

Empowering
Individuals.
Supporting
Families.
Strengthening
Communities.

Your generosity powers our mission.

2019 Report to Our Donors

EveryStep 
Foundation

Formerly HCI Care Services & Visiting Nurse Services of Iowa

WHO WE ARE

When Iowans face life's most difficult moments, EveryStep offers support and empowerment in the right place and at the right time. Our people and programs provide support and education to young moms; assistance to immigrants and refugees; wellness services to communities; in-home care to people who are ill, injured or facing the end of life; and compassionate support to families during times of grief and loss.

Contributions to EveryStep Foundation ensure that vulnerable Iowans may receive that same support and empowerment, that we may care for an entire family not just our patients, and that we may continue to develop new innovations and expand our reach to serve more communities.



LAST YEAR:

65,566

Iowans
served

\$2,251,243

of Foundation dollars invested
into EveryStep's care and support

4,153

donors chose to
support EveryStep

Life is fragile. For any of us, a daunting challenge can surface in a heartbeat, creating a fearful path. Because you care, and you support EveryStep Foundation, we're able to help these vulnerable Iowans live their best lives.

Whether EveryStep is imparting prenatal education to give baby the best start, guiding a grieving family on their healing journey or supporting individuals with one of our 30 other services between the beginning and the end of life, EveryStep is present.

Our organization's visibility and value continue to expand through:

- **A new name** — EveryStep — to represent a brand that reflects the continuum of compassionate care and supportive services we offer.
- **New initiatives** like our palliative care pilot program for individuals whose quality of life is impacted by serious or chronic illness.
- **Program and service growth** that this year impact more than 65,000 Iowans in 47 counties.

You matter. Giving matters. Thank you for trusting and choosing EveryStep to do work that matters.



A handwritten signature in black ink that reads "Tray Wade".

Tray Wade
President & CEO



A handwritten signature in black ink that reads "Kerry Adaway".

Kerry Adaway
Chair, Board of Trustees



A handwritten signature in black ink that reads "Judy Ralston-Hansen".

Judy Ralston-Hansen
Chair, Board of Directors



WHY WE DO WHAT WE DO

As one of Iowa's largest and oldest community-based organizations focused on health and human services, the EveryStep team will continue to do the right thing for those we serve, enhancing their quality of life and supporting individuals, families and communities.

With Des Moines as our headquarters and locations in eight other Iowa communities, EveryStep is visible in nearly half the state. We step in to offer much-needed services, often in low-income and underserved areas. EveryStep's early intervention and support lowers healthcare costs, improves lives and makes aging "at home" possible for thousands without resources.

No patient or client is turned away because of inability to pay. That's why EveryStep Foundation works daily to raise funds for our organization's sustainability. Thank you for your generosity as we surround families with programs and services to assist them at every step.

Every life is a gift. With you, we can empower individuals, support families and strengthen communities.



We Appreciate Our Veterans
This Certificate of Recognition
is awarded to
Kenneth Holm
May 2019
EveryStep Hospice
United States Veterans Center



EveryStep Hospice
We Honor Veterans

2019

FOUNDATION IMPACT

Your dollars at work...



Now a part of the Quality of Life Program, EveryStep offers hospice patients a chance to visit a favorite destination, childhood town, or unknown part of the world... all through videos captured by a network of drone pilots and editors from the *Flight to Remember Foundation*.

EveryStep hospice accepts patients regardless of their ability to pay, often serving a safety net population with nowhere else to turn.

\$233,578
in charity care
was provided
last year.

We served
311 VETERANS
through our hospice
programming.



WE HONOR VETERANS

299 Quality of Life Services
were provided to our hospice patients
and their families, providing comfort and
support beyond medical care.



For 26 years the Kavanagh House has served central Iowans at end of life. The EveryStep Foundation supports the compassionate care of Kavanagh House patients, family and friends.





Our Stork's Nest program offered
953 NEW AND EXPECTING MOMS

the opportunity to earn essential baby items by participating in healthy activities and educational opportunities.



Our supporters adopted
37 FAMILIES
to make a difference while embracing the spirit of the holidays.

366 books were provided to children of incarcerated parents and grandparents to promote reading through EveryStep's Storybook Program.



EveryStep's Emergency Fund
is available to address transportation, housing and other urgent needs of our low-income clients.

Dad's Day at the Zoo
Our Healthy Start Program invited more than **300** dads and their families to spend a free day exploring and being together at the Blank Park Zoo.



Helping our clients eat healthy has been made easier with our new community garden that serves our low-income populations.



