



EFR EMPLOYEE & FAMILY RESOURCES

2024
Annual Report



Executive Message

Dear Supporters,

We did it. We reached another remarkable milestone—EFR's 60th anniversary! October's celebration was more than just a moment in time; it was a chance to reflect on our legacy and the lasting impact we've had on countless lives.

Sixty years ago, two courageous, visionary women, Dorothea Tone and Anna Meredith, founded what was then the Iowa Affiliate of the National Council on Alcoholism (NCA), with a mission to support those struggling with addiction. By 1996, the leadership and board recognized the organization had evolved far beyond its original focus on alcoholism and drug dependence and therefore changed its name to Employee & Family Resources. By then, our programs included Employee Assistance and

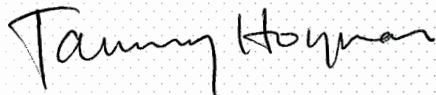
Student Assistance Programming, Substance Abuse Prevention, Substance Abuse Evaluation, and other community-based support for underserved populations. Today, EFR continues to be a transformative force, growing and expanding into many new areas such as workplace wellness, outpatient mental health counseling, and school-based support.

Over these 60 years, EFR developed a life of its own through the work it does in communities, workplaces, and the lives of so many. EFR's essence— the heart and soul of our work—has been kept alive and shaped by generations of dedicated employees, leaders, and board members who brought compassion, acceptance, respect, and hope to our mission. We are the organization we are today because of this shared commitment.

It has been an exciting year of looking back—and looking forward! We have so much success to celebrate, and so much work yet to be done. EFR remains committed to the mission that inspired our founders, extending help to vulnerable and struggling individuals. I am extremely proud of the innovative programs, passionate work, and quality services that EFR continues to deliver in our communities.

As you explore the accomplishments of FY24 in the following pages, I invite you to celebrate with us, honoring the legacy that brought us here and the future we're building together.

Sincerely,

A handwritten signature in black ink that reads "Tammy Hoyman". The signature is written in a cursive, flowing style.

Tammy Hoyman, CEO



Mission

Employee & Family Resources is dedicated to helping people manage life's challenges so they can reach their full potential.

Vision

Employee & Family Resources is a highly valued resource delivering prevention, intervention, and treatment services that support and enhance the health and wellbeing of individuals.

Core Values

- C**ustomer-focused
- H**onesty and Integrity
- I**nitiative-seeking
- R**eliable
- P**roductive
- P**ositive and Respectful
- A**daptable and Resilient

Impact

By The Numbers

54,965

Total lives impacted by Employee & Family Resources in 2024.

7,865

Students and family members were served by the Student Assistance Program through assessment, referral and brief counseling sessions and student groups.

19,613

Individuals from more than 400 companies across the nation received support through EFR's Employee Assistance Program.

282

Individuals received counseling to help address mental health and substance abuse issues.

25,089

Central Iowans (youth and adults) were served by EFR's substance abuse and problem gambling prevention specialists.

2,116

Central Iowans received substance abuse assessment and referral services, providing an opportunity for recovery to people struggling with substance abuse and other related challenges.

A black and white photograph of a student with dark hair, wearing a patterned shirt, sitting at a desk and writing in a notebook with a pen. The image is partially obscured by a white circular graphic element on the right side of the page.

Student Assistance Program

EFR's SAP provided crucial support to 7,865 individuals across 29 school districts in FY24! The majority of those served were students (85%), with family members (15%) also benefiting from these valuable services. Seven of these districts chose to expand support through additional on-site counseling, ensuring even greater accessibility for those in need. Among those seeking counseling, 31% presented with symptoms of stress and anxiety, and 11% with depressive symptoms. By addressing these challenges early, SAP is helping to build stronger, healthier communities—one student, one family at a time.

An SAP Testimonial

A few weeks into the school year, Emma, a high school student, reached out to EFR's Student Assistance Program (SAP) with concerns about her relationship with her stepmom. Emma felt she was being "singled out" and that her stepmom was "out to get her," leading to constant tension at home. When her SAP counselor met with her and gathered more details, it became clear the issue wasn't a single conflict—it was an ongoing struggle rooted in communication patterns.

