

People Helping People at EveryStep

2023 Impact Report to Donors



Pregnancy & Parenting Support

Home Care

Hospice

Interpretation

Community Health

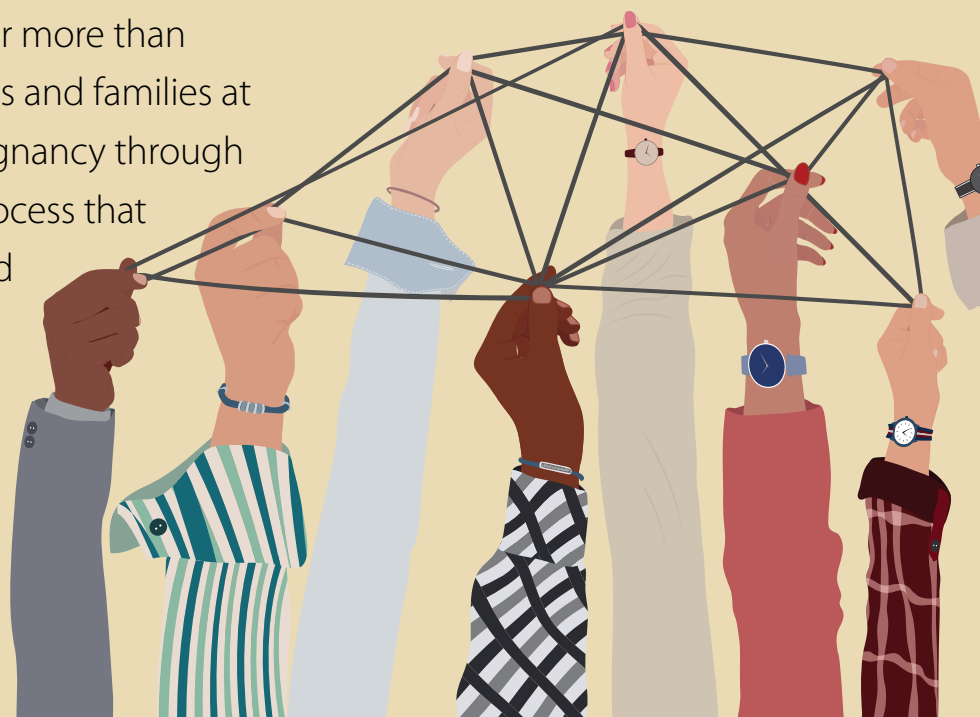
Grief & Loss Services





People Helping People

EveryStep's people have been serving lowans during their most vulnerable moments for more than 115 years. Our staff help individuals and families at "every step" of their lives, from pregnancy through the end of life, and the grieving process that follows. The employees highlighted throughout this report assisted with serving the health and human services needs of nearly 60,000 lowans last year.



Throughout EveryStep's 115-year history, our people and programs have overcome complex challenges. We have earned a reputation for our resiliency under pressure and our ability to adapt, innovate and evolve.

However, our work is complex. It takes highly skilled, dedicated professionals to support the multifaceted needs of the populations we serve. This past year, our staffing needs were amplified. As we emerged from the pandemic, we knew the 2022-2023 fiscal year would be difficult because of the nationwide clinical staffing shortage and the investment needed to recruit, retain and compensate highly in-demand nurses and aides.

Despite these pressures, EveryStep provided outstanding care and made sustainable decisions for the future health of the organization. While FY '23 was a difficult year financially, we are positioned for a strong 2023-2024 fiscal year. Your support of EveryStep is crucial to that success.

When people help people, great things happen. The stories and highlights in our 2022-2023 Impact Report showcase EveryStep staff, their passion for their work, and the inspiring outcomes of the individuals they served.

- In an ever-changing hospice landscape, EveryStep continues to be a beacon of compassionate care, providing nearly \$275,000 in charity care to those who would have otherwise gone without needed end-of-life care services.
- Traumatic losses due to overdose and suicide bring more and more people to EveryStep Grief & Loss Services (home of Amanda the Panda). Our new traumatic loss support group, facilitated by a licensed mental health therapist, addresses the complex grief experiences participants face.
- EveryStep's innovative maternal and child health programs address health disparities, empower struggling pregnant people with skills and information to have healthy pregnancies, and help their babies reach important developmental milestones.

