



CROMWELL MEDIA | MATTOON, ILLINOIS

COMMUNITY REPORT 2021

RELEASED JANUARY 2022



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2021 SUMMARY

- Cromwell Cares
- High School Sports Coverage
- Local YMCA Scholarships
- Non-Profit Live Interviews
- Community Calendar
- Toys for Kids
- Ag Support
- Mums for Moms
- Christmas for Kids
- Coats for Kids
- Red Kettle Support
- One Stop Community Christmas
- Polar Plunge
- St. Jude Radiothon

A NOTE FROM US

2021 was another difficult year with Covid. This didn't stop the members within our community from coming together and supporting each other. We are proud to be a part of such a strong community.

CROMWELL CARES



Cromwell Cares chose a variety of local non-profit and community organizations each month to raise donations for including:

- The Coles County Animal Shelter
- Mattoon & Toledo YMCA Summer Camps
- Salvation Army of Coles & Cumberland Counties
- School Supplies for Students
- Toiletries for Veterans
- Handmade Cards for Local Nursing Home Residents

LOCAL SPORTS COVERAGE

Area high school sports coverage offers live, local play-by-play coverage of Mattoon, Charleston, Tri-County, and other local school sports. In addition, Lake Land College Lady Lakers won the National DII Championship basketball game. Our team captured a live feed of their ring ceremony to celebrate the victory.



LOCAL YMCA SCHOLARSHIPS

Supported the Mattoon Area Family YMCA and Neal Center YMCA in their annual event May Merriment to raise scholarship funds to provide scholarships through their Membership for All initiative.



NON-PROFIT LIVE INTERVIEWS

Live interviews of volunteer-based nonprofits, giving them a platform to speak about their needs and accomplishments in the community.

COMMUNITY CALENDER

Yearlong we offer free opportunities for community evens and nonprofits to tell our listeners about their events and/or services through our online community calendar.

TOYS FOR KIDS

We partnered with Rural King for our annual Toys for Kids toy drive at their local store locations ensuring all kids receive toys for Christmas.





AG SUPPORT

We supported our farmers all year with Jeff Nalley's daily Cromwell Ag Network reports, National Agriculture Week and Farm Safety Week.



MUMS FOR MOMS

We teamed up with Sarah Bush Lincoln Health Center's Mobile Mammography Unit to offer beautiful mums, home grown by Jeff Nalley. The mammography unit is on site at the event to provide mammograms to those in need. Proceeds benefit the mammography unit.

CHRISTMAS FOR KIDS

We provided Christmas to less fortunate kids through Christmas for Kids where listeners adopt less fortunate children and gift their wants and needs.

COATS FOR KIDS

We partnered with local businesses to have multiple drop off locations of new or gently worn coats, hats and gloves for those in need of a warm coat for winter.

RED KETTLE SUPPORT

We partnered with The Salvation Army of Coles and Cumberland Counties to kick off the Red Kettle season. We encouraged local businesses to participate ringing the bell in exchange for advertising.

ONE STOP COMMUNITY CHRISTMAS

One Stop Community Christmas is a collaborative effort of over 170 local organizations to come together at Christmas time and provide help and hope to families in seven counties. We partnered with One Stop to promote family registrations and volunteer sign ups.



POLAR PLUNGE

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



ST. JUDE RADIOTHON

Our annual Country Cares St. Jude Radiothon fundraised for 24 hours in effort to end childhood cancer once and for all. Nearly \$120,000 was raised providing yet again, there's nothing live local radio can't do.