Last year, Amanda the Panda provided grief support to more than **1,181 CHILDREN** and families across the state and beyond. Since 1980, thousands of individuals have felt the impact of this program.

Grief support is also offered through our hospice program at no cost to participants. Your donations funded books and other educational materials used at **more than 300** support group sessions and memorial events last year.



309 CHEER BOXES were delivered to families experiencing the holidays for the first time without a loved one.

In fiscal year 2019, with your help EveryStep Foundation provided **\$2,251,243** to support the people and programs of EveryStep. *Your charitable donation makes it all possible!*



DONORS

Thank You

The following individuals, foundations and organizations have made gifts totaling \$250 or more during our July 1, 2018 – June 30, 2019 fiscal year.

\$100,000+

Blank Children's Hospital
Corporation for National and
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Child Health Bureau
Iowa Department of
Public Health
Polk County Early
Childhood Iowa
United Way of Central Iowa

\$50,000 - \$99,999

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4 R Kids Early Childhood
Mary and Douglas Bruce
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Variety The Children's Charity

Caring Legacy

The Caring Legacy recognizes and celebrates those who have made estate-plan provisions that will benefit EveryStep's programs for generations to come.

Karen K. Anderson
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Mrs. Virginia W. Beach
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Suzie Glazer Burt
Barbara Colter
Tom and Karen Conley
Larry Epps
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Lyle and Jan Simpson
Jane Sondall
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Jan Miller Straub
Dale and Kadi Wakelin
Freida Wallace
Lenora and Gary Waller
Wanda Wendt

\$5,000 - \$19,999

Paul and Kathleen Brown
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Craig Hansen

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Memorial Gifts

Thank you for helping us
remember and celebrate so
many. Memorial gifts totally
\$250 or more were given in
memory of:

Joe N. Adaway
Joan Anderson
Deloris Ansley
Max R. Asman
Ronald Barker
Dana Barrer
Evelyn Beavers
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Because of you,
we can continue to
fulfill our mission.

Thank You!

GET INVOLVED

Donate

Our donors understand that it takes a community of people — beyond just our staff — to provide support during life's most difficult moments. As a non-profit organization, we are incredibly grateful to those who have chosen to be a part of the EveryStep family through their financial and in-kind support.

There are many ways to give, including donations in honor or in memory of a loved one, planned giving, bequests, monthly giving and more. Monetary gifts can be designated in support of:

- **Area of greatest need**
- **End-of-life care**
- **Grief and loss/Amanda the Panda**
- **Healthy family programs**
- **Or other areas of care and support**

In-Kind Donations

Donating items to our event auctions, Cheer Box program, EveryStep Giving Tree, Stork's Nest or our emergency pantry are just a few more ways you can make a difference!



A new way to give

EveryStep Foundation now gives you the opportunity to personalize your giving by creating a **customized, online campaign** supporting our programs and services. In minutes, you can create your very own page and ask friends and family to direct their donations to EveryStep. Raise funds in honor of a loved one, in celebration of a milestone or for any reason at all!

To get started, visit everystep.org/fundraise



To learn more about making a donation to EveryStep, contact our Foundation staff at (515) 274-3400 or giving@everystep.org.



Attend

Many events are held each year in support of EveryStep's programs and services.

Bucket Bash

Attend a community-based Bucket Bash to improve quality of life for our hospice patients and fulfill wishes from their "bucket lists." *Events take place throughout the year.*

Game On! Helping Families Move Forward

Join us for an evening of fun! Play games and win prizes at this casual event to benefit at-risk mothers, children and families. *April 16, 2020.*

Good Grief Golf Open

Hit the links to support our grief support services, including Amanda the Panda. *Summer 2020.*

Art of Compassion Gala

Join us for our signature event each fall to celebrate compassion and support EveryStep's programs and services. *October 8, 2020.*

Watch for these events and others on our Facebook page and at [everystep.org/events](https://www.everystep.org/events).

Volunteer

Each year, we depend on hundreds of volunteers to help fulfill our mission. Volunteers truly are the heart of EveryStep, and we are always looking for people who want to give back to their community in a meaningful way.



There are many opportunities to get involved, including;

- Helping with special events
- Visiting hospice patients to provide comfort and companionship
- Assisting at our thrift store in Urbandale
- Helping at our Amanda the Panda Grief & Loss camp
- Providing support to our office staff
- Sharing your gardening skills at our facilities
- And many more!

To learn more about our volunteer opportunities, contact your nearest EveryStep office or call (800) 806-9934.