We never take for granted the investment our donors make in EveryStep and the work we do. Together we are making a difference to those who are experiencing some of life's most challenging times.

Sincerely,



Tray Wade
Tray Wade
President & CEO



BAZ
Brandon Foldes
President, Board of Trustees



Paul Bridgewater
Dave Bridgewater
President, Board of Directors

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.

EVERYSTEP'S PROGRAMS

- 1st Five – Healthy Mental Development
- 5-2-1-0 Let's Go!
- Amanda the Panda
- Care for Kids – EPSDT
- Child Care Nurse Consultant
- Correctly Compliant
- Children at Home
- Community Home Visitation
- Contract RN
- Correctional Facilities 5th Judicial
- Doula Services
- Drake University Head Start Nurse Consultation
- Fathers Matter
- Grief & Loss Services
- Hawki
- Healthy Homes Iowa
- Healthy Start & Empowerment Projects
- Home Care
- Hospice
- Interpretation
- Refugee Immigrant Guide
- Iowa Family Support Network
- I-Smile™/Dental Voucher
- Maternal Child Health Outreach
- Nine2Thrive™
- Nurse-Family Partnership
- Senior Companion (an AmeriCorps Seniors program)
- Senior Health
- Share the Joy (formerly Adopt-A-Family)
- Stork's Nest/Family Nest
- StoryBook Project
- Title X Family Planning

Founded in 1908, EveryStep is one of the state's most trusted nonprofit organizations.

We pull the threads between the health and social service systems tight, ensuring no one falls through the gaps or struggles on their own.

Our diverse and inclusive programs offer vital care, education and empowerment, helping clients overcome health disparities and economic barriers, and finding support during illness or grief.

EveryStep provides free health care, education and baby supplies to new and expecting parents; developmental checks for infants and children; interpretation and support for immigrants and refugee families; and free grief and loss services.

We also offer in-home care to individuals with chronic conditions, hospice care to patients in their homes and at our Kavanagh House, and home visits and support to home-bound adults.



Hospice



Healthy Start Project

Expertise + Compassion = Positive Outcomes

720

grief support group sessions were held at our hospice offices, our Amanda the Panda Center for Grief & Loss, and at schools throughout Iowa.

1,262

home care patients were served by EveryStep, and only 7.6% of patients were re-hospitalized — far below the national average of 12.65%.

100%

of babies in our Community Home Visitation Program were born at a healthy birth weight.*

498

families received financial support from the Children at Home program, helping them secure assistive devices and other items for their disabled children.

*single-baby births

1,352

hospice patients were served by EveryStep, which scored above the national average in all 9 categories in hospice consumer assessment surveys.

1,426

Stork's Nest and Family Nest participants redeemed earned points for vital baby items and household goods worth \$55,520.

227

clients received weekly visits from EveryStep's Senior Companions, who provide transportation, friendship and support to homebound individuals.

6,293

visits and phone calls were made to families by case managers with the Healthy Start & Empowerment Projects.



Veteran-to-Veteran Hospice Program



I-Smile™



Nurse-Family Partnership



Amanda the Panda School Grief Support



Amanda the Panda Day Camp

People Helping People



Berenice Reyes
Community Health Specialist

Berenice serves families by providing them with education, tools and resources to help them get a healthy start and build a strong foundation for the future.

"My job is important because I get to make a difference in the lives of the families I work with. They know they can count on us in a time of need. I connect them to resources in our community for basic needs like food, clothes and baby items. I offer educational information for a healthy pregnancy, perform developmental screenings and provide referrals to other support services when needed. I'm proud to do this work and to be a part of the EveryStep family."

Accepting Help and Finding Peace of Mind

EveryStep Hospice Provides Reassurance at the End of Life



Lori Goldsmith is a strong woman. If she sees something broken, she fixes it. If someone needs help, she's the one to give it. She's not used to asking for help herself, but during one of life's most challenging moments, she found the support she needed from EveryStep.

Lori's husband, Kirk, was also strong. A diabetic since age 5, Kirk faced a number of health challenges throughout his life. Despite those challenges, he and Lori led a full life during their 35 years of marriage. "Kirk was just a really low-key, down to earth guy," says Lori. "He liked to hunt, he liked to fish, and just spend time at home."

