

2017 ANNUAL REPORT




Improving ourselves and improving the community

EFR was able to extend our lease at the Insurance Exchange Building this year and complete some important remodeling projects. Our thanks to The Graham Group for their partnership and generosity on this project!



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2017 was a big year for EFR to deliver on our mission through our counseling programs! Through the Employee Assistance, Student Assistance, Substance Abuse Evaluation and Counseling Programs, we served 750 more people than last year! A few programs had phenomenal growth that contributed to this overall increase. The Student Assistance Program grew by 81 percent and the EFR Counseling Program grew 230 percent!

While program growth excites me as the CEO, what this really means is that EFR helped 591 more people this year through the SAP and Counseling Programs right here in Central Iowa. Between these programs, nearly 1,400 clients received comprehensive assessment, referral and counseling services to address concerns like depression, anxiety, addiction and family conflict. In addition, over 3,200 individuals received substance abuse evaluation and referral services, helping them to access programs for treatment services. According to the National Alliance for the Mentally Ill (NAMI), only 40 percent of those in need of mental health treatment receive appropriate services. EFR is helping to close the gap between those who need behavioral health services in our community and those who receive them.

This growth did not happen accidentally. It is a result of carefully planned expansion of onsite services at schools, excellent collaboration with the EFR Substance Abuse Evaluation and Prevention Teams and great promotional efforts by the marketing team. As the entire organization focuses on EFR's core values, excellence ensues.

Looking to the future, EFR will continue this growth trajectory by expanding treatment offerings to include outpatient services for those struggling with mental health, substance use or both through an integrated counseling model. This will be an exciting and valuable addition to expand EFR's services offerings ranging from Prevention and Intervention (EAP and SAP), and a more robust outpatient treatment program.

Another change in the coming year will be the shift from *Every Family Rocks!* to *Every Family Rolls!* We have decided to let *Rocks!* go out on a high note with the February 2017 event as our last. Instead, we will focus on making *Every Family Rolls!* into a premier community family event featuring a long- and short-route bike ride, food and music in the park and a variety of other entertaining activities on Sunday, June 10, 2018!

Thank you to all EFR staff, board, and supporters that made these successes possible. I hope you enjoy all of the amazing achievements highlighted in this year's Annual Report!

CEO
EXECUTIVE MESSAGE

Tammy Hayman

STORIES OF IMPACT

PREVENTION WORKS!



In the most literal sense, EFR's Prevention team works to prevent young people from starting to use substances or prevent adults from misusing or abusing substances and by helping communities to maintain safety around substance use. To be as effective as possible, they must employ comprehensive strategies to address issues from multiple angles.

One of the most rewarding kinds of prevention work for the EFR Team is to reach at-risk youth. While the team cannot prevent "first use" for many of these teens, because that occurred years ago for many of them, it is still very important for them to hear the prevention messages to help guide future decisions.

This Spring, an EFR Prevention Specialist provided a series of sessions on the risks and harms of marijuana use to a group of youth in a residential treatment facility. Every participant began the program expressing pro-marijuana views and a low perception of the risks the drug posed. However, after participating in the evidence-based program, the group successfully created its own counter-drug marketing campaign regarding marijuana and prescription drug abuse to educate other young people about the dangers associated with substance use!

Fourteen year old Kathleen* first came to the Student Assistance Program (SAP) in the fall of 2016. Her mother was concerned about bullying and overall unhappiness.

When meeting with the SAP counselor, Kathleen expressed feelings of depression and worry about grades, her looks, friends, boys and her family. She also admitted that she had suicidal thoughts but had not acted on them. Through the SAP, Kathleen was able to identify some of the patterns that contributed to her feelings of depression and anxiety and her counselor recommended that she continue services through an outpatient counseling program. Kathleen and her parents chose to continue sessions at EFR.

Over the course of the next six months, Kathleen learned mindful breathing techniques and progressive relaxation, ways to interrupt negative thought patterns and adopted healthy coping skills like listening to music, participating in dance classes and confiding in trustworthy friends. Kathleen's counselor also obtained permission to consult with her physician about medications for her depression and anxiety to help supplement her therapy.