Together, Emma and her counselor practiced using "I" statements and reframing her language to express

herself more openly. Emma learned to approach conversations without assumptions or accusations, instead focusing on vulnerability and understanding. By their final session, Emma shared a transformative realization: "I feel like I have a whole new perspective on life, and I can actually connect with my stepmom now."



Counseling

EFR's Mental Health Counseling Program served 282 clients through 3,073 outpatient sessions in FY24! Thanks to the generosity of our donors, we are able to offer counseling on a sliding-fee scale to low-income clients—15 clients alone received 188 sessions at a significantly reduced cost. Instead of paying nearly \$30,000, they paid just \$15,236, ensuring that financial limitations didn't stand in the way of critical care. EFR is proud of our ongoing commitment to provide affordable, accessible counseling to everyone in our community, regardless of income or insurance coverage.

Prevention

In FY24, EFR's Prevention Team continued to set the standard for impactful, community-centered prevention initiatives across the state, reaching over 25,000 individuals! Operating on nine focused work plans, the team achieved 100% of its project outcomes in Polk, Warren, Jasper and Marion Counties. This year's highlights include assisting with the implementation of seven policy changes to reduce problem gambling, making public spaces safer and less susceptible to substance abuse through physical improvements in four communities, and connecting over 1,400 at-risk youth and adults with substance abuse services, ensuring they can access the help they need.





Substance Abuse Services

At EFR, we believe in the power of second chances. Through our Substance Abuse Services (SAS) Program, we supported 2,116 clients this year. The large majority of these individuals were referred to EFR as required by the criminal justice system, with 81% (1,708 people) served while incarcerated at the Polk County Jail. Many of these clients gained the opportunity to pursue treatment instead of facing extended incarceration, opening doors to rehabilitation and recovery. With 85% of those we served living on an income below 200% of the poverty level, EFR is committed to helping vulnerable individuals access the treatment and support they need to rebuild their lives. Through these efforts, we're making a meaningful difference in our community, one person and one step forward at a time.

An SAS Testimonial

Jordan, a young man in his 30s, battled substance use disorder for nearly a decade. He began using substances at just 15 years old, and over time, his usage escalated to injection. Despite several treatment attempts, Jordan had never completed a program successfully.

At EFR, his counselor took the time to understand Jordan's story—exploring his past experiences with treatment to uncover the underlying reasons he struggled to finish each program. Together, they identified specific factors essential for his recovery and pinpointed a program that was a strong match.

When his admission was initially denied due to age restrictions, his counselor didn't hesitate to advocate directly with the program, working tirelessly to secure Jordan's placement. Through his counselor's unwavering commitment and Jordan's own readiness for change, we secured him a spot in his preferred program—giving him the best possible start on his journey to recovery.



Employee Assistance Program

The EAP remains EFR's largest program, partnering with over 400 employers nationwide to support the well-being of more than 300,000 employees and their families. In FY24, 19,613 individuals accessed EFR's comprehensive EAP services, which include counseling, life coaching, legal and financial consultation, and more—helping them navigate life's unique challenges. This year, we proudly launched First Responder Coaching, a specialized life coaching program tailored to the specific needs of first responders and their families. By continually expanding our services, EFR reaffirms its commitment to supporting the most valuable part of any organization—its people.