In February 2022, Kirk developed an infection in his big toe and because of his diabetic condition, it required amputation. Complications in his recovery led to kidney failure and when presented with the option of dialysis, Kirk and his family made the decision to stop treatment.

"He had a life full of health issues," says Lori. "I remember Kirk once said he would be okay with dying, but would like to see our first grandchild born. Thankfully he was able to welcome our first two granddaughters. Our oldest is 4 and our youngest is 2. They were Papa's whole world."

Lori says she had heard of EveryStep, but didn't know much about it. "Most people probably don't think they're going to have to end up using hospice, but a friend of mine was a health care provider and said she would contact EveryStep for us."

The EveryStep Hospice team in Mount Ayr quickly arranged for Kirk's care in his home. "When the nurses came, it was just reassuring to both of us," says Lori. "Over the eight months of hospice care, they provided peace of mind, more than anything. If there was a bit of change, they would let me know. Once, he seemed like he was having a heart attack and I called them after hours. They were so good, talking me through things or even coming to the house, even after hours just to check on him."



View Lori's video about her family's experience with EveryStep



Lori and Kirk's two sons and their grandchildren were able to spend time with Kirk in their Creston home during his hospice care. On November 10, 2022, Kirk passed away at the age of 60.

Lori remains strong and has advice for others like her. "I would just encourage people — don't try to do it yourself. Take the help, take the services. [EveryStep] is wonderful!"

People Helping People



Brian Hargrave
Hospice Team Director, Centerville

Brian provides oversight to nurses, aides, and other experts who deliver hospice care throughout southern Iowa.

"EveryStep staff work to make patients as comfortable as possible, helping in every way we can," Brian says. "My team is so good at identifying the little things that make a big impact and working with the EveryStep Foundation to make it happen. It can be something small like buying a special snack, to addressing immediate issues like getting an air conditioner installed in the summer or flying in a relative for a last visit. Families often tell us that we made their difficult situation better when it felt like no one could."

A Different Level of Understanding

Finding Support Through EveryStep Grief & Loss Services



Rita Fredericks had a normal pregnancy, and she and her husband Nate were looking forward to the birth of their second son. At 8 to 12 weeks of age, doctors discovered Miles had an extremely rare genetic mutation. "It was something we were not prepared for and didn't know about," says Rita. "His mutation led to severe disabilities. He had a lot of trouble with seizures, and he was deaf and blind." Miles was also nonverbal and intellectually disabled. As he grew, he used a wheelchair and feeding tube.

"He was really well loved," says Rita. "He really liked to swim because it was good sensory input, and he could move freely. He could feel the water and that brought him joy." Miles also loved swinging, feeling textures and smelling flowers, especially lilacs, which always bloomed around his birthday.

As he grew, Miles had a lot of respiratory illnesses that were complicated by his low muscle tone. Miles battled RSV and coronavirus in late 2021 and early 2022, and when he came

down with a cold in the fall of 2022, his lungs weren't strong enough to fight it. "After two pediatric intensive care unit hospitalizations, we were given the choice to put him on a ventilator, but we didn't feel the quality of life that we strived for would be there. At that time, we elected hospice." Miles passed away within six months at age 7-and-a-half.

Though the family received appreciated support after Miles' death, Rita, Nate and then 12-year-old Liam felt isolated in their grief. They turned to EveryStep's Amanda the Panda program and participated in its group support sessions.

"It was a different level of understanding in the group. You learn things that help on the days that are really hard — and you learn that there are going to be really hard days — and that it's normal," says Rita. "I was also reminded that it's okay to move on from the sadness and be happy at some point without our loved one because that idea alone comes with a lot of guilt."



"They understand that we can be okay and at the same time can still be sad that Miles is gone. We can be okay and sad. That was very meaningful and important for us to hear."

Rita and her family attended two six-week grief group sessions and plan to attend more. "It is more powerful than people realize because the whole world moves on around you, but you don't want to move on. It's not that you want to stay stuck in sadness, but it's scary because people don't keep talking about your loved one because they don't know what to say. It's just nice to keep them in the forefront and talk about them with people who understand."



View the Fredericks' video about their experience with EveryStep Grief & Loss Services.



People Helping People



Amanda Fagen
Amanda the Panda
Volunteer Coordinator

Amanda learned about EveryStep Grief & Loss Services and its "Amanda the Panda" program when she experienced personal loss as young adult. She began helping as a volunteer, and when a staff position opened up, she jumped at the opportunity.

