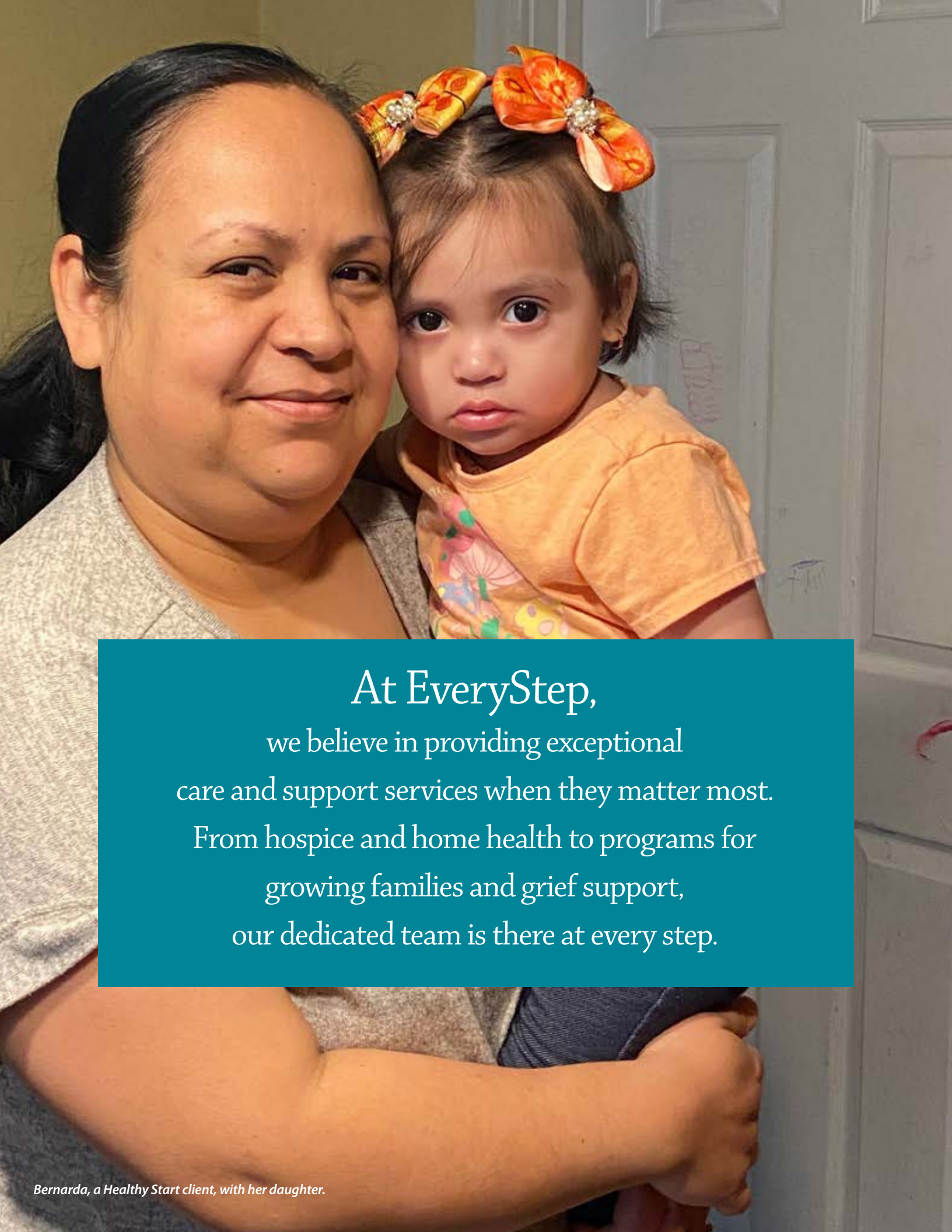




FACES of EveryStep

EveryStep 

2024 Impact Report



At EveryStep,
we believe in providing exceptional
care and support services when they matter most.
From hospice and home health to programs for
growing families and grief support,
our dedicated team is there at every step.

Bernarda, a Healthy Start client, with her daughter.

Thank you for your incredible generosity and commitment to EveryStep. Because of you, we have the privilege of touching the lives of nearly 50,000 Iowans each year with the compassionate, trusted care our community has relied on for more than 116 years.

This past year has been nothing short of inspiring, and we are deeply grateful for all we've accomplished together. From supporting families in their final chapters, to walking alongside young mothers as they prepare for new lives, to offering guidance in moments of grief and loss, your support has truly transformed lives.

