



63,788 LIVES | ONE VISION

2018 Report to the Community



EveryStep



Formerly HCI Care Services & Visiting Nurse Services of Iowa | Home of Amanda the Panda



Htoo moved to Iowa from Thailand and found support from her case manager while learning to take care of her new son, Jason. She received guidance in caring for her son, creating a healthy parent-child relationship and accessing resources in her community.



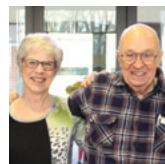
Jennifer Rhoades and Clark Smith met through EveryStep after they had each lost their spouse. They later married and held a fundraiser to support the Amanda the Panda grief and loss program.



We helped make a wish happen for Eldon Starmer, a hospice patient who wanted to see one last Iowa Cubs game.



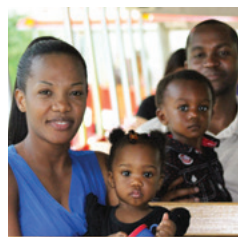
The holidays were a little brighter for Tsega and her children because of our Adopt-a-Family holiday program. In 2017, 47 families received wrapped gifts donated by dozens of organizations and individuals.



John Bushby, a hospice patient at Kavanagh House, wanted to visit his hometown of Fairbank, Iowa one last time. With help from the hospice staff and the EveryStep Foundation, he and his family were able to make the trip.



Valerie, a patient at Greater Regional Hospice Home in Creston, feared she would not live long enough to see her son, Nathan, graduate from high school. Two weeks before the rest of his class was set to graduate, the staff arranged a special ceremony at the house which was officiated by the school superintendent, principal and secretary. Nathan was presented with his diploma in front of his mom, friends and family.



Ku is a young mother from Burma. She was a teacher in her home country and has a natural instinct for being a great parent. Her daughter, although full-term, weighed only 3 pounds when she was born. With regular visits from one of our nurses, Ku learned critical skills for taking care of such a small baby and how to keep her healthy.



2018 is a milestone year for our organization...

- 110 years of providing vital health care and support to Iowans.
- 40 years of bringing compassionate hospice care to people where they live.
- 25 years of offering a comforting, home-like haven at our Kavanagh House.

We celebrate our milestones, and we are proud of what we've achieved.

But mostly, our eyes are on the future.

Our vision is to be an innovative, forward-thinking organization with a common mission driving all of our programs. Now, that vision is coming to life with the launch of an updated mission statement and a new name for our organization.

Until now, you've known us by many names...HCI Hospice Care Services, Visiting Nurse Services of Iowa, Amanda the Panda, VNS Home Care and more than 30 other programs.

What you may not know is that these services are all part of one non-profit organization. And now, we share a common name: **EveryStep**.

EveryStep is name that reflects the reassurance, comforting care and support we offer to individuals and families as they face life's many changes.

EveryStep is the same independent, non-profit organization with the people and programs you have trusted for decades.

Our organization serves more than 63,000 people annually across 47 counties, via dozens of programs and services. However, to the people we serve, our programs have not appeared connected to each other because they haven't shared a common name. Until now.

Our new mission statement reflects our united vision: **We empower individuals, support families and strengthen communities.** When people face life's most difficult moments, we are with them, at **EveryStep**.

Will you join us?

Tray Wade
President and CEO

Deb Milligan
Chair, Board of Directors



Care & Support Services | Home Care | Hospice
 Interpretation | Community Health | Grief & Loss Services

With Our Patients at EveryStep

The EveryStep team supports patients, clients and their families and helps them find quality of life during their time of need. That's exactly what the organization did for the Govi family in 2017.

Gary R. Govi, who suffered from anemia and Parkinson's disease, spent the last few months of his life at the Kavanagh House on 56th Street, where he made quite the impression on staff. Gary's daughter Debra "Debbie" Richards, credits the EveryStep team with making her father's final days as comfortable as possible. "He wouldn't have gotten the care and the love that he needed, and we wouldn't have gotten that time together. I am thankful for them each and every day."

The goal at Kavanagh House on 56th Street is to make residents as comfortable as possible in their final days, accommodating their wishes to ensure that they feel at home. For Gary, this meant aides and nurses rolling his wheelchair outside when he wanted to enjoy a few minutes outdoors — even in freezing cold weather.