Kathleen continues to attend therapy regularly to maintain her progress managing her mood and anxiety. While she continues to experience the challenges of adolescence, she reports feeling happy and is no longer experiencing suicidal thoughts.

KATHLEEN*



EFR EMPLOYEE & FAMILY RESOURCES

STORIES OF *IMPACT*



SCOTT*

5 Scott* came to EFR for a substance abuse evaluation as a result of a referral from the Department of Human Services due to concerns about his methamphetamine use and its impact on his ability to care for his young son. Scott had several prior criminal charges and had been through treatment for his substance use multiple times. When he came to EFR, his counselor recommended outpatient sessions to address his substance use and mental health issues, a referral for recovery support to EFR's Access To Recovery (ATR), and parenting classes in the community. Scott followed through with all recommendations and has paid off over half of his fines and court costs. But most importantly, he was able to increase his supervised visits with his son and continues to work toward family reunification as he rebuilds his life in recovery!



JUSTIN

You may remember Justin from our 2015 Annual Report celebrating our 50th anniversary. He recently returned to EFR to let us know he is doing great! He is still actively engaged in his recovery and serving as a Sponsor to several others. Justin has also earned a job promotion to a management position and has a family of his own. We were fortunate to meet his 8-month old son when he visited!

IMPACT: BY THE NUMBERS

With your generosity and support, EFR impacted the lives of

61,550

individuals and families in 2017, helping them to reach their full potential!



Prevention

34,000 Central Iowans (youth and adults) were served by EFR's Substance Abuse and Problem Gambling Prevention Specialists.

Workplace Services

22,000 individuals from over **700** companies across the United States received support through EFR's Employee Assistance Program.

Substance Abuse Services

3,245 individuals in Central Iowa received substance abuse assessment and referral services, providing an opportunity for a fresh start to individuals struggling with substance abuse and other related issues.

Student Assistance Program

1,671 students and family members accessed the Student Assistance Program (SAP).

The SAP provides 24/7/365 support to students, families and schools, to manage the impact that a wide variety of personal and family problems can have on students and their families - issues like depression, anxiety, and family conflict.

Para Ti Programa

209 individuals (youth and adults) received help through EFR's bilingual counseling and case management program. These individuals were able to address concerns of depression, anxiety, addiction, family or marital concerns or other issues in both English and Spanish.

Access to Recovery

157 individuals in Central Iowa participated in EFR's Access to Recovery; a program that provides support for those in recovery to maintain a sober lifestyle. Program funds help participants purchase goods or services to help them stay healthy and sober – items such as work clothes, bus tickets, eyeglasses, and recovery materials.

EFR Counseling Program

268 individuals received mental health counseling from EFR's Counseling Program to help address issues like depression and anxiety.

**YOU HELPED US
HIT OUR TARGET**



EFR EMPLOYEE & FAMILY RESOURCES



Families ROCKED at 9th Annual Event - *Every Family Rocks!*

Every Family Rocks! Music and Movement Festival

We had a “rockin’” good time this year with nearly **1,200 children and families** who joined Employee & Family Resources on Saturday, February 18, 2017 at the Science Center of Iowa.

Youth and families enjoyed music and more, thanks to entertainers **Justin Roberts and the Not Ready for Naptime Players, The 4ney’s, the Mambo Soul Dance Company, U of Iowa’s Herky, ISU’s Cy, UNI’s TC, the Des Moines Menace’s Maniac, the Iowa Cub’s Cubbie,** and many of other fun activities like hula hoops, face painting, and arts and crafts!



This year’s event raised over **\$30,000** to support our mission of helping people overcome life’s challenges in order to reach their full potential. We thank over 40 sponsors and 70 volunteers who made this possible!



