



# Growing great families



2015 REPORT TO THE COMMUNITY



# with you at every step

Every year, we're able to help more people – thanks to smart planning, strong relationships and innovative growth. We're doing more and achieving more, but we also need more support from you to evolve and continue to meet the growing needs of our community.

When we're asked, "What does Visiting Nurse Services of Iowa do?", the answer is surprisingly easy: "More than you can imagine!" *More* incredible client outcomes, *more* extraordinary quality results and *more* amazing stories of people whose lives have been positively impacted thanks to our programs, staff, care and support. In the past year, Visiting Nurse Services of Iowa touched the lives of more than 64,000 Iowans.

That's what VNS of Iowa does – we change the course of people's lives for the better by offering hope, help and healthcare that empowers great families. In this annual report, you'll read about some impressive outcomes. But, what you don't have the benefit of seeing is the passion that goes into that work, thanks to our talented employees and volunteers. Behind the scenes, they creatively problem-solve, sensitively navigate difficult conversations and steadily enhance services – all while putting the needs of our clients and mission first.

On any given night in Polk County, more than 300 people are homeless, and 64% of those are children. These children are more likely to experience developmental delays, learning disabilities and emotional and behavioral problems. Through our programs, we can help reduce those numbers and strengthen families.

We aren't daunted by the challenge; we are excited to be part of the solution. It's energizing work – *life-changing work* – and we're so thankful we can count on you to support us on this journey.



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President and CEO



Visiting Nurse Services of Iowa is proud to partner with the non-profit HCi Care Services in its mission of promoting dignity, independence and quality of life for all through education, compassion and effective community-based care.

[hcicareservices.org](http://hcicareservices.org)

# Connecting Refugees and Immigrants to Community Resources

Imagine moving to a new country where you don't speak the language, don't have healthcare and don't know where to get help. VNS of Iowa is a critical connection between immigrants and refugees and the care and support they need.

- Refugee families often don't read or speak English and are unfamiliar with American foods. Through the use of photographs, VNS of Iowa helped families with meal planning, grocery shopping, understanding serving size and carbohydrate counting.
- Polk County Decategorization awarded VNS of Iowa a grant to develop and implement a Refugee and Immigrant Guide program, designed to identify and train refugees and immigrants as guides to support families/youth who are at-risk, help them navigate the court and family welfare system and connect them with needed resources.
- Early Periodic Screening, Diagnosis & Treatment Care for Kids specialists started twice-monthly visits and collaboration with the Refugee Resource Center to help connect families to resources, educate parents on their children's Medicaid benefits and refer them to VNS of Iowa programs.



# Supporting New Moms

Many of VNS of Iowa's programs – such as Nurse Family Partnership, Healthy Start & Empowerment, Community Home Visitation, Stork's Nest and Family Nest – provide education, resources and support to new moms or families. This vital assistance often comes at a critical point in clients' lives, empowering them to build strong, healthy families.

*Photo:* VNS of Iowa's Nurse Family Partnership program hosted its 4th Annual Mothers in Bloom event in Union Park. The team hosts this special event to celebrate current and past graduate mothers and their families.



21,327 children and 1,167 women were served by the Maternal Child Health programs at VNS of Iowa. These women and children received:

- Assistance with obtaining medical and dental insurance
- Assistance with getting medical, dental and prenatal care
- Care coordination
- Health screenings
- Linkages to community resources
- Oral health screenings and fluoride varnish
- Nutritional counseling
- Preventive healthcare services
- Home visitation services
- Transportation services
- Psychosocial support
- Interpretation services
- Immunizations
- Blood lead testing