"God, these people were amazing. They would actually heat up blankets so that he would be warm outside—in negative 6 degree weather." Debbie laughed.

To show his appreciation, Gary wanted to provide a goodie bag for Kavanagh House staff at Christmas. With Debbie's help, he was able to provide the staff with plastic baggies full of candy canes, caramels and Hershey kisses.

The bags weren't just filled with candies, however. Gary also added ribbons that said, "Proud US Army Veteran of the Korean War," and a pendant that had a jewel encrusted angel on it, which many of the nurses turned into necklaces.

Attached to the baggies was a note that read:

"Merry Christmas to you, the Kavanagh House Army of Angels who have taken me under your wings. I appreciate the care and concern you show me and my girls every day. May you and your family have a safe and happy holiday season. I, too, will be watching over you one day. Love, Gary."

After three months at Kavanagh House, Gary was moved to a nursing home. Two weeks later, he passed away.

"It's life-changing," Debbie said with tears in her eyes. "The happiest memories I have with my dad were because of your staff. I am forever grateful!"



BECAUSE OF YOU, we were able to provide 1,523 hospice patients with quality end-of-life care.

With Grieving Families at EveryStep

Haydyn Howland was destined to be a big brother, and after eight years of waiting, the caring and nurturing boy's dream came true with the birth of his little sister Adrianna.

Haydyn immediately embraced his brotherly duties — changing his new sister's diapers and making sure she was taken care of. Forty-four days after Adrianna's birth something happened that Haydyn couldn't control: his beloved little sister died of sudden infant death syndrome (SIDS).

Having a difficult time coping with his loss, Haydyn's grandmother suggested he attend EveryStep's Amanda the Panda grief support group.

"I was scared and I didn't talk to anybody the first time, and then I realized it was okay to talk to someone because they help you," Haydyn said. "I was starting to come [to Amanda the Panda] and it made me feel better and now I don't have to cry so much"



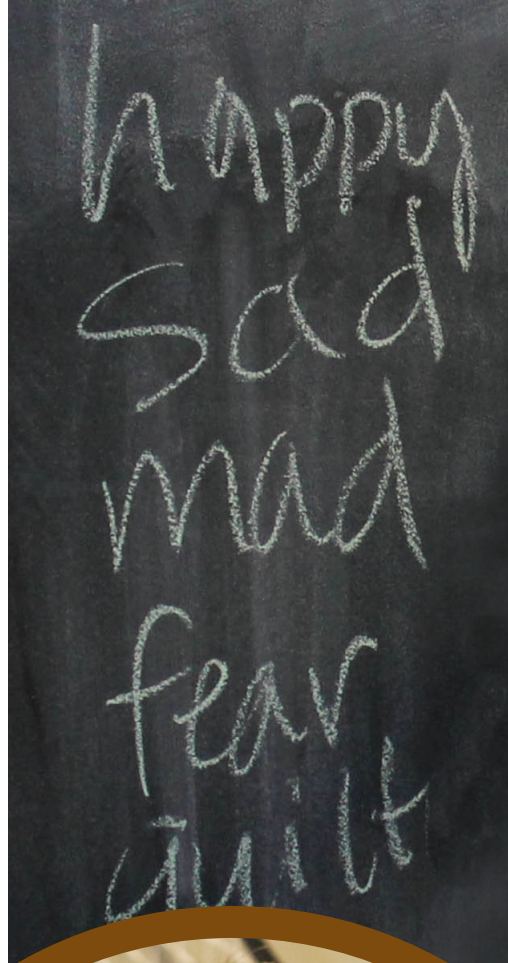
In addition to relating to others in the support group, Haydyn said he also learned a lot from facilitator Tyler, who taught him coping methods for his emotions.

"When I got mad and stuff, [Tyler] would always help me. He would never just leave me," Haydyn said.

Even though Haydyn now has a baby brother to look after, he still feels the loss of his sister. With the help of EveryStep's Amanda the Panda grief support group, he now knows Adrianna will always be a part of his life.

"Always remember her in your heart and you can just think about her and be positive about it," Haydyn said.