We're excited to share this 2024 Impact Report with you as a celebration of what we've achieved together. Your commitment has empowered EveryStep's dedicated team of staff and volunteers to uphold our mission of empowering individuals, supporting families, and strengthening communities across Iowa. As you read through the pages, you'll find statistics reflecting our impact, and you'll also find the reason we were voted Des Moines' Best Nonprofit in 2024. Beyond any statistic, however, are the faces behind these numbers — the patients, families and individuals who turn to us when every moment counts. These are the lives you helped us uplift, each with the dignity and compassion they deserve.

On behalf of EveryStep, thank you for believing in our mission and standing with us. We look forward to another year of partnership, filled with optimism and purpose. Your support makes our promise of exceptional care and services possible. Together, we continue the legacy of care that began in 1908, and we are deeply grateful for your compassion and generosity that fuels our work.

With heartfelt thanks,

Tray Wade
President & CEO

Brandon Foldes
President, Board of Trustees

Dave Bridgewater
President, Board of Directors



Dave Bridgewater, Tray Wade and Brandon Foldes

OUR MISSION

We empower individuals, support families and strengthen communities.

OUR VISION

EveryStep is the recognized and trusted leader in supporting people as they navigate life's challenges, through diverse expertise and inclusive care.

Partnership in Action: Your Investment at Work

43,205 Iowans

received our free or low-cost services.



\$675,000 of donated items purchased at EveryStep Giving Tree thrift store helped sustain our nonprofit mission.

\$48,121 in free baby supplies

went to participants learning through our parenting education programs.



92% of babies were born at a healthy birth weight to moms in our nurse home-visiting* programs.

23 languages and dialects offered

through the locally based EveryStep Interpretation team helped bridge language and cultural barriers for immigrants, refugees and the businesses and schools who serve them.



1,623 Iowans received our free grief and loss services through Cheer Boxes, day camps, school visits, support groups and outreach events.

*CHV and NFP programs

743 volunteers shared their time and talents toward our mission.

2,662 hospice and home care patients were treated with compassion and dignity in their homes and at EveryStep's

Kavanagh House hospice home.



12-Time Top Workplace Winner

EveryStep continues to earn praise from its own staff through the Des Moines Register's annual statewide employee survey.

EveryStep Named #1 Nonprofit

EveryStep was named the Best Nonprofit in the *Best of Des Moines Awards*. EveryStep also received Runner-Up accolades for Best Company to Work For, Best Company for Promoting Diversity in the Workplace, Best CEO and Best Metro Business Leader (Tray Wade).

EveryStep hospice teams

provided specialized care to **225 veterans**, including 58 visits from our Veteran-to-Veteran volunteers.



100% of survey respondents in our Amanda the Panda grief and loss programs would recommend our services to a friend or family member.

\$2.9 million of donor gifts to the EveryStep Foundation ensured quality care for patients and clients; helped those without means to pay for their services; and helped fund end-of-life patient wishes, basic needs for struggling clients, and to EveryStep's operational costs.

85% of homebound adults visited by our Senior Companions felt better able to maintain their independence, thanks to our support.

530 families were connected with **\$729,056** in services and supports to help their children with disabilities live and thrive at home.



77 families in crisis were connected with the mental health resources and community services they needed, thanks to our collaborations with law enforcement and local agencies.

259 childcare providers learned how to improve their health and safety, thanks to on-site consultations from our nurses.

33 households were made safer and healthier for families in need through home repairs, education and interventions reducing asthma triggers.



Jazzmine Brooks (L) with Morghan and her daughter.

Supporting Black Motherhood and Addressing Health Disparities

A standout high school scholar and athlete, Morghan was active in track, gymnastics, basketball, volleyball and soccer — and she received academic and athletic scholarships to college.

After leaving college, Morghan learned she was pregnant. Although she had a strong support system, Morghan turned to EveryStep and was introduced to Jazzmine Brooks, who is part of EveryStep's specialized Doula program that serves pregnant individuals who identify as Black or African American.

Jazzmine says the cultural bond they share can't be duplicated, as Black women have concerns about being heard and understood by their health care providers. "We're navigating a system that really isn't meant to support us."

This cultural understanding of Black motherhood is important to Morghan. "There's just a certain communication with Jazzmine — an understanding with someone who's the same color as me. My daughter gets to see that, too. As a single mom, it's good to not feel alone — to have that support and that person by your side."