EveryStep 
GivingTree
Thrift Store

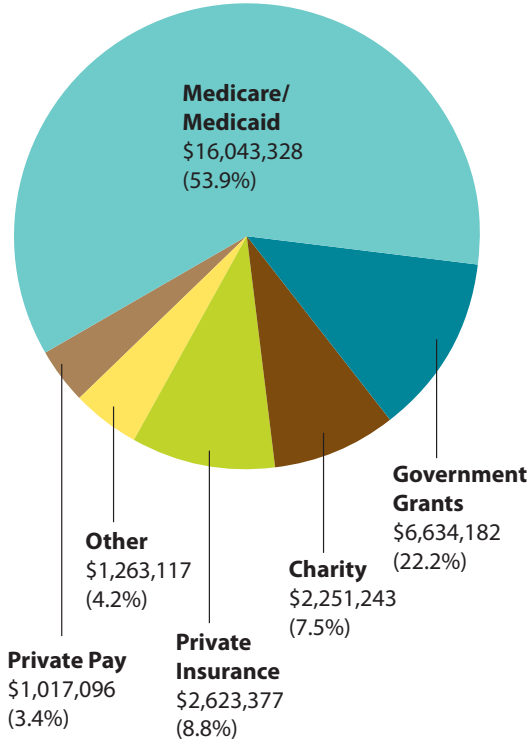
Shop | Donate | Volunteer

Our thrift store, located at 3330 100th Street in Urbandale, offers high quality furniture, clothing, décor and more.

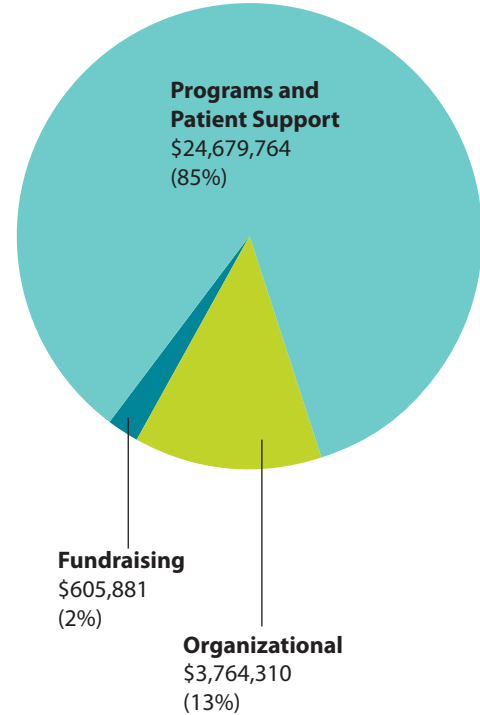
All proceeds benefit EveryStep's programs. For hours, a list of accepted items and information about volunteering, please visit everystepgivingtree.org

FINANCIALS

REVENUE \$29,832,343

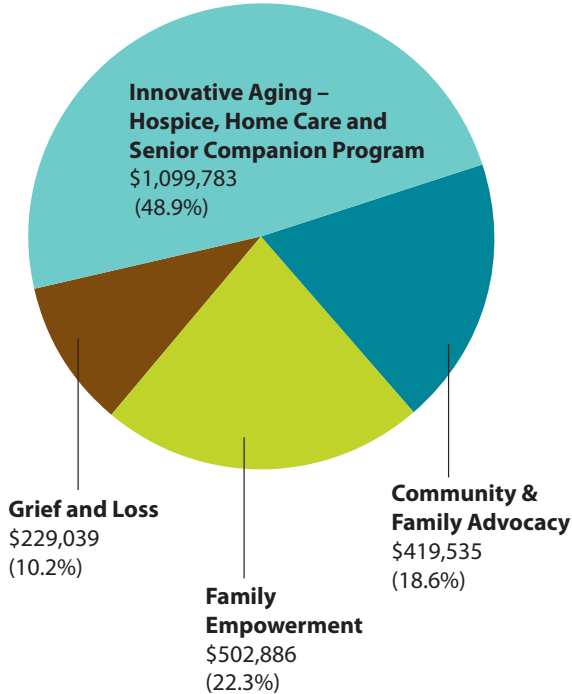


EXPENSES \$29,049,955



CHARITABLE IMPACT

\$2,251,243



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Thank you for supporting the compassionate care and support offered by our more than 30 programs.

EveryStep

Foundation

Formerly HCI Care Services & Visiting Nurse Services of Iowa

everystep.org | (800) 806-9934

3000 Easton Boulevard, Des Moines, Iowa 50317