BECAUSE OF YOU, we were able to provide 3,650 hours of free bereavement services, including camps, support groups, memorial events and one-on-one meetings.





With Children, Families and Immigrants at EveryStep

The transition to motherhood was sometimes difficult for Hay Mar Nyein Chan. As an immigrant from Myanmar, Hay Mar and her husband didn't have many resources when it came to navigating their new roles as parents.

That's where EveryStep came in. Through the organization's Nurse-Family Partnership program, Hay Mar applied for health insurance and learned about the pregnancy and birthing processes.

The Nurse-Family Partnership Program provides first-time mothers with a home-visiting nurse to guide them through their pregnancy and help care for them until their baby is 2. For clients like Hay Mar who aren't fully fluent in English, a personalized nurse experience makes all the difference when needing to speak to doctors or make appointments.

Using all that she learned from her nurse, Hay Mar was more confident when it came to her second pregnancy. She also felt empowered to help her neighbors when they faced challenges.

Hay Mar now shares her experience with others, encouraging them to reach out to EveryStep for help, support and connection.

BECAUSE OF YOU,
we were able to provide support to
1,979 women and children through
our pre- and postnatal home visit
programs, with 91% of the mothers
delivering full-term babies.





With Our Patients' Quality of Life at EveryStep

Sarah Sullivan, 35, has seen over 200 different doctors in her lifetime. She had her first open heart surgery at just 2 months old.

Sarah has never given up on life despite several critical surgeries, a rare blood disease Mayo Clinic named the "Sarah Sullivan Syndrome," and devastatingly low levels of oxygen. She continues to have an upbeat spirit and is surrounded by a family that loves and cherishes her.

A year ago, Sarah and her mother Delores traveled to Des Moines for a doctor's appointment. When the doctor told Sarah her only option was a tracheostomy, she had to make a big decision. Sarah chose to live the rest of her life enjoying every moment in the coziness of home, receiving care and support from the hospice team at EveryStep. "You expect life to end for older people...but not a young person," said Sarah's mom Delores.

**BECAUSE OF YOU,
we were able to provide charity
care, wishes and quality-of-life
needs last year totaling
\$336,440.**



While in the care of EveryStep, Sarah has become dependent on a trilogy ventilator machine. Her lungs are in critical condition, and her body retains extremely toxic levels of carbon dioxide. The trilogy ventilator machine is essential to Sarah's quality of life, allowing her to breathe comfortably and maintain her oxygen levels.

Medicaid does not cover this type of care. Fortunately, the EveryStep Foundation has been able to fund the expenses.

"Without this machine, I start to see different colored lights, and it becomes extremely hard to breathe, then everything just goes black," Sarah said. Now, every breath is easier, thanks to donor support to EveryStep Foundation.

Not only has our organization played a critical role in Sarah's comfort, health and quality of life, the EveryStep team has helped her find joy. In the winter of 2017, the EveryStep Foundation paid to have Sarah's sister and her family flown in for the holidays. It was the first time in 20 years the family had been together on Christmas, and it was a huge surprise for Sarah.

"We will be forever grateful to the hospice care staff for all they do for us...they are our family now," wrote Delores.

Sarah continues to enjoy scrapbooking. She makes a weekly visit to Hobby Lobby and loves jamming out to music — "anything with a good beat," she says. Sarah's story is one of many where our staff go above and beyond to live our mission and provide compassionate care.



BECAUSE OF YOU...

2,094 children and pregnant women

received dental screenings, oral health education sessions and referrals to providers for dental concerns and emergencies.

12,073 children and families

received guidance and support through our many maternal/child preventative care and screening programs for women and children.

228 incarcerated mothers, fathers and grandmothers

read and recorded 300 books to send to their children and grandchildren, with help from our volunteers.

411 Iowans

were enrolled in health insurance with our help.

16,214 flu vaccinations and 498 biometric screenings

were provided by our community health team.

77 special ceremonies

were held to honor Veterans, some of whom were honored for the first time.

25,669 hours

of interpretation, translation and training were provided to help bridge language gaps among refugees and immigrants.

200 Cheer Boxes

were delivered to grieving families during the holiday season.

\$46,000

was raised to benefit our bereavement programs after combining two golf outings into the Good Grief Golf Open.