Morghan and Jazzmine practice breathing techniques and birthing positions in preparation

for her labor and delivery. Morghan also attends EveryStep's birthing classes and participates in EveryStep's Stork's Nest program. By attending classes and going to doctor's appointments, Morghan earns points she's been able to trade at Stork's Nest for diapers, child safety devices and more.

EveryStep's pregnancy and parenting programs offer specialized support and connections individuals and families need to go on to healthy and fulfilling lives.

"I think Morghan is the perfect example of somebody who just needs a little help," says Jazzmine. "I think Black women are the strongest beings on this planet because we do a lot with a little. Sometimes we have enough, but just need a little more. It really is just about supporting. I have full faith in Morghan and her mothering."

Learn more about Morghan's experience with EveryStep.



“As a single mom, it's good to not feel alone — to have that support and that person by your side.”

WHY OUR WORK MATTERS

3 out of 5 pregnancy-related deaths in Iowa are preventable.

Black women in Iowa are **6 times** more likely to die from childbirth or childbirth complications than white women.

EveryStep's innovative doula services help new and expecting moms avoid risk factors so they can experience healthier pregnancies, births and postpartum experiences.

HOW WE MAKE A DIFFERENCE

- EveryStep connected **94 new and pregnant mothers** to our specialized doula services, where they received understanding, support and advocacy.
- Our Black Doula program offered a supportive community to **14 doulas and 23 new or expecting moms** who all identified as African American or Black.



“[Nurse Stacey] supported me, she encouraged me, she cared about my physical health, my mental health... and my baby's health.”

Destinae Hanson | West Des Moines, Iowa
EveryStep Nurse Family Partnership





Michelle with her father, Marv.

“Hospice is about living every day that you have left, making it the best possible day that it can be. And hospice helps the patient and the family do that.”

Peace and Comfort: Michelle Book’s Journey with EveryStep Hospice

Michelle Book, Food Bank of Iowa president and CEO, is well-acquainted with EveryStep Hospice. Her husband passed away in 2021 while in the care of EveryStep’s in-home hospice care and in 2024, her father was receiving care at EveryStep’s Kavanagh House hospice home in Des Moines when he died.

Michelle remembers when her husband, Woody, was told that his cancer would rob him of his normal life activities. “Woody said, ‘Call hospice. I’m ready. I don’t want any more cancer



Michelle with her husband, Woody.

treatment. I just want the harmony and the peace of being with my family and friends.’ And hospice helped us do that.”

When Michelle’s father Marv was diagnosed with advanced colon cancer three years later, she recalled the comfort of hospice care — but this time, her father needed around-the-clock care that would be difficult at home.

She called her friend Kim Willis, who serves on EveryStep’s board of trustees. “She gave me the phone number and said, ‘Call Kavanagh House right now.’” Marv was evaluated and admitted.

“We to his room and it’s the room named in memory of Kim’s (Willis) parents, Marlyn and Jane Gillespie. And I thought, well, this is just meant to be. Daddy had a lovely room. It was very quiet. Daddy was a deer hunter, so I brought him up to the window a couple times to see the deer that were out back.”

Michelle remembers the special care provided by EveryStep hospice aides Charlie Northway and Simone Williams, who went the extra mile to help her dad be comfortable, and nurse

Nancy Hill, who provided support in Marv’s final days. “She was extraordinary with him,” says Michelle. “Everyone involved was just wonderful. I would recommend EveryStep Hospice to anyone.”

Marv passed away in the early morning of March 17. “He had a wonderful end of life because of Kavanagh House,” says Michelle. “And that gives me so much peace. I was the person to make decisions for him. And when it was all over, I knew I’d done the best I could for him by getting him to Kavanagh House.

“With Woody, we used EveryStep in-home hospice care and Daddy was in facility hospice care, but in both cases, what I learned is that hospice is about living every day that you have left, making it the best possible day that it can be. And hospice helps the patient and the family do that.”

Learn more about Michelle’s experience with EveryStep.



WHY OUR WORK MATTERS

Patients and families can choose their hospice provider, just as they would any other provider. EveryStep is a nonprofit hospice care provider. **This matters because nonprofits on average:**

- Provide **10% more** nursing visits.
- Make **35% more** social worker visits.
- Spend **twice** as much on bereavement services for families, offered at no cost.
- Offer a wider range of supportive volunteer services.

HOW WE MAKE A DIFFERENCE

EveryStep Hospice goes above and beyond:

- We exceed the national average on **all 9** Hospice Quality Report Program measures.
- **92%** of surveyed family members of hospice patients would recommend EveryStep to a friend.
- **1,850** people received free grief support and education from our hospice program through support groups, visits, phone calls and mailings.



