctions. All in addition to our kids coming up through 4-H and most of our animals on the farm originated as 4-H breeding projects.

Heartland supports Hannah's House 119 (a non-profit organization that advocates and supports girls who have been trafficked or at risk for trafficking) by donating overnight stays to the annual gala fundraisers.

Heartland supports Attaboy, a Christian band with motivational speakers presenting encouraging messages at Sandy Valley School and at the Carrollton Stand for Truth events, with free concerts. In addition to providing lodging, Heartland also supports their ministry with direct financial support.

Heartland financially supports Amber Myers, a staff member of CRU at Ohio University who is mentoring, discipling and leading students on campus and in the mission field around the world to Christ.

Heartland financially supports the NEO campgrounds that serves Northeast Ohio. The ministry serves youth camps, kids camps and Heartland has also donated to the purchase of equipment for maintenance to the property for all those attending to enjoy.

Heartland supported the Great Trail Community Church in supporting their youth to go to Winter Retreat so the leaders could pour into the youth at an out of state destination for a weekend of developing lifelong relationships based in Christ.

Heartland supported a community initiative “Connect Carroll County Ohio, POWER. This initiative was for advocating a grant to address the digital divide and lack of functional internet service in rural communities in our local area.

Heartland supports the East Canton Church of God, where our family attends, through outreach, benevolence, food and clothing give aways and financial contributions. Donations of food, blankets, clothing and other items as well as utilizing Heartland for youth outings, camping trips, Destination Unknown, leadership retreats and more!

Heartland has supported the Sandy Valley Volley for a Cure donating an auction basket for cancer research.

Heartland has supported friends of Stark Pound with an auction basket donation to support the Stark County Dog Pound. The connection was made through one of our brides!

Heartland offered a free homecoming event for Sandy Valley amid Covid and worked with the class officers and local health departments to find a safe solution.

Heartland supports the Carroll County Sheriffs Office for their annual fundraiser for Drug Education, Awareness and Prevention.

Heartland is actively involved with youth in the Carroll County community through a program called CCMEP, which is a Comprehensive Case Management and Employment Program, in conjunction with the Department of Job and Family Services and funded through the Workforce Innovation and Opportunity Act (WIOA). Heartland staff has mentored these youth in the program which is open to “at-risk” youth 14-24 years old that meet eligibility putting them at risk, and are often referred from the Carroll Co probate juvenile court Judge Sean Smith. Heartland CCMEP youth have invested thousands of hours working and mentored with these kids in areas such as parenting, financial management, nutrition and healthy eating/lifestyle, life coaching and job skill development and goal setting. Heartland has helped these at-risk youth gain self-confidence, helped them pass the mathematical reasoning section to earn their GED, helped them build the skills and confidence to pass the driver’s license test, helped develop basic job skills necessary in the area of agritourism, and helping them through some significant emotional events and personal crisis management events in their life. Heartland’s business model is set up to pour into local youth, helping them develop work ethic, develop a love for the outdoors and nature, a love for the animals, and help them learn how to develop great customer service skills teaching them to go above and beyond in their job duties to exceed

customer expectations so the grounds have a breathtaking look and feel before each wedding, reunion or family retreat weekend. From mowing, to cleaning, to feeding the animals to moving picnic tables to performing trail maintenance so all 4 miles of hiking trails are manicured, all provides both teachable moments for the youth and providing opportunities to exceed guest and neighborhood expectations.

An article that was written by our Daughter:

Heartland on Heritage: A Ministry of Hope Beyond the Walls of Business.

Having grown up in the ‘cattle country’ of Carroll County, Ohio, the sight of a new-born baby calf, the smell of fall as the air grows crisp, or the feel of tree bark against my arms as I climb are things I treasure, are things I store up, are things I hold close. As I am now grown and in college, I miss the soothing balm of home.

Home was always the place I belonged and felt safe; home was always the place we shared with others. In 2018, our family undertook the tremendous project of expanding our home so that we could reach even more people. This is where Heartland on Heritage was born. And this is why Heartland cares more about people than profit. We give guests extra days to set up and tear down so they can truly enjoy their event. This is why we meet each guest face-to-face. This is why we are always on call for any needs. This is our community too; this is our home.

From supporting 4-H to offering raffle gifts for Hannah’s House 119, Volley for the Cure and Bridgepoint Points of Hope we work to care for others with our finances. Through loving and mentoring at-risk youth we seek to provide a safe, structured, and stable environment for them. We pour into them so they can learn the basic skills necessary to develop long-term self-sufficiency. Empowering them to break the cycle of poverty we focus on goal setting, finding purpose, and developing invaluable skills. We employ these individuals because we see hope for the future workforce through them in our community.

You see, Heartland is more than a business; it is a family, and this means that we care.

We believe that as we have been blessed we have been called to share with others. That is the heart in Heartland—an extension and overflow of who we are: people committed to faith, family, and community. That is why we would love to meet you and let you see and experience our story through staying at Heartland on Heritage.