And ROLLED at the 1st Annual Event - *EVERY FAMILY ROLLS!*

EFR rolled out its inaugural family bike ride, *Every Family Rolls*, on Sunday, June 11, 2017 and a good time was had by all! Despite extreme temperatures of over 100°, we had **over 200 participants** involved in the ride. We were all thankful for the shady trails and family fun.

Event attendees enjoyed festivities that included music by *The Rescue Dogs*, crafts, water games and face painting by the *Roosevelt High School Cheerleaders*.

At the end of the event, riders enjoyed the entertainment with delicious tacos, ice cream, and massages. EFR is grateful to our many volunteers and eleven event sponsors as the event raised **\$20,000** for EFR.

Mark your calendars for next year's ride on June 10, 2018!





EFR EMPLOYEE & FAMILY RESOURCES

Thank you for your support

EFR's counselors left to right:



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Back row: Rick Muselman, Laura Johnson-Palomares, Bethany Zeitz, Shannon Evers, Kathryn Brown, Tammy Hoyman (CEO) **Front row:** Natalie Lyons, Megan Wych, Jennifer Allensworth, Jillian Johns.

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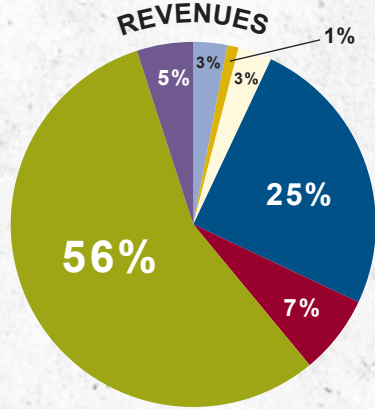
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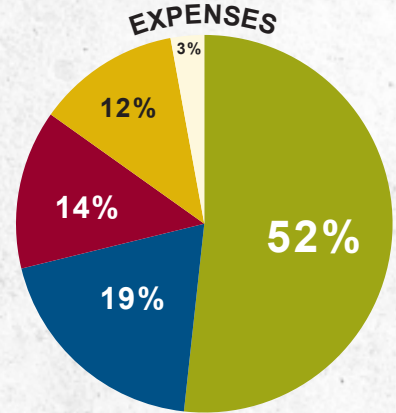
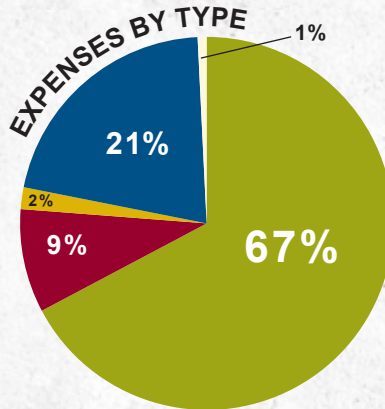
***Includes In Kind**

FINANCIAL *IMPACT* FY 2017



- Contributions **\$138,527**
- Special events (net) **\$52,246**
- United Way of Central Iowa **\$136,875**
- Government Contracts **\$1,313,563**
- Client Fees **\$355,287**
- Workplace and Student Assistance Services Contracts **\$2,900,996**
- Investments and other **\$232,913**

- Personnel **\$3,449,707**
- Service Delivery Fees **\$460,590**
- ATR Assistance to Individuals **\$96,916**
- Operating Expenses **\$1,082,971**
- Special events **\$39,750**



- Workplace and Student Assistance Services **\$2,653,551**
- Community Services **\$998,046**
- Substance Abuse Services **\$699,770**
- Management and General **\$630,994**
- Development **\$147,573**



Don Fifer
Tiger Hawk Consulting

Matt Ahmann
Principal Financial Group

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Jana Rieker, VP Governance
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Lainie Cooney
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David Siebert
Professional Solutions Insurance Company

BOARD OF DIRECTORS

Pictured left to right:
Don Fifer, Angela Macke,
Matt Ahmann, Gary Sinclair,
Devlin Hogans, Steve Marlow,
Tara Z. Hall, Nataliya Boychenko.





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EFR EMPLOYEE & FAMILY RESOURCES