4,228 donors

placed their trust in us to deliver what our communities need.

63,788 Iowans were touched by our services last year.

Event Highlights

Bucket Bash Events | September 24, 2017 & April 26, 2018

Bucket Bash events were held in Knoxville and Creston to raise funds for our quality-of-life program, making it possible to provide hospice patients with much-needed items such as special equipment or home modifications. Funds were also used to create special experiences at the end of life, helping patients fulfill items on their "bucket lists."

The Art of Compassion Celebration | October 12, 2017

More than 300 guests joined us at Capital Square in Des Moines for The Art of Compassion Celebration — our organization's new, annual signature event that brings to the forefront the care, empathy and financial support needed for effective community-based care of Iowa's individuals and families. More than \$90,000 was raised to support EveryStep's programs and services.



Day on the Hill | January 17, 2018



Dozens of staff, donors and volunteers spent an afternoon at the Iowa State Capitol to bring awareness to our mission and services. We spoke with more than 30 legislators, ultimately resulting in three of our organization's priorities becoming legislation.

Game On! Helping Families Move Forward | April 19, 2018

Nearly \$15,000 was raised at the very first *Game On! Helping Families Move Forward* event, held at the Iowa Taproom in Des Moines. More than 125 people attended the carnival-themed event to support programs for at-risk children and families in central Iowa.



Memorial Day Service of Remembrance | May 28, 2018



EveryStep was honored to help sponsor the 87th annual Memorial Day Service of Remembrance held by McLaren's Resthaven Chapel & Cemetery in West Des Moines. The event honored service men and women who made the ultimate sacrifice to serve our country.

Panda Palooza | May 29, 2018

Jennifer Rhoades and Clark Smith, who met through EveryStep's services, turned their wedding celebration into a fundraiser for Amanda the Panda—a program near to their hearts after each had lost their spouse. Their wedding reception at Brenton Skating Plaza was promoted as Panda Palooza which featured live music, dancing and raised more than \$14,000.

Accomplishments & Awards

2018 United Way LIVE UNITED: Individual Hand-Raiser Award



Pam Schoffner and Tray Wade, EveryStep president and CEO part of our fundraising events and operations.

In April 2018, Pam Schoffner, EveryStep's Board of Trustees chair, was honored with United Way's "Hand Raiser" Award for her extensive commitment to volunteering. For nearly 20 years, Pam has focused her efforts on our organization. As a community speaker representing our programs, Pam has increased access to services by addressing barriers and supporting individuals as they navigate challenges. She can often be found volunteering at Kavanagh House and at Amanda the Panda Grief & Loss Camp. She is an integral part of our fundraising events and operations.

Employer Support of the Guard and Reserve Award



Kim Verrips accepts the ESGR Above and Beyond Award.

The Iowa chapter of the Employer Support of the Guard and Reserve (ESGR) presented the "Above and Beyond" award to our Mount Pleasant hospice team and team director, Kim Verrips. The award recognizes employers who have gone above and beyond the legal requirements of providing employees additional, non-mandated benefits such as differential or full pay to offset lost wages, or other similar benefits.

Top Workplace and Best of Des Moines

Last year our organization was recognized as a Top Workplace by the Des Moines Register and as one of the best non-profits by the Des Moines Business Record.



Collaborations

Ronald McDonald House

For three months, Bright Kavanagh House served as a temporary home for the Ronald McDonald House during the construction of their new house in Des Moines. Our facility provided out-of-town parents and family members a place to stay while their seriously ill and injured children receive medical treatment at area hospitals.



An open house was held on August 30, 2017 to welcome the Ronald McDonald House staff and board members to Bright Kavanagh House.



Drake University Community Writing Class

Students from Drake University's community writing class, taught by Carol Spaulding Kruse, spent a semester interviewing our staff, patients and their families. Their stories were then told in the form of written articles, podcasts, photographs and videos, and are being shared by EveryStep via publications and social media.



Stories written by Drake students Sierra Burgos, Caroline Hogan and Morgan Noll can be found on pages 3, 4 and 6.