“I was in the hospital three times last year... [and then] I got involved with hospice and it’s been a whole lot better.”

Ken & Nancy McClarnon | Leon, Iowa
EveryStep Hospice

In-School Grief Groups Help Students Process Emotions of Loss

Children experience grief for a variety of reasons. The loss of a loved one, whether a family member, friend or pet, can cause children to experience deep grief — but so can divorce, moving, a parent’s job loss, military deployment or even the loss of a friendship.

Alyssa Halferty is an elementary school counselor in Des Moines, where EveryStep’s school-based grief groups help children process the grief they experience.

“We have kids who have experienced gun violence and kids who go through grief from parents splitting up or their parent moves away. Grief comes in so many different forms — it’s not just somebody died, I feel sad and move on.”

EveryStep’s Taylor Clemens works with Alyssa’s in-school grief groups. “With the Amanda the Panda program, we’re able to come in and provide a dedicated time for these students to focus specifically on grief. We know if it’s something they’re thinking about a lot through the school day, it may be causing them to lose focus on their schoolwork.”

EveryStep’s in-school groups remove the stigma of talking about death and the feelings associated with it. “They encourage the kids to talk about memories and our kids love the fun activities they do,” says Alyssa. “The people who facilitate the groups are consistent and they’re actively engaged with the kids, making them more comfortable talking about their feelings and asking questions.”

As part of the in-school grief groups, EveryStep also provides resources to families. “It’s made it easier for parents to have more of a hands-on approach with the tools needed to have those conversations,” says Alyssa. “I would like to see more schools utilize EveryStep. I love working with them, and so do our kids.”

Learn more about Alyssa’s experience with EveryStep’s Amanda the Panda program.



Taylor Clemens, Amanda the Panda School Grief Coordinator (L) and Alyssa Halferty, school counselor (R)



“Grief comes in so many different forms — it’s not just somebody died, I feel sad and move on. EveryStep has provided me with a lot of resources and information about discussing death and loss with our students.”

WHY OUR WORK MATTERS

Studies show that roughly **1 in 14** school-aged children will lose a parent, and **1 in 5** will lose someone close to them.

HOW WE MAKE A DIFFERENCE

95% of students in the 24 schools where we offered grief support groups felt supported, and **88%** said they improved their knowledge of coping skills.



Grateful Voices

“From the bottom of our hearts we all appreciated the wonderful, caring people at Kavanaugh House and your kindness and respect for our dad.”

Kavanaugh House Patient Family

“This group was a gift, and I revisit the learning materials often. My mom would be so thankful for EveryStep supporting her daughter. It was valuable to be in a safe place where everyone truly understood the complex emotions of grief and exchanged ideas for how to move forward through the mourning process.”

Grief Group Participant

“Every interaction with our mom and our entire family was filled with immense care and love.”

Hospice Patient Family

“Thank you for your caring and compassion and the help you offer in grief counseling. You show us how grief and love can co-exist in our crazy world. This journey is a tough one, but you have our hand and let us know that you care. What more can we ask? Thank you so much.”

Grief Group Participant

“EveryStep helped me and my baby so much. I never knew there was so much support from one organization.”

Maternal Health Client

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 EveryStep’s programs.

- | | | |
|-----------------------------------|----------------------------|------------------------|
| Margie and Darrell Brown | Phyllis and Joe Hutchinson | Judy Singer |
| Suzie Glazer Burt | Jane Jennings | Jane and Stan Sondall |
| Dean and Sandra Carlson | Patrice Maurer | Nancy Stefani |
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| Dan Hargrave | James Secor | Wanda Wendt |
| Mary and Doug Hedberg | Chris and Larry Sidwell | Kim and Rich Willis |
| | Jan and Lyle Simpson | |

Our Donors

Thank you to the individuals, organizations and foundations that made gifts to EveryStep totaling \$250 or more during the July 1, 2023 – June 30, 2024 fiscal year. The list can be found at everystep.org/FY24Donors.