"My job is to recruit, train, and support more than 300 volunteers serving our programs. I make sure the volunteers are educated and fully prepared to help those who are grieving," Amanda says. "I can see the change in people as they go through our programs and get the help they need. People feel seen, validated, and safe here."



Sandie Savage-Steffes
Hospice Bereavement Counselor,
Council Bluffs

Sandie is one of EveryStep's many bereavement counselors who provide free grief support to people who have lost a loved one. Support is provided through regular support groups, letters, phone calls and memorial events.

"When families turn to us for hospice care, they are looking for dignity and comfort as they face a new chapter of their lives. And when the crucial time comes at the end of hospice care, that new chapter can be filled with emotions that are difficult to process. Just knowing someone is there to give them tools to navigate their way can help make a difference through a tough day. It's comforting to have someone who can recognize the difference between tears of sadness and tears of sweet remembrance."



When Kabita Needed Extra Support, EveryStep Was There

“To be called a refugee is the opposite of an insult; it is a badge of strength, courage and victory,” says Kabita Gurung. She came to the United States as a refugee from Nepal in 2003 when she was 18 years old. Kabita and her entire family moved to Des Moines in search of a better life.

In late 2021, Kabita and her husband of four years learned they were going to have a baby. Kabita visited a WIC office to ask about programs that could help her during her pregnancy. A WIC consultant suggested EveryStep and that’s how she met Audrey VanKamen, an RN with EveryStep’s Nurse-Family Partnership program .

“She helps me with everything!” says Kabita. “I still remember a time during my pregnancy when I was about seven and a half

months along and had to go twice a week to the doctor. I did not have a ride and Audrey helped me with [transportation] by calling the insurance company. It was so helpful for me, and I will never forget that.”

Kabita’s pregnancy was challenging and stressful, but she says Audrey “made a difference in me” and “always gave me hope.” Kabita delivered a healthy baby boy and both she and her baby are doing well. “I have an adorable baby boy and he is doing fine. He is growing extremely healthy and happy!”

As part of EveryStep’s Nurse-Family Partnership program, Audrey will continue to visit Kabita and her baby until he turns 2 years old. “Audrey checks the baby’s health, weight and height, and asks how I am doing,” says Kabita. “Each visit, we talk about

different things from her plan, which helps to be a good parent. It’s a beneficial program, and I’m glad I have it.”

Audrey is glad, too, and says her favorite part of working with Kabita is her energy. “She is pure joy and it has been a privilege to watch her eagerly learn and grow as a mother. Her son is so lucky to have her,” says Audrey. “I’m so grateful to have her equally teach me. I’ve learned so much about her culture. That is the beauty of a job like this. I get to share my wealth of health care and parenting knowledge and have them teach me about who they are and where they come from.”

EveryStep’s Nurse-Family Partnership program pairs specially educated nurses with first-time moms-to-be. Regular visits begin early in pregnancy and continue until the child’s second birthday. The nurse provides new moms with the confidence and tools they need to provide a healthy start for their child, as well as continued support for the mom’s health and wellbeing.

Kabita plans to share her experience with EveryStep’s Nurse-Family Partnership with others in her community and adds her experience as a refugee enables her to help others in difficult situations. “Be thankful for the struggle you go through. It makes you strong, wiser and humble. Do not let them break you. Let them make you.”



View Kabita’s video about her family’s experience with EveryStep.



People Helping People



Becky Borgman, RN, BSN
Maternal and Child Health Director

Becky leads teams of nurses who visit at-risk families in their homes to provide perinatal health care and education.

“The people served by EveryStep’s maternal and child health programs are dealing with extreme poverty, pregnancy at a young age, lack of transportation, and language barriers. Our nurses are doing more than just health assessments – they are walking alongside these mothers to help them graduate from high school, pay their rent, and learn how to take care of their babies. We encourage their ability to self-advocate and achieve the best version of what they want for their lives.”



Noel Lalthangliana
Outreach Specialist and Interpreter

Noel serves immigrant and refugee families in our EveryStep programs by making home visits, providing interpretation, understanding their challenges and connecting them to community resources.

“When I use my skills and abilities to help those in need, I get the blessings and happiness of life. I know that even a small thing could be a great gift for someone who needs it. Let’s serve and grow together.”