Milestones



Left: Sister Eve Kavanagh and Board Chair, Deb Milligan
Right: Tray Wade, president and CEO, addresses attendees at a reception celebrating the 25th anniversary of Kavanagh House.



More than a century of caring for mothers and babies has made our organization one of the oldest and most trusted non-profits in Iowa.

25 Years

In May 1993, Kavanagh House opened its doors in Des Moines, becoming the first hospice house in central Iowa. Since then, the house has served thousands of patients and their families.



110 Years

In April 1908, our organization (then known as the Des Moines Public Health Nursing Association, and later Visiting Nurse Services of Iowa) began offering care for mothers and children in their homes and in clinics. One of the many goals was to decrease infant mortality by providing ice and safe milk for babies and education for new mothers.

40 Years

In February 1978, Sister Eve Kavanagh and a small group of volunteers launched our hospice program, then known as Hospice of Central Iowa. It was one of the first of its kind in the country, providing specialized care at the end of life.

With You at Every Step

"What does it mean to you?"

We are with you on your journey, wherever it leads.

— Julie, volunteer

We will help you **no matter where you are** in your journey.

— Jane, staff member

It means providing support to my clients, but also receiving the support I need from the Senior Companion staff. That means a lot to me—

We all need support.

— Sue, Senior Companion

Reassurance and comfort

— Sandhya, volunteer

Comprehensive, caring and supportive

— Gene, donor and advisory board member

Whether someone is struggling with pregnancy, parenthood, healthcare, terminal illness, grief, language barriers and many other challenging situations, **our organization is present and positioned to make their life's journey easier.**

— Pam, volunteer and donor

We provide comfort, compassion and reassurance that you are never alone

— Shelly, volunteer

We provide services from prenatal to end of life, and we'll be with you wherever you fall on that continuum.

— Anonymous

No matter where our participant/client/patient is in their journey, we are there if they need help, and **for as long as they need help.**

— Tabby, staff member

Hospice was with our family during the entire journey of preparing my mother for heaven. The good days and bad. They laughed with us and cried with us. To provide a place that she described as a "vacation." What a blessing — every step of the way.

— Lil, donor and daughter of a hospice patient

You are always there at the right time.

— Mary Kay, donor and board member

When I hear "with you at every step," I think about all the caring, compassionate and knowledgeable staff members who helped my family navigate the end of my dad's life and the grieving process. Their support allowed us to enjoy being with my dad in his final days, knowing that the delivery of care was in their very capable hands and hearts.

— Diane, donor and daughter of a hospice patient

It means being with you at every point in your journey

— Brandon, donor and board member



Your trust in us as the stewards of your philanthropic hearts continues to benefit Iowans in the communities we serve. Please credit yourself with making possible the accomplishments in this report. Your support of treasure, talents and time — and similar gifts from the other 4,227 donors whose passion resides with us — makes you a vital part of our team. For this we are truly humbled and grateful, but more importantly, we are motivated to do right by you and to do more for those we serve.

With our new look and new name come opportunities to enhance our strengths and impact in Iowa. Please know that our organizational name change does not alter your ability to support the programs that resonate specifically with you. While our name has changed, our focus and programming have not. It is our priority to direct your gift as you wish — ensuring your dollars make the difference you want to see. Whether your emotions and devotion are to the Amanda the Panda camps, hospice wish program, Storybook project, charity care or any of our other powerful programs, fulfilling the intent of your contributions is our top priority.

We remain inspired by the dedication and generosity of donors like you who answer the call to give again and again. It is our hope that the stories, accomplishments and memories throughout this report will help to communicate our **very big thanks** for your generosity. We look forward to a continuing partnership with you.

Pam Schoffner
2017 Chair, Board of Trustees

Azure Christensen
Foundation Executive Director

Thank You, Donors

JULY 1, 2017 - JUNE 30, 2018

The following individuals, foundations and organizations have made gifts totaling \$250 or more during our fiscal year. These gifts support our many programs.