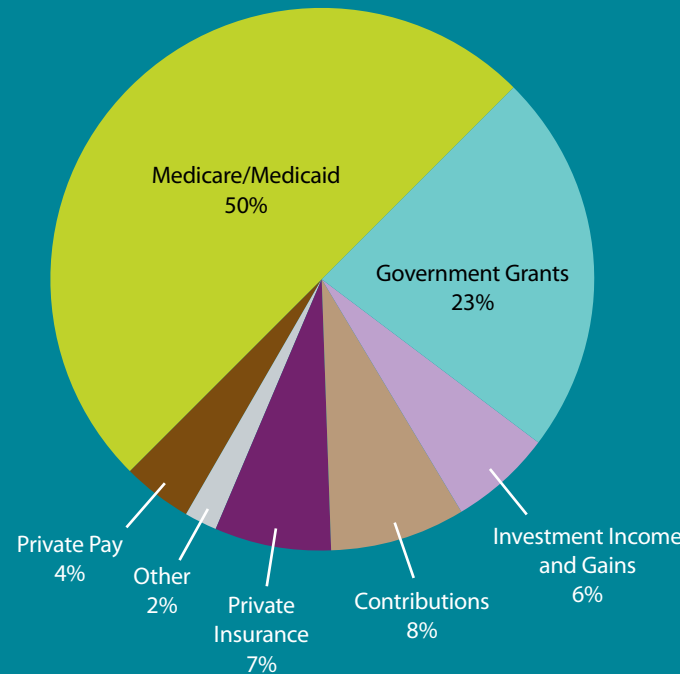


“I felt so lost... I needed someone to walk me through the [grieving] process. I don’t know where I’d be [without] Amanda the Panda”

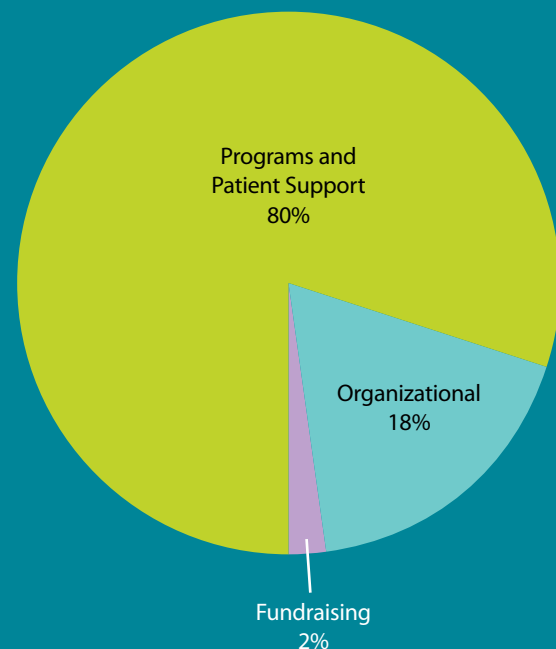
Megann Grissom | Winterset, Iowa
EveryStep Grief & Loss Services,
Amanda the Panda

Our Funds and Your Gifts at Work

Revenue



Expenses



Support Our Nonprofit Mission

As a nonprofit organization, EveryStep relies on the support of generous donors. Below are just a few of the ways you can help.

Annual Support

Your generosity provides compassion and care to lowans during their most vulnerable moments. Making a tax-deductible financial donation is the most effective way to help. You can give in a wide variety of ways, including:

- Annual Gift (or make it effortless by giving monthly)
- Gifts of Appreciated Stocks and Bonds
- Donor-Advised Funds
- IRA Qualified Charitable Distribution
- Planned Gift or Bequest

Volunteer

- Amanda the Panda has several opportunities
 - Help wrap or deliver Cheer Boxes, our annual community outreach for hundreds of lowans facing their first holiday season without their loved one.
 - Make and/or serve a meal during weekly grief & loss support group.
- Host a supply drive for items like diapers, toys and books.
- EveryStep Giving Tree Thrift Store in Urbandale has many opportunities for regular or one-time volunteering.
- EveryStep's Kavanagh House hospice utilizes volunteers for baking, errands, companionship and Veteran-to-Veteran support.