Your Support Makes it Possible

Mental Health Therapist



In response to an increase in clients experiencing traumatic loss, EveryStep's Grief & Loss Support team (Home of Amanda the Panda), developed Traumatic Loss Support Groups specifically tailored to meet the needs of those who have lost loved ones due to potentially traumatizing circumstances such as homicide, suicide, overdose, natural disasters, war and terror.

With funds raised at EveryStep's Good Grief Golf Outing and a generous matching gift in honor of Ellie Ziegler, EveryStep has strengthened the program with the addition of a certified mental health therapist who facilitates the groups.

The therapist brings expertise, specialized training, and experience caring for traumatized individuals. They also provide mental health support for program volunteers by assisting with compassion fatigue and vicarious trauma.

Doula Services



In 2023, EveryStep began offering doula services at no cost to anyone who qualifies.

Through grants from Iowa Department of Health and Human Services, Healthy Start, Telligen and Delta Dental, EveryStep has contracted with more than 20 doulas to provide education and support before, during and after a birth. By offering an extra layer of support and advocacy, EveryStep aims to reduce health complications for both mom and baby and create a positive labor experience.

A Multi-Cultural Approach

Extra support is especially important for populations that experience racial disparities and poorer health outcomes. Through the Iowa HHS Title V grant, EveryStep offers specialized doula services to empower pregnant individuals who identify as Black or African American. By pairing Black doulas and participants, EveryStep can provide cultural congruity and a greater understanding.

Many of the doulas speak multiple languages, and EveryStep's on-staff interpreters are available to ensure every client is heard, understood and supported.

Final Wishes/Quality of Life Program



Kathy Simon's journey with EveryStep began eight years ago, as a hospice nurse with EveryStep's Council Bluffs team. However, her work came to an abrupt end in 2022 when she was diagnosed with a rare type of cancer.

Kathy soon became an EveryStep Hospice patient, and while visiting with her social worker, the discussion turned to childhood Christmas wishes.

"I always wished to look at Christmas lights in a limousine," said Kathy. "I just thought that would be so cool!"

With financial assistance from the EveryStep Foundation, our staff arranged for a special trip through the Christmas lights display at Werner Park near Omaha.

"They picked me up at my house and rolled out a red carpet!" remembers Kathy, who was surrounded by friends and family. "It was very heartwarming. My favorite part was just seeing everyone coming together in my honor — it's just all very humbling."

EveryStep Foundation is able to help hospice patients make special memories with loved ones and obtain vital items that improve quality of life — all because of our generous donors.

2022 Employee Giving Campaign



In October 2022, EveryStep's entire workforce gathered for the first time since the pandemic for an all-employee retreat, which had the theme of "Family Reunion." Staff spent quality time together reflecting on their personal "Why" — the reasons they are drawn to EveryStep's work and mission. They also learned techniques for stress management and self-care when coping with difficult situations and challenging work.

The Foundation's annual employee giving campaign kicked off at the retreat with a fun video featuring staff from many different offices across Iowa. The campaign included engaging activities and drawings for great prizes made possible by EveryStep's Board of Directors and Board of Trustees.

Employees far exceeded the campaign goal of 87% employee participation, reaching an astounding 94% participation rate.

Through your donations, the EveryStep Foundation provided nearly **\$2.3 million** in support to patients, clients and programs to ensure quality care for all — to help those without means to pay for their services, to provide end-of-life wishes, to help families with basic needs, and for operations support.

Threads of Hope

Weaving together a caring, connected community

Threads of Hope is a new EveryStep campaign to promote and gain support for our innovative and impactful pregnancy, parenting, and refugee/immigrant programs, which we offer at no cost.

Life's most difficult moments are often turning points in the trajectory of our lives. Without a dedicated support network to rely on — or expert help navigating health and social service systems — challenging circumstances can become setbacks that last a lifetime.

EveryStep weaves together the threads of a care and support network to create an inclusive social fabric — a vibrant community tapestry where everyone can flourish.

Learn more about our Threads of Hope campaign and subscribe to our newsletter at everystep.org/threads-of-hope.



Thank You, Donors

Thank you to the following individuals, organizations and foundations that made gifts to EveryStep totaling \$250 or more during the July 1, 2022 – June 30, 2023 fiscal year.