## GROWING TO SERVE

- Our Healthy Start & Empowerment program continues to implement a \$6 million grant from the U.S. Department of Health and Human Services. The grant funds an expansion of the program's current evidence-based services in reducing infant mortality and other pregnancy and mother's health issues. Healthy Start & Empowerment case managers provided 6,999 face-to-face visits and 3,952 referrals for needed services.
- The United Way Health Connect Pilot Project is funded by The Wellmark Foundation and is a collaboration between Blank Children's Pediatric Clinic, United Way of Central Iowa, Child and Family Policy Center and VNS of Iowa's Connections program. Family support consultants with the Connections program link young patients and families served by Blank Children's Pediatric Clinic to a variety of community resources to address their needs. They help families access support for child developmental needs, parenting, housing, nutrition, child care, transportation, job training and many other programs and services.
- VNS of Iowa is part of the new Healthy Homes East Bank initiative collaboration that is implementing a \$250,000 BUILD Health grant. VNS of Iowa provides initial assessments of families who may benefit from assistance. VNS of Iowa staff also offers education relating to pediatric asthma and visits participants in their homes to address additional barriers such as lack of transportation, language or cultural issues and other social determinates of health, which may contribute to unnecessary clinic or ER visits.
- VNS of Iowa's Transportation services provided 1,157 van rides for 4-year-olds from a Des Moines apartment complex to preschool at Taylor Early Childhood Center. Many refugee families with young children live at the complex but historically only a handful were able to attend preschool due to transportation barriers. This partnership between Des Moines Public Schools, United Way and Polk County Early Childhood Iowa allowed these children to experience the benefits of preschool.



# QUALITY AND ACCOMPLISHMENTS

■ VNS of Iowa is enjoying a savings of \$30,000 per year, thanks to the relocation of staff formerly housed at 1200 University Avenue to the organization's other offices. In addition, the new location for the Strong Foundations: Therapy & Support Solutions program offers better meeting areas for staff and clients (photos below).



■ VNS of Iowa's Foster Grandparent volunteers provided 81,032 hours of personal support and encouragement to help 844 children achieve academic and social success. The program received Iowa Mentoring Partnership certification, and its program expansion received a Governor's Volunteer Award.

Senior volunteers also provided 43,020 hours of in-home assistance and transportation to 406 older adults through VNS of Iowa's Senior Companion program.



## 12,107 RIDES

provided to VNS of Iowa clients and families facing challenges in getting to medical appointments



## 250 hours

of time donated by  
**Storybook Program**  
volunteers



## 6,767 HOURS

of interpretation provided by  
**Community Voices Interpretation Services**  
staff who speak 27 languages and dialects



*Hola. ¿Cómo te va?*

9,550  
370

people received valuable education or were exposed to our programs via more than **123 speaking engagements and community and professional events**

professionals received education from VNS of Iowa via **8 educational inservice programs**



## QUALITY AND ACCOMPLISHMENTS

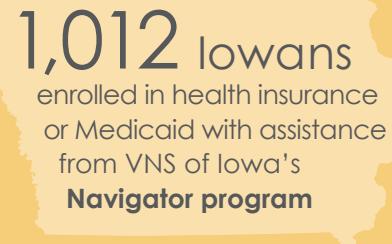
- Norene Mostkoff, president and CEO, received the Outstanding Agency Leader award from Visiting Nurse Associations of America and was named Runner-up Best CEO in the Des Moines Business Record.



- Positive feedback from employees led to Visiting Nurse Services of Iowa and HCI Care Services to be named a Top Workplace again in 2014 and 2015.



  
**12,219**  
oral health services  
were provided to  
**3,757**  
**CHILDREN**  
in 6 counties, thanks to  
**I-Smile™**

  
**1,012** Iowans  
enrolled in health insurance  
or Medicaid with assistance  
from VNS of Iowa's  
**Navigator program**

**593** referrals from  
medical clinics were  
sent to **1st Five**



**371** developmental screens were completed for children in  
the **Community Home Visitation** program

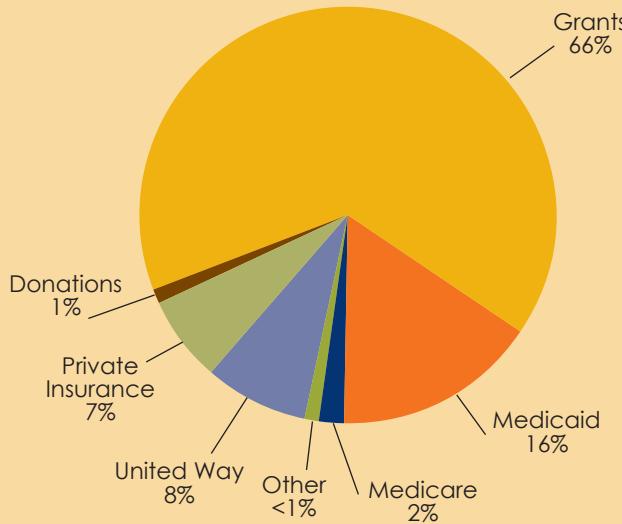
**2,721 hours**  
of Behavioral Health  
Intervention Services and

