

# In challenging times, EveryStep Steps Up

2020 Report to Our Donors



Formerly HCI Care Services & Visiting Nurse Services of Iowa



*Connecting*



*Innovating*



*Caring*

*Now more than ever,*

**EveryStep empowers individuals, supports families and strengthens communities.**

A true measure of EveryStep's strength and resiliency is how well we have survived — and thrived — when faced with overwhelming changes and challenges. Thanks to your support and the resourcefulness of our staff, we continue to exceed our goals even as we pivot to respond to our community's evolving needs. As we reflect on this past fiscal year, two themes emerge in which we take great pride:

#### **COVID-19 Response**

EveryStep was not unique in being challenged by the COVID-19 pandemic and quickly adapted to continue to provide care and support to those most impacted:

- EveryStep opened a COVID-19 wing at the Bright Kavanagh Center on the east side of Des Moines to serve COVID-19 positive hospice patients.
- Staff made emergency deliveries of infant and baby items to young, low-income moms.
- Technology was quickly deployed so that telehealth visits and virtual grief and loss support groups could continue to be offered.
- EveryStep partnered with other non-profits to get food and COVID-19 care packages to the those in need.

#### **Expansion of Services**

EveryStep continues to grow even with the challenges presented by the pandemic:

- Grief and loss programs have expanded to include traumatic and anticipatory loss support groups, as well as a school-based support program.
- A record 430 Cheer Boxes were delivered in 2019 to those experiencing the holidays for the first time without a loved one.
- Our home care program grew to 22 counties in the past year with the addition of a new team in Centerville, expanding our service to rural Iowa where the need is greatest.
- The palliative care program we launched in Winterset is being expanded to include Creston.
- Our Senior Companion program has launched a second service area in Pottawattamie County.

This has been a successful year for EveryStep, and it would not have been possible without the ongoing, generous support of our donors. Thank you for investing in our work!



Tray Wade  
President & CEO



Kerry Adaway  
Chair, Board of Trustees



Judy Ralston-Hansen  
Chair, Board of Directors



When Iowans face life's most difficult moments, EveryStep offers support and empowerment in the right place and at the right time.



Support for seniors to help them continue living independently.



Prenatal education, guidance and support to help women have healthy babies.



In-home care to help people recovering from an illness or injury.



Support, education and connections to resources to help young families get a healthy start.



Assistance to immigrants and refugees to bridge language barriers and help with navigation of complex services.



Support to families during times of grief and loss through our hospice bereavement counselors and EveryStep's Amanda the Panda program.



Compassionate care at the end of life, offered wherever people call home, or at one of our two hospice houses located in Des Moines and Creston.



Wellness services, including flu vaccinations, biometric screenings, childhood obesity prevention and nurse support for childcare providers.



Special care and recognition for Veterans at the end of life.

**EveryStep operates more than 30 programs across Iowa.**

*The photos in this report were taken throughout our previous fiscal year — many before the pandemic began — thus the absence of face coverings.*



# Adapting and Innovating Our Care

EveryStep is committed to being there when families and individuals need care and support. This has never been more true than throughout the past year.

During this time of crisis, the need for our services has increased while our ability to provide those services has become more difficult. It's times like these that our staff work together to adapt and find innovative solutions to continue delivering vital care and support for our community.

Despite the challenges of the past year, EveryStep served more Iowans than ever before — **67,245** in all.

## HOSPICE & HOME CARE

**We cared for 1,741 hospice and home care patients.**

From the very beginning of the pandemic, EveryStep quickly implemented new protective measures and provided education and training to staff. Nurses and aides were able to continue serving our hospice and home care patients with safe, in-person care while social workers, spiritual care counselors and other staff shifted to phone consultations to continue providing vital services to patients and their families.