\$100,000+

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Gifts totaling \$250 or more were given in honor or memory of:

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People Helping People



Laura Courtney-Brubaker
Hospice Social Worker, Kavanagh House

Laura is the hospice social worker with EveryStep's Kavanagh House — a hospice house available to patients when they require around-the-clock hospice care that cannot be met at home or in a long-term care setting to manage their pain and other symptoms.

"As a hospice social worker with EveryStep, I have the honor to serve patients and their family members during a vulnerable time in their lives. I hear about the beautiful memories they have with their loved ones, and their feelings regarding the future and their end-of-life journey. Social workers provide emotional support to the patient and their family, and we advocate for their goals and wishes. We are part of an interdisciplinary team that supports not only the patient and family, but fellow staff members as well, in order to provide the best care possible to those we serve."

Financials

REVENUE

Medicare/Medicaid	\$17,990,742	59.2%
Government Grants	\$7,550,429	24.8%
Investment Income and Gains	\$1,412,335	4.6%
Charitable Contributions	\$2,284,098	7.5%
Private Insurance	\$2,814,794	9.3%
Private Pay	\$1,337,513	4.4%
Other	\$(202,271)	-0.7%
TOTAL	\$33,187,640	

EXPENSES

Programs and Patient Support	\$29,298,547	79.2%
Organizational	\$6,857,581	18.5%
Fundraising	\$818,897	2.2%
TOTAL	\$36,975,025	

CHARITABLE IMPACT

Innovative Aging <i>(Hospice, Home Care and Senior Companion Program)</i>	\$663,585	29.0%
Community & Family Advocacy	\$471,820	20.7%
Family Empowerment	\$436,167	19.1%
Grief and Loss Services	\$712,526	31.2%
TOTAL	\$2,284,098	

Support Our Nonprofit Mission

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

Honor your loved one with a Memorial Gift



You can choose to support EveryStep in a meaningful way by honoring your loved ones. Gifts to EveryStep are sometimes made on special occasions such as birthdays or anniversaries. You can even establish a recurring gift on a regular basis — either monthly, quarterly or annually.

Memorial gifts of \$1,000 or more are recognized on memorial displays at Kavanagh House and our hospice offices. To learn more about memorial gifts, contact EveryStep Foundation at **(515) 271-1335** or visit everystep.org/donate.

Become a sponsor or help assemble and deliver Cheer Boxes



Each year, hundreds of Cheer Boxes are delivered to grieving families who are experiencing the holidays for the first time following the death of a loved one.

Each box contains meaningful gifts meant to bring comfort and healing. Sponsorship opportunities are available and many volunteers are needed each year to help deliver Cheer Boxes throughout central Iowa. For details, call **(515) 223-4847**.

Shop, donate or volunteer at EveryStep Giving Tree



Shop and discover high-quality clothing, furniture, décor and more at EveryStep Giving Tree, located at 3330 100th Street in Urbandale. This upscale store “where thrift meets boutique” offers ever-changing merchandise and a unique shopping experience. Proceeds benefit patients and families served by EveryStep.

You can also provide support by donating your gently-used items, or by volunteering at the store. For more information, visit everystepgivingtree.org or call **(515) 270-2414**.

Sponsor and attend our Fundraising Events



You can support EveryStep’s programs and services by attending our events, becoming an event sponsor, donating items for our silent auctions or volunteering on an event committee.

EveryStep hosts three primary fundraising events each year:

- **EveryStep’s Amazing FundRacer**
Embark on a fantastic journey across Des Moines with your team as you decipher clues and complete physical and intellectual challenges.
- **EveryStep’s Good Grief Golf Outing**
Enjoy 18 holes of golf followed by lunch, awards and more.
- **EveryStep’s Sip, Savor & Support**
Our signature fundraising event features unique culinary creations and a silent auction filled with extraordinary experiences.

For more information about our events, call **(515) 271-1335**.

Make a donation or purchase new items for our Stork’s Nest



EveryStep’s Stork’s Nest is an incentive-based program that helps low-income parents access much-needed baby items by engaging in healthy activities. Families earn points which can be redeemed for cribs, strollers, car seats, diapers and more. To learn about hosting a Stork’s Nest Shower with your friends, family or co-workers and collecting new items for our Stork’s Nest store, contact the EveryStep Foundation team at **(515) 271-1335**.

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

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