\$100,000+

Marvel L. Andriano
Charitable Trust
United Way of Central Iowa

\$50,000+

Blank Children's Hospital
Health Resources and Services
Administration/Maternal
Child Health Bureau
Iowa Department of
Public Health
Polk County Decategorization
Polk County Early Childhood
Iowa
Corporation for National and
Community Service

\$20,000 - \$49,999

4 R Kids Early Childhood Iowa
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Mary Kay and Doug Bruce
Delta Dental of Iowa
Equitable Life of Iowa Fund
Bernard J. Huston M.D.
Fred Maytag Family Foundation
Verl McDaniel Estate
Midland National Life Insurance
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\$5,000 - \$19,999

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The Trustmark Foundation
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Tray and Stacey Wade
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\$1,000 - \$4,999

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Dale Ford
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Elizabeth and Brian Freeman
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Bruce Gerleman
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Dr. Harvey Giller
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Kemalyn and Edward Green
Ruth and Kirk Green
Jeanine and Mack Greene
Chad and Nancy Greening
John and Ann Ghrist Family
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Hamilton's Funeral Home
Threase Harms-Wagaman and
Rick Wagaman
Carol Hauptert

Caring Legacy

The following people represent a group of visionary, forward-thinking supporters who have made estate-plan provisions to give a lasting gift to our programs.

Karen K. Anderson
Anonymous
Mrs. Virginia W. Beach
Margaret Brennan
Suzie Glazer Burt
Barbara Colter
Tom and Karen Conley
Larry Epps
Kevin and Laurie Dowd Gowdy
Mary and Doug Hedberg
A. Jane Jennings
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Pam and Chuck Schoffner
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Because of your support, we can continue to fulfill our mission.

Thank You!

There are many ways to give. Last year...

69,322 hours were donated to our organization by more than 700 volunteers.

2,950 donations of goods were made to our thrift store, EveryStep Giving Tree. Proceeds support EveryStep's non-profit programs, including hospice care, grief support and services for children and families.

4,228 donors supported our Foundation through a charitable contribution.

5,450 gifts were made by our generous donors.

When life changes, we're with you at EveryStep

Home Care

Our home care staff can assist you in regaining your independence after an illness, injury or medical condition. Comprehensive care and therapy services are provided in the comfort of your home, and coordinated with your physician and other health care providers.

Hospice Care

Our hospice teams serve patients and families in 44 counties across the southern half of Iowa. Around-the-clock medical care is available in our two hospice houses — Kavanagh House in Des Moines and Greater Regional Hospice Home in Creston.

Interpretation

Our on-staff interpreters speak more than 36 languages and can help bridge language barriers for your clients or business.

Community Health

Our on-site flu shot clinics and biometric screenings can help your business or organization maintain a healthy workforce.

Grief and Loss Services

We provide hope and healing to individuals who are struggling with the death of a loved one. Our services are free of charge and open to anyone. Services include support groups, caregiving programs and education to help families on their journey.

Amanda the Panda is a special program within our family of services that helps grieving children, adults and families. Support services include family grief camps, support groups and special fun days throughout the year.

Family Empowerment

We provide numerous services for mothers, children and families in Polk County. Services include home visits, family support, developmental screenings, parent education, transportation, dental screenings and much more.

Call (800) 806-9934 or email info@everystep.org to learn about all of our programs and services.

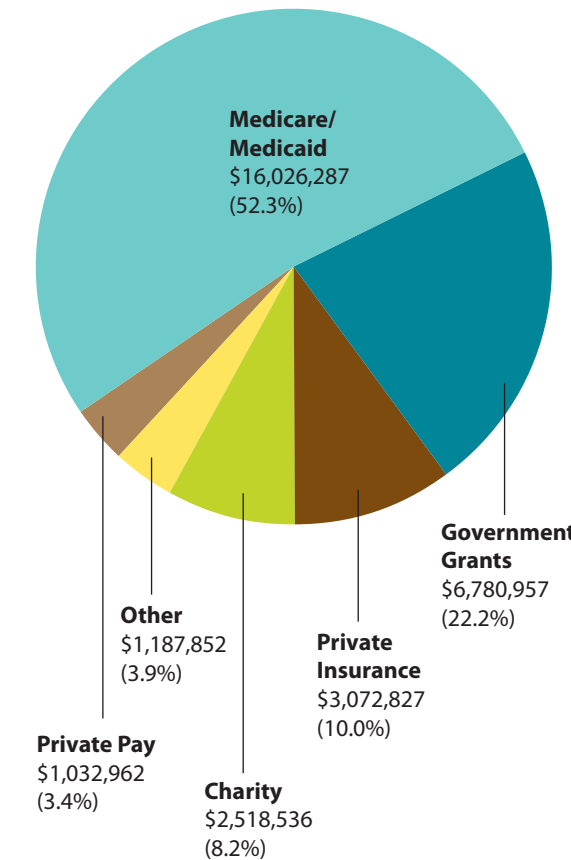
Support our non-profit mission!