## STORK'S NEST

**1,540 women earned \$54,564 in baby and home items.**

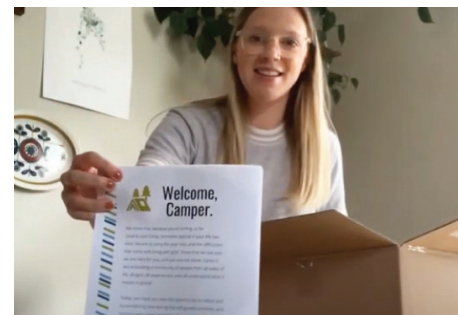
The Stork's Nest and Family Nest are incentive-based programs that empower low-income mothers, through healthy behaviors, to earn baby items and household supplies. With the closure of the Nest "stores" due to the pandemic, the programs moved to delivering vital items to clients' doorsteps. The need for those items — cribs, mattresses, car seats, diapers and formula — has only grown, as many families have experienced short- or long-term unemployment.



## GRIEF & LOSS SERVICES

**We provided 3,054 grief support visits and touchpoints.**

The support we provide following the loss of a loved one did not end simply because in-person support was no longer possible. Our hospice program made phone calls to grieving families, and our Amanda the Panda program quickly shifted to online support groups, camps and other virtual activities. Children, families and individuals adapted along with us and were able to continue finding comfort in talking to facilitators and others who are experiencing grief.



## VOLUNTEER SERVICES

**More than 700 volunteers gave 69,865 hours of time.**

Volunteers play an important role in our hospice care, grief and loss services, and support for seniors. When in-person visits were no longer possible, volunteers began providing support through phone calls, letters and no-contact deliveries of groceries and other necessities. Volunteers have helped our clients and patients remain socially connected, while others found new ways to volunteer such as making masks and other protective equipment for our staff.



## INTERPRETATION SERVICES

**1,637 hours of interpretation services were provided.**

Our team of interpreters speak 20 languages and help non-English speakers access health care and other vital services. Because EveryStep was offering remote interpretation (VRI) to areas beyond Polk County, our staff immediately and smoothly transitioned to a remote service model for nearly all clients at the onset of the pandemic.





# Responding to Community Needs

## COVID-19 HOSPICE UNIT

**EveryStep offered a way for families to be together.**

To address the possibility of medical center overload in Iowa, EveryStep equipped a wing of the Bright Kavanagh Center on the east side of Des Moines to serve COVID-19 hospice patients during the surge of cases in spring 2020. Sufficient protective equipment was available for patients to have two visitors once a day, allowing families to be together at the end of life. This unit was the only facility in the state solely dedicated to serving dying patients with COVID-19.



## CHILD CARE NURSE CONSULTANTS

**246 childcare providers were served by our CCNC nurses.**

Childcare providers throughout Polk and Dallas counties rely on our team of child care nurse consultants for expert guidance. This past year, those providers looked to EveryStep as their primary source of information during the pandemic. We helped their staff navigate the complex protocols issued by state and local agencies in order to keep staff, children and families safe and to keep daycare facilities open.



## HELPING COMMUNITY PARTNERS

**When our community needed us, we answered the call.**

With the onset of the pandemic, our staff began operating in very different ways, leaving our vehicles and some staff available to assist other non-profits. When United Way of Central Iowa and WesleyLife needed help making deliveries for the Meals on Wheels program, EveryStep stepped up. Our staff also began distributing COVID-19 care packages to vulnerable populations on behalf of John Deere and UnityPoint Health.



# Growing and Evolving

## HOME CARE EXPANSION

**EveryStep provided home care to 562 people in 22 counties.**

With demand growing for quality in-home care, EveryStep opened a third home care office in fall 2019, expanding that service to 22 counties. Teams located in Des Moines, Creston and now Centerville serve central and southern Iowa, helping people recover from illness, injury or hospitalization within the comfort of their homes. EveryStep will continue expanding the home care service area in the coming year to meet this ever-growing need.



## PALLIATIVE CARE

**We're helping to improve quality of life for all.**

With financial support from Telligen, EveryStep launched a new palliative care program in Winterset to offer an extra layer of support for individuals living with serious, complex or chronic illness. In partnership with Madison County Hospital, the program offers comfort and quality of life as well as expertise in helping patients and families navigate complicated healthcare decisions. EveryStep is also working with Greater Regional Medical Center to expand service to the Creston area.



## SENIOR COMPANION PROGRAM

**311 seniors received support from Senior Companions.**

The Senior Companion Program, which serves older adults in Lucas, Marion, Polk and Warren counties, expanded this year to include Pottawattamie County in western Iowa. Senior Companions help homebound seniors by providing companionship, rides to appointments, delivery of items and help with other tasks. Ninety-three percent of clients report they are better able to remain living independently with help from their Senior Companion.