**1,237 hours**  
of mental health therapy  
provided to Strong  
Foundations' clients

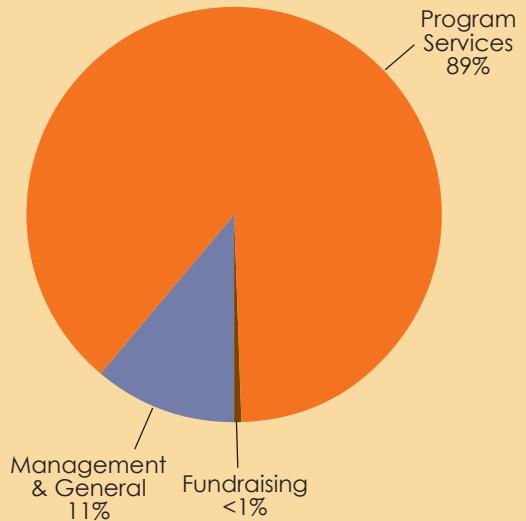
  
**strong**  
**foundations**  
Therapy & Support Solutions

**743**   
women  
participated in  
**Stork's Nest** and  
**Family Nest**,  
earning points for  
healthy behaviors  
that were  
redeemed for  
items like diapers  
and detergent

## Net Revenue



## Expenses



Corporate drives help stock the shelves at Stork's Nest, benefiting young moms and their babies. Special thanks to Wells Fargo for 189 packs of diapers and 82 packages of wipes, and to Athene Annuity and Life Company for 144 new mom welcome bags (including diapers, wipes, baby wash and rattles).



## DONORS AND SPONSORS

# Thanks to our Donors and Sponsors!

July 1, 2014 - June 30, 2015

### Major Funders & Sponsors

Anonymous Donor  
Boone County Community Endowment Fund  
Centers for Medicare & Medicaid Services  
Community Foundation of Marshall County

Corporation for National & Community Services  
Early Childhood Iowa  
Early Childhood Clinton County  
Early Childhood Jackson County  
Early Childhood Jasper County  
Health Resources and Services  
Administration  
Iowa Department of Human Services

The Iowa Department of Public Health (IDPH) increased funding by an additional \$138,000 for VNS of Iowa's 1st Five program. Photo: The Wellmark Foundation presented a \$25,000 grant to help fund the United Way Health Connect Pilot Project. VNS of Iowa's Connections program is one of the project's participants.



Iowa Department of Public Health  
Leonard A. Good Trust  
Marshalltown Area United Way  
Mid-Iowa Health Foundation  
Polk County Decategorization  
Polk County Early Childhood Iowa  
Principal Financial Group Foundation, Inc.  
United Way of Boone County  
United Way of Central Iowa  
United Way of Story County  
Variety - The Children's Charity  
W.R. Berkley Corporation Charitable Foundation  
Women's Leadership Connection of United Way of Central Iowa

### Organizational Donors

AJ's Children's Books  
Anna Green and Frank Green Charitable Trust  
Athene Charitable Foundation

Bethlehem Lutheran Church Women  
Big Canoe Lutheran Church WELCA  
Blank Children's Hospital  
Boone County Social Services  
Buffalo Wild Wings  
CBRE Hubbell Commercial  
Church of Christ United Women's Fellowship  
Dallas Center Woman's Club  
Delta Dental of Iowa Foundation  
Delta Kappa Gamma-Beta Theta Chapter & Hardy Reading Council  
Des Moines Area Retired School Personnel Association  
Des Moines Comfort  
Eads Insurance, Inc.  
Elgin Library Friends  
Emmanuel Lutheran Women  
First Federated Church  
First United Methodist Church  
Flying Turtle Publishing  
Grace Lutheran Church Women  
Heartland AEA  
Hesper Lutheran Church Women