An EAP Testimonial

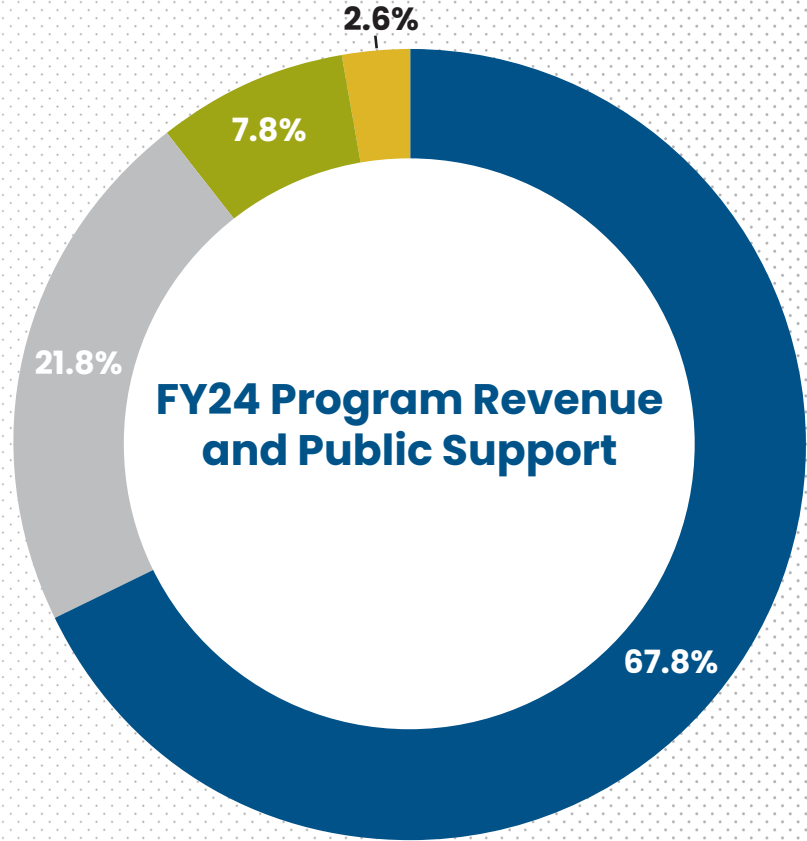
Sarah, a client in her mid-twenties, turned to EFR's EAP services with a simple but profound goal: to get her life on track. For years, she had quietly struggled with anxiety and depression, feeling more balanced during the warmer months but sinking into darkness each winter. Sarah had tried medication years before, but it left her feeling worse, and though she had considered counseling, she wasn't sure where to start.


Encouraged by her supportive manager, Sarah decided to give EAP counseling a try, albeit with some hesitation. She knew the EAP counselor would listen, offer practical tools, and provide referrals if necessary. But what Sarah found was more than that—her EAP

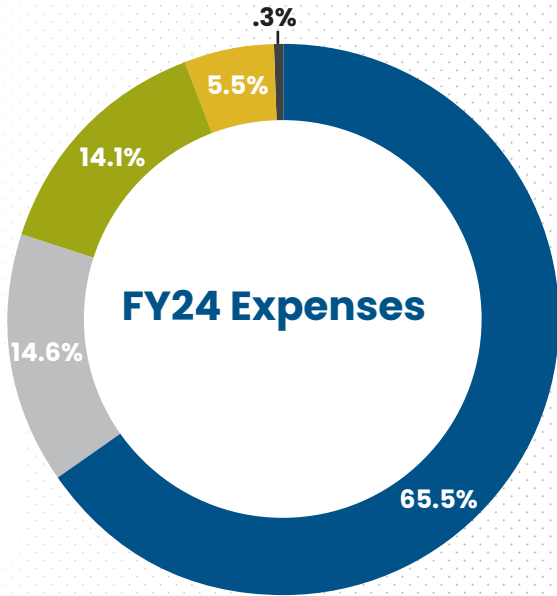
counselor gave her the courage to take the next step. After their sessions, she felt empowered to return to her primary care provider and open up about her struggles. Together they found a new medication that soon began making a difference. For the first time in years, Sarah felt hopeful as winter approached.

The experience was so positive that Sarah sought ongoing therapy referrals, ready to continue her journey with newfound optimism and confidence. The compassionate support of EFR's EAP had turned her apprehension about therapy into a stepping stone in her mission to get her life on track.

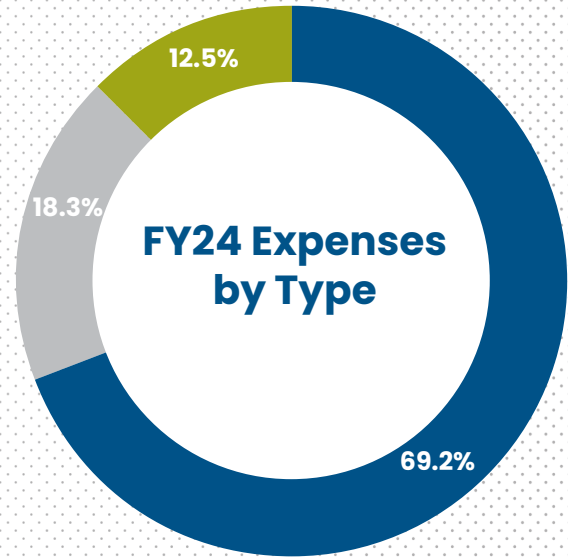
Year End Financials



-  Employee and Student Assistance Services Contracts **\$3,933,989**
-  Government Contracts **\$1,262,135**
-  Client Fees **\$454,495**
-  Contributions **\$149,206**