# SUPPORT OUR NON-PROFIT MISSION

As a non-profit organization, we rely on the support of generous donors. Below are just a few of the ways you can help.

## Stork's Nest

Help stock our Stork's Nest! Donate baby items as an individual or hold a "baby shower" with friends, family or co-workers. Your support helps low-income parents earn much-needed items for their child.

## Cheer Box

Help us fill Cheer Boxes for families that have felt the pain of losing a loved one. Gifts to fill the boxes and monetary donations are accepted throughout the year. Learn more at [everystep.org/services/grief-loss/cheer-box-program](http://everystep.org/services/grief-loss/cheer-box-program).

## Fundraising Events

Throughout the year, EveryStep holds several fundraising events. You can support these efforts by attending an event, becoming a sponsor or donating items for auctions and raffles.

Some of our events include:

- The Art of Compassion
- Game On! Helping Families Move Forward
- Good Grief Golf Open

## EveryStep Giving Tree Thrift Store

Shop and discover high-quality clothing, furniture, décor and more at EveryStep Giving Tree, located at 3330 100th Street in Urbandale. Proceeds benefit patients and families served by EveryStep.

You can also provide support and help keep our showroom stocked by donating your gently-used items.

For more information, visit [everystepgivingtree.org](http://everystepgivingtree.org)

## Other Ways to Donate

There are many ways to give, including donations in honor or in memory of a loved one, planned giving, bequests, monthly giving and more. For more information or to make an online donation, visit [everystep.org/donate](http://everystep.org/donate).

**To learn more about how you can support EveryStep, contact our Foundation staff at (515) 274-3400 or [giving@everystep.org](mailto:giving@everystep.org).**

*With your help, EveryStep Foundation provided more than \$2.2 million last year to support EveryStep programs, including \$347,378 in charity care to hospice patients.*

# VOLUNTEER YOUR TIME & TALENT

Volunteers are the heart of our mission and help in a myriad of ways. If you are interested in sharing your time, expertise or helping hands, please visit [everystep.org/volunteer](http://everystep.org/volunteer).

assist with fundraising events *help at grief camp*

*help at our thrift store* bake goods for hospice families

lend a hand *offer companionship* **SERVE ON BOARDS**

run errands make masks participate in special projects

grow our community garden record patient stories beautify our grounds & gardens *support veterans*

**OFFER TRANSPORTATION**

*play music for patients* serve as a support group facilitator

pitch in for clean-up projects *deliver Cheer Boxes*





# 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.

Anonymous  
Margaret Brennan  
Suzie Glazer Burt  
Barbara Colter  
Tom and Karen Conley  
Kevin and Laurie Dowd Gowdy  
Mary and Doug Hedberg  
A. Jane Jennings  
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Wanda Wendt

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**Thank You to the** following individuals, organizations and foundations that have made gifts totaling \$250 or more during our July 1, 2019 – June 30, 2020 fiscal year.

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 John D. DeVries  
 Bertie Dlouhy-Davidson  
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 Jerald B. Dwight  
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 to ensure accurate donor  
 listings. If you discover  
 an error, please contact  
 the EveryStep Foundation  
 at (515) 271-1335 or  
 giving@everystep.org so that  
 we may correct your record.*



# Kavanagh House on 56th Street

## Our Future and Legacy

In the fall of 2019, EveryStep began a \$3.5 million capital campaign to restore, renovate and upgrade the Kavanagh House on 56th Street in Des Moines to better meet today's patient and family needs. The campaign will allow EveryStep to continue the Kavanagh House legacy and maintain its reputation as Central Iowa's hospice home of choice. Plans include the renovation and redesign of patient rooms, spa room and kitchen; an extended and protective front entryway and private ambulance entrance; and an expanded deck that will allow patient beds to be moved outside.



As we launch the public phase of the fundraising effort, we are grateful to the following donors who made early commitments to the campaign (Gifts received July 1, 2019 – September 30, 2020).