Highland Ladies Aid  
Highland Lutheran Church WELCA  
Humana  
Kiwanis Northwest  
KLAC Enterprises, LLC  
Laugh, Learn & Lunch Group  
Little Brown Church Women's Fellowship  
Lutheran Church of Hope  
Mark Kegans Photographs  
New Hope United Methodist Church  
Our Savior's Lutheran Church Women  
Penguin Random House  
Principal Financial Group  
Ryan Donnell Photography, LLC  
Salem Lutheran Church WELCA  
St Malachy Catholic Church  
St. Francis of Assisi  
St. John Lutheran WELCA  
St. John's Lutheran Church WELCA  
St. Johns United Church of Christ  
Womens Fellowship  
St. Mark Lutheran Church WELCA  
Martha Cluster  
St. Paul Lutheran Church Priscilla Circle

St. Paul Lutheran Church WELCA  
Tel-Aviv University  
The IMT Group  
The Sage Tree  
Trinity Lutheran Church WELCA  
United Church of Christ  
Congregation Women's Fellowship  
United Congregational Methodist Church WFCS  
United Trinity Women's Fellowship  
Walgreens  
Wells Fargo  
Windsor Heights Lutheran Church  
Windsor United Methodist Church  
YMCA Wellmark  
Zion Lutheran Church WELCA

## Individual Donors

Annette Aben  
Vivienne Alonge  
Susan Anderson  
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Pamela Bailey-Smith

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Barbara Gallenbeck  
Erin Gillaspie  
Connie E. Goff



Local author Michelle Eastman (shown at left) appeared on KCWI 23's Great Day to promote MARCHing Books to Kids, a book drive that benefited Storybook Project.

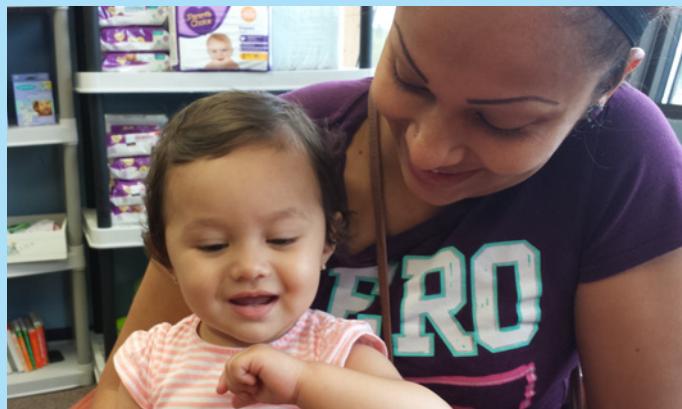


I-Smile™ East program was awarded a Delta Dental mini-grant to start a preschool tooth-brushing program.



Molly Gosselink	Elsie Kuehl	Patricia Pickel	Robert Thomas
Brenda Graham	Kate Larkinson	Kathern Purser	Julia Tiedeman
Leland Green	Mark and Carol Mandziara	Dan and Amy Raedeker	Yeymi Tobar-Lopez
Jennifer Hacker	Marsha and Gerald Marlow	Frances M. Ramsey	Nancy Towey
Gretchen Hageman	Thamar Martinez	Laverna M. Ratcliff	Patricia Tretter
Cara Hannam	Elizabeth McChesney	Barb Reutter	Katie Turner
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Susanna Hill	Amy Meihak	Carrie Romick	Tammy Vander Bloeman
Rosemary Hillman	Karen Merical	Tammy Ruby	Tray and Stacey Wade
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Denise Hotopp	Deb Milligan	Kathy Safris	Alberta Welch
Gayle Huck	Margie Mitchell	Mary Ann Saluri	Shawn Wellendorf
Joy Huey	Nancy Montague	Amber Schelling	Evelyn Wheatley
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Nashia Jones	Amanda Olson	Mark Steinhelper	Sara Woodard
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Robert and Marilyn Kremers	Trisha and George Patrick	Darby Taylor	
Doris and Milton Krueger	Ali Pfautz	Teresa Terry	
Alexis Kuehl	Lien Kim Phan	Diana Thack	

VNS of Iowa received a \$20,000 award from the Mid-Iowa Health Foundation to launch a Health Literacy program in Polk County. The goal of the program is to increase the health literacy skills of individuals in minority populations, those who have low socioeconomic status and medically underserved people in Polk County. Information will be provided by bilingual outreach staff and through community-based organizations, Polk County Health Department, educators, public libraries, and community leaders.



2014-2015

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*with you at every step*

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Since 1908 Visiting Nurse Services of Iowa has provided supportive services to meet the health and social service needs of our community



## OUR MISSION

Promoting dignity, independence and quality of life for all through education, compassion and effective community-based care.