- Employee and Student Assistance Services **\$3,960,534**
- Management and General **\$880,712**
- Community Services **\$851,105**
- Substance Abuse Services **\$331,052**
- Development **\$18,098**



- Personnel **\$4,186,864**
- Service Delivery Fees **\$1,102,587**
- Community Services **\$752,050**

Our Board of Directors



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Donors

\$5000 - \$9999

Principal Charity Classic

\$2500 - \$4999

John and Tammy Hoyman
Nataliya and Jason Stone

\$1000 - \$2499

Erin Hoxmeier
ILC Resources
Mark and Carol Mandziara
Michael and Louise Crall
Rich and Kim Willis
Richard and Christine Clogg
Troy R Thompson

\$500 - \$999

Anonymous
John and Julie Schreurs
Phillip Hall

\$250 - \$499

Anonymous
David and Gina Noga
Elizabeth Zaletel
Fridley Theatres (In-Kind)
Haley M. Hundley
Holmes Murphy & Associates
Jane M. Schelhaas
Megan Eberth
Seidenkranz Family
Tara Z. Hall

\$100 - \$249

Amanda Khader
Anonymous
Black Magic Tattoo (In-Kind)
Chelsey Johnk
Chicaco Cubs (In-Kind)

Claudia Smith
Heather Moon
Isaac Novak
Jane Hoyman
Jeanna McBain
Jessica Streeter
Jethro's BBQ Southside (In-Kind)
Jill Hartung
Johanna M. Dunlevy
Joyce Godwin
Michelle and Kareyna Holmes
Jeff Burnison
Power Life Yoga (In-Kind)
Renee Neppi
Rick and Diane Hickman
SCHEELS (In-Kind)
Seven Oaks Recreation (In-Kind)
Shaoah L. Miller
Steve Arneson
Tim Fitzgibbon
Todd and Pamela Martin

Our 60th Anniversary Celebration

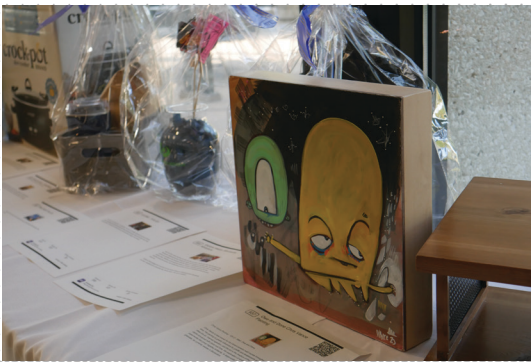
In October 2024, EFR marked a special milestone—our 60th anniversary! This celebration was more than an event; it was an opportunity to honor EFR's rich history and recognize the countless contributions made to improve lives in our community. So, for a year we brainstormed, researched, collaborated, and planned an event to capture the essence of Employee & Family Resources.

On October 10, serendipitously World Mental Health Day, more than 200 EFR supporters—staff, board members, friends, and family—gathered at the Des Moines Botanical Garden for a memorable evening. Guests enjoyed delicious appetizers and drinks, a nostalgic photo slideshow showcasing

EFR throughout the years, a silent auction featuring dozens of unique items, and lively entertainment by dueling pianos. Most importantly, the night was filled with connections and camaraderie among those who share a passion for EFR's mission.

Thanks to the dedication of our team and the support of all who attended, we achieved all we set out to accomplish—honoring EFR's past history, celebrating its present successes, and launching into an exciting future.

A heartfelt thank you to everyone who has contributed to EFR's impact over the past 60 years, those who made this event possible, and all who celebrated this milestone with us. Here's to the next era!



Life happens. We're here to help.



EFR EMPLOYEE & FAMILY RESOURCES

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