



HENRY'S HEROES *Little Farmer* TOY BOX

A PROGRAM OF THE DEB AND JEFF HANSEN FOUNDATION



The Henry's Heroes Little Farmer Toy Box program works to uplift a sector essential to our workforce and rural Iowa—day cares and day care providers. Our employees and contracted site managers may nominate their day care or day care provider for a Little Farmer Toy Box to help offset costs and provide our littlest Iowans with an enjoyable, agriculture-inspired playtime experience. Day cares are struggling to keep their prices affordable for working families, find quality and experienced caretakers and remain accessible to children located in our smaller communities.



These colorful toy boxes are filled with farming-inspired books, toys and learning materials uniquely curated for 1-to-4-year-old children. The theme is one of Henry's favorites and was inspired by his great-grandfather, Laurence Hansen, who built his life on his love of farming, especially John Deere tractors. His beloved 1976 John Deere 4430 was a staple in his operation; his family lovingly called it the Cadillac of tractors in its time. In 2019, Henry's grandfather, Jeff Hansen, restored it to its original state to celebrate Laurence's 91st birthday. John Deere collector tractors like Laurence's 1976 John Deere 4430 will be a part of every Little Farmer Toy Box.

According to the American Academy of Pediatrics, playtime sharpens children's minds, refines their social skills, stokes their imaginations and helps keep their bodies healthy. Through playtime, children develop into resilient, self-reliant adults who can connect, empathize and make meaningful contributions to their communities.

Henry's Heroes was inspired by Henry Johnson, Jeff and Deb Hansen's grandchild and the son of Natalie and Jake Johnson. Each year, on Henry's birthday, Natalie selects a new project aimed at supporting children and children's resource efforts across rural Iowa.

Founded in 2006, the Deb and Jeff Hansen Foundation carries out programs across Iowa focused on providing hunger relief, showing gratitude to members of the Armed Services and supporting families impacted by childhood cancer. Jeff and Deb Hansen are the founders and owners of Iowa Select Farms, a family-owned, Iowa-based pork production company with 1,850 employees and contractors across rural Iowa.

"Laurence's love of farming has been passed down to all of us, including Henry. Laurence knew the land in Iowa was special and stepped up to provide an essential resource to the world—food. These Little Farmer Toy Boxes are a small but meaningful part of his legacy that we hope will inspire the next generation of farmers to pick up where he left off, a love of farming and the legacy of generational family farmers."

— Natalie Johnson,
Henry's mom & daughter
of Jeff and Deb Hansen,
founders of the Deb and
Jeff Hansen Foundation



Find more information at:

iowaselect.com



ELIGIBILITY

- Only Iowa Select Farms employees or contracted site managers may nominate their day care or day care provider.
- Those nominating must actively utilize the nominated facility for their child's day care or day care provider.
- Nominated day cares or day care providers must reside in eligible counties (listed below).
- Nominations may be for child care centers, child development homes and registered and unregistered child care home providers.
- To be considered, nomination forms must be fully completed.
- We cannot guarantee all day care and day care providers nominated will receive a Little Farmer Toy Box, however those receiving multiple nominations will receive a higher consideration.

TO NOMINATE

Employees and contractors who wish to nominate their day care or day care provider are invited to fill out this form: [Henry's Heroes Little Farmer's Toy Box - Iowa Select Farms](#).

Counties where Iowa Select Farms has farms or offices are eligible: Adams, Audubon, Black Hawk, Bremer, Buena Vista, Butler, Calhoun, Carroll, Cherokee, Clarke, Clay, Crawford, Dallas, Davis, Decatur, Emmet, Floyd, Franklin, Greene, Grundy, Hamilton, Hancock, Hardin, Howard, Humboldt, Ida, Keokuk, Kossuth, Lucas, Lyon, Madison, Mahaska, Marshall, Mitchell, Monona, Montgomery, O'Brien, Palo Alto, Plymouth, Pocahontas, Polk, Pottawattamie, Poweshiek, Ringgold, Sac, Story, Tama, Taylor, Union, Wayne, Webster, Winnebago, Woodbury and Wright.



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