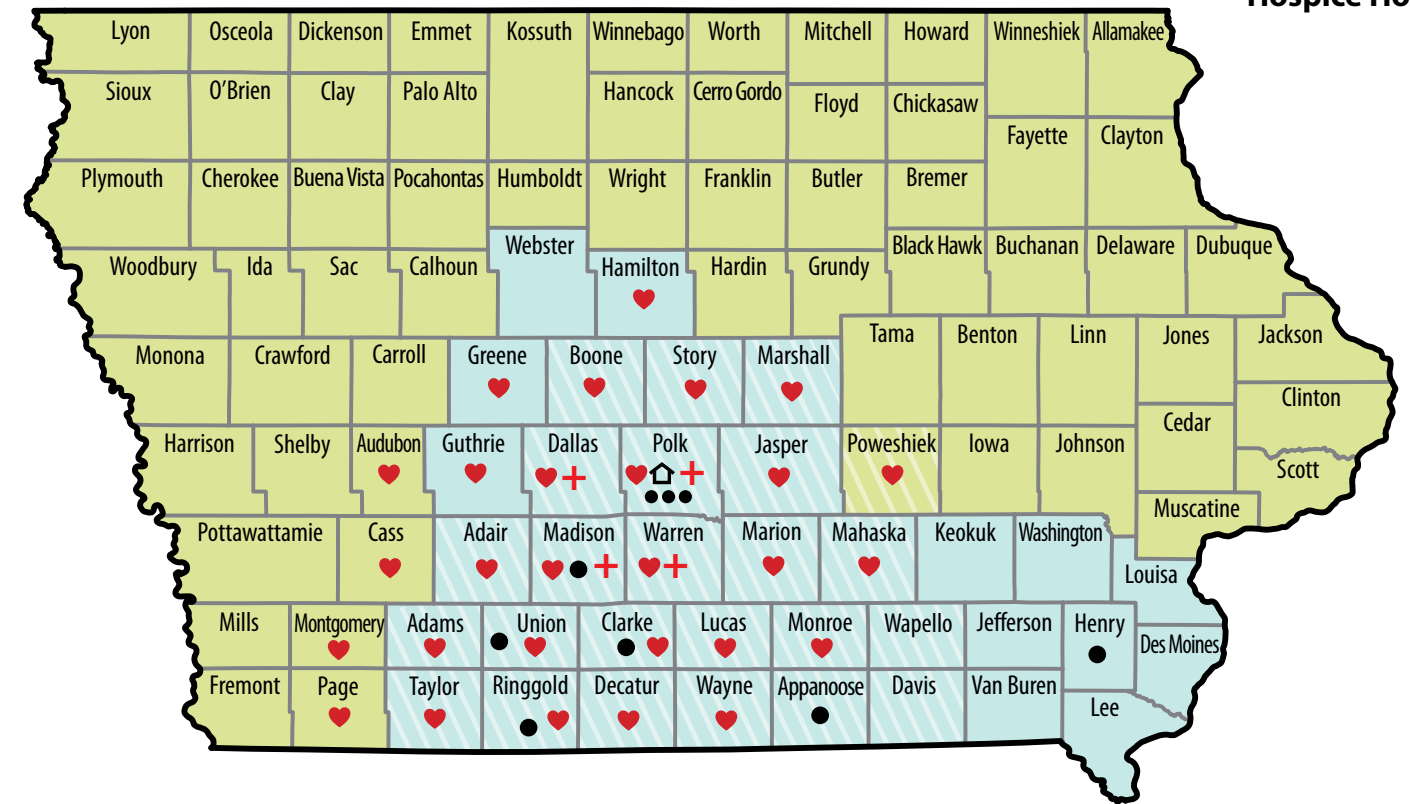
Sponsor and attend our Fundraising Events

- EveryStep's Amazing FundRacer – May 15, 2025
- EveryStep's Good Grief Golf Outing – June 27, 2025
- EveryStep's Sip, Savor & Support – October 2025 (date tbd)

To learn more about how you can support EveryStep, contact our Foundation staff at **(515) 271-1335** or **giving@everystep.org**.
everystep.org/foundation

Where We Serve

Our service area is concentrated in 36 counties, however, EveryStep's impact extends across all of Iowa, with at least one program available in each of Iowa's 99 counties.



- Office Locations
- 🏠 Kavanagh House Hospice Home

HOSPICE
provided throughout all blue counties

SUPPORT FOR CHILDREN & FAMILIES
Counties with emphasis on services for children & families

HOME CARE
provided throughout striped counties

AMANDA THE PANDA SCHOOL SUPPORT

At least one EveryStep program or service is available in each of these other counties

6 Hospice Offices
Centerville
Des Moines
Mount Ayr
Mount Pleasant
Osceola
Winterset

1 Hospice House
Kavanagh House, Des Moines

1 Office Serving Children & Families
Des Moines

3 Home Care Offices
Centerville
Creston
Des Moines

1 Grief & Loss Center
West Des Moines

For more information, visit everystep.org/locations



Rita says visits from her EveryStep Home Care team “were like having a friend come,” and she felt relieved of worrying how to get things done.

Rita Faust | Stuart, Iowa
EveryStep Home Care

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Best Nonprofit



WE HONOR VETERANS

