

Sponsor Spotlight: HARRISON FINANCIAL SERVICES

Education is and has always been a core value for Tim and Traci Harrison — which is why the D.J.’s Hero Awards Luncheon is an especially good fit as a sponsorship opportunity.



Tim and Traci Harrison

“This event and these scholarships are all about helping students who have persevered through significant adversity achieve their goal of earning a college degree,” said Tim Harrison, founder and CEO of Harrison Financial Services. “Both Traci and I benefitted from scholarships that helped us overcome our own challenges along the way, so we are thrilled to have the opportunity to support this in our giving now.”

As a longtime member of the D.J.’s Hero Awards Scholarship Selection Committee, Traci has seen firsthand the many challenges the Heroes have faced and overcome. “Serving on this committee has been a humbling privilege,” she said. “It’s also an incredibly rewarding experience, and one I look forward to every year.”

As a member of the Omaha Advisory Board, Tim acknowledged that the annual luncheon is also a great opportunity to introduce clients and friends to the work

of The Salvation Army. After Tim and Traci invited Kathy Courtnage to attend the luncheon as their guest in 2021, Courtnage was so moved by the Heroes and the mission of The Salvation Army, she and her husband, Larry, sponsored a scholarship in 2022. The Courtnages’ foundation — The Kim Foundation — also partners with The Salvation Army to offer behavioral health training to all the D.J.’s Hero Awards winners.

The Harrisons’ commitment to The Salvation Army has extended to their two children as well. The family has volunteered to ring bells together at the red kettles during the holiday season and has participated in the Adopt-A-Family program at Christmas. Harrison Financial Services also donated 30 tablets to North Corps in 2020 for kids who didn’t have access to technology for remote learning during the pandemic.

“The most impactful way to leave a legacy is to help our children learn that serving others is important. The Salvation Army has allowed us the opportunity to do that with our kids.”

- Tim Harrison

The Harrisons also value The Salvation Army’s commitment to helping those in need move toward self-sufficiency and find purpose in their lives.

“I appreciate that The Salvation Army gives a hand up in life, not just a handout,” Tim said. “They ask individuals to meet them halfway and take responsibility for their own journey. The Salvation Army is truly the organization ‘Doing the Most Good’ in our community and around the world, and we are grateful to be part of that.”

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