### \$500,000+

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Suzie Glazer Burt  
EveryStep Board of Trustees

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The Graham Group  
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John Ruan Foundation Trust

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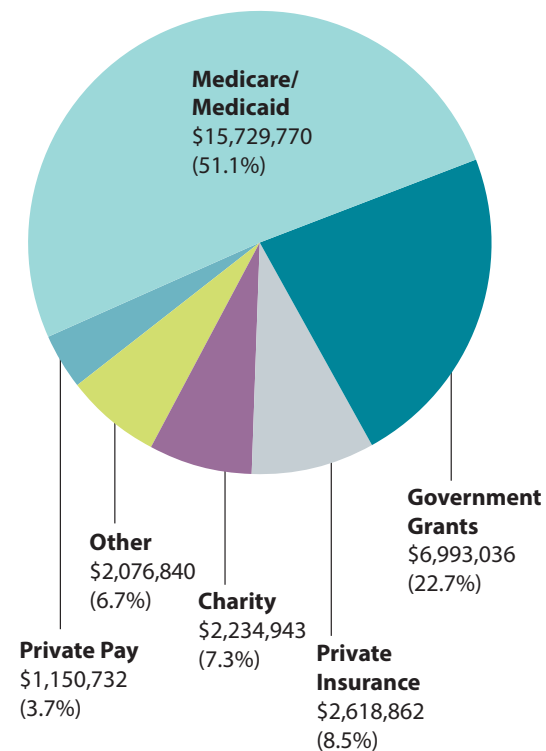
### Up to \$4,999

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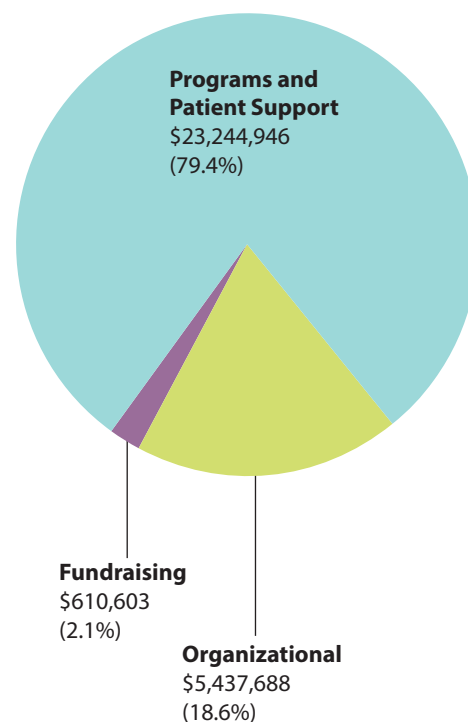
## REVENUE

### \$30,804,183



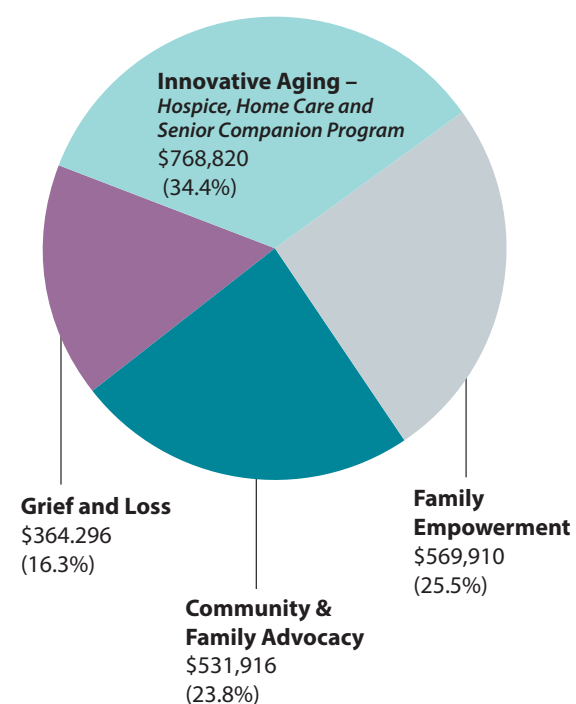
## EXPENSES

### \$29,293,237



## CHARITABLE IMPACT

### \$2,234,943



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



*Formerly HCI Care Services & Visiting Nurse Services of Iowa*

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