- Make a financial gift to support one of our many programs.
- Have your company sponsor a "Cheer Box," and brighten the holiday season for those who have lost a loved one.
- Empower new families: donate new baby items to our Stork's Nest or host a shower to help stock the nest.
- Shop or donate items to EveryStep Giving Tree thrift store, 3330 100th Street, Urbandale. Proceeds benefit patients and families served by EveryStep's non-profit programs.

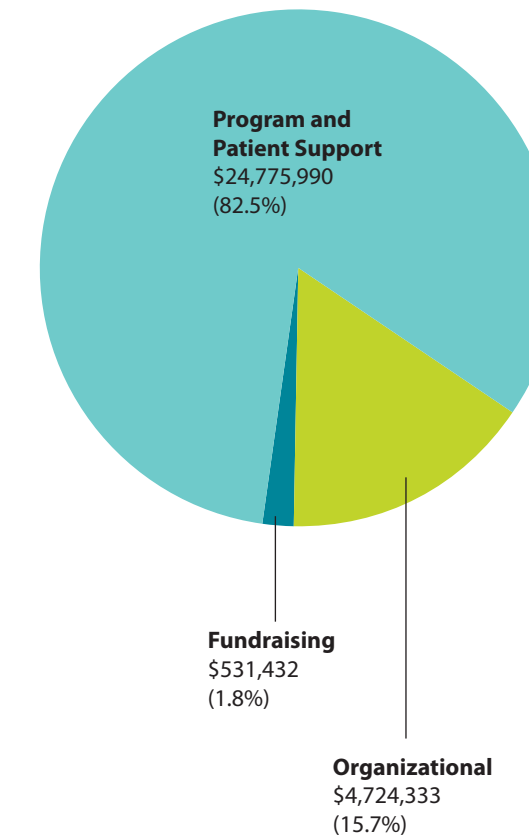
Contact our Foundation to learn more: (515) 271-1335 giving@everystep.org

Financials

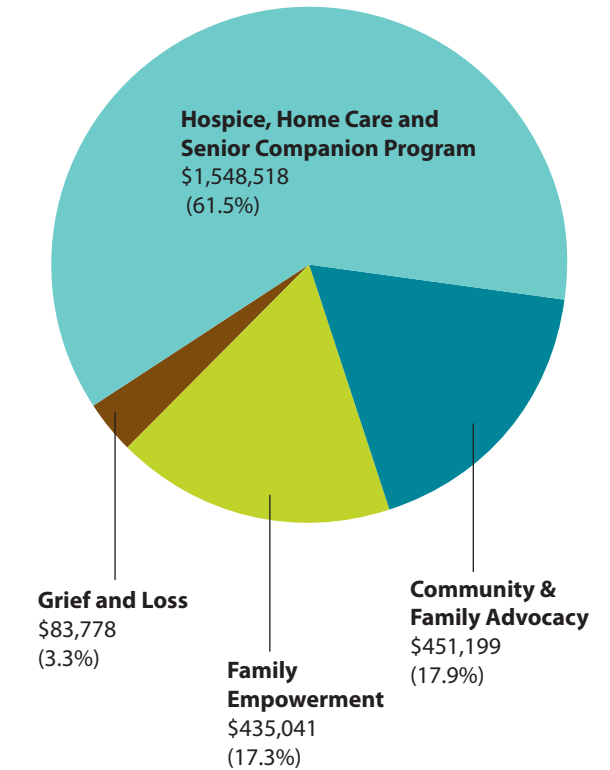
REVENUE \$30,619,421



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CHARITABLE IMPACT \$2,518,536



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Our Mission

*We empower individuals,
support families and
strengthen communities.*



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