



EFR EMPLOYEE & FAMILY RESOURCES

# ANNUAL REPORT

20 / 19

*EFR, helping you do life.*



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EFR EMPLOYEE & FAMILY RESOURCES

## EXECUTIVE MESSAGE



**TAMMY HOYMAN, CEO**

People have started to talk about mental health! Famous people like **Michael Phelps, Prince Harry, Lady Gaga, and Russell Brand** are talking about things like **depression, anxiety, PTSD, and addiction**. As they are speaking publicly about their experience with mental illness, it is opening the door for the rest of us to talk about mental health conditions free of shame or embarrassment.

In addition, a recent study featured in the Harvard Business Review revealed that **86%** of respondents think a company's culture should support mental health. That same study showed that nearly 60% of respondents had experienced symptoms of mental illness in contrast with the often cited statistic of 20% of us experiencing a mental illness in a year's time.

*(Mind Share Partners, SAP, and Qualtrics).*

EFR is dedicated to helping people *manage life's challenges* so they can reach their full potential.

For 55 years, EFR has worked to help and support people as they experience mental illness and substance use disorders. However, the research shows that less than **40%** of people seek help when they have symptoms of these conditions. Though the reasons are varied, the most common and pervasive one for not seeking help is the stigma associated with these brain conditions.

While we work every day to make mental health services easily accessible to all people, we also work to make it OK to ask for help and seek services for mental health and substance use disorders.

That is why we provide speaking engagements on these topics every chance we get; collaborate with other community providers on campaigns like *Make It OK*; and hold our annual fundraising event, *Ride Don't Hide* to raise awareness about mental health conditions and reduce stigma.

**Thank you for your support of Employee & Family Resources!  
You are helping on our journey to eliminate stigma and make services available to everyone who needs them.**

Sincerely,



# WHAT'S HAPPENING AT **EFR?**

## **Employee Assistance Program**

As we continue to serve employer and employee needs nationwide, we continue to add new services to our EAP benefit. This year we added a new series of workplace trainings focused on behavioral health and wellness in the workplace.

Our new offerings include trainings like *Mental Health First Aid*, *Unplugged*, *Mindfulness Matters*, *Behavioral Health in the Workplace*, and more!

## **Counseling**

This year we have expanded our counseling offerings. We added a substance abuse education course for individuals who may not need counseling, but are presenting risk factors that could lead to substance abuse issues later on.

In addition, we have been developing an adolescent substance abuse treatment program. This outpatient program is one of very few in the Des Moines area that has a focus of treating 12-17 year olds, with custom treatment plans, in both group and individual settings.



## **Student Assistance Program**

We were able to increase the number of students and family members served this year from **1,624 in FY 2018 to 4,477 in FY 2019!** The addition of an SAP Consultant helped increase our reach with schools. The Consultant established contacts in all schools and facilitated student groups to build skills and help raise awareness for SAP counseling services.

## **Prevention**

FY19 was a year of change for Prevention, as its largest funder issued a new RFP that included significant geographic and workplan changes. As of January 2019, we are serving Polk, Warren, Marion, and Jasper Counties under a new five-year grant. Year one has been focused on assessment to establish the main priority areas of each county, so we can better serve their individual prevention needs.



“This program is worth the time! You are investing in building better relationships with your child while gaining great tools to help you become a better parent. I loved spending one-on-one time with my son and working together with other parents to encourage each other.”

### **Prevention Participant**



# STORIES OF IMPACT

## *Jennifer*

At 14 years old, Jennifer used drugs for the first time. By 18, she was using daily and serving jail time.

She would get clean for a time, but would then relapse when difficult life events provoked her addiction. This happened off and on for 20 years.

“One day I realized more than half my life was a drug life. I didn’t want that anymore.” With the support of her mentor, her faith, and treatment, Jennifer got sober, started and graduated college, and wanted to help others.

She currently serves as a substance abuse counselor at Employee & Family Resources, working with people struggling with addiction.

Jennifer is just one of the success stories we see at EFR. Her story proves access to counseling services can make a world of difference for those struggling with addiction.



“ If I’m not here for my clients, who will be? I can relate to their experiences, and I want to see them get sober and move forward.”



## EFR EMPLOYEE & FAMILY RESOURCES

*Jim*



Jim is a school administrator responsible for promoting the Employee Assistance Program and Student Assistance program to those at his school. However, Jim had doubts about what counseling could do for him, so he decided to give EFR a chance to better understand the services available for his employees and students. What he discovered surprised him!

Through counseling sessions at EFR, Jim learned coping skills that allowed him to successfully handle stressful situations in his life, without letting his negative emotions take control. After completing his six sessions,

Jim has continued to see a counselor at EFR because he believes that everyone could use an hour a week just to focus on themselves. He stressed,

*“If we are not taking care of ourselves, we will not be able to properly care for others.”*

# IMPACT

## BY THE NUMBERS

With your generosity and support, EFR impacted the lives of **57,455** individuals and families in 2019, helping them reach their full potential!

*EFR, helping you do life.*

 **25,849**

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

 **2,527**

Individuals in Central Iowa received substance abuse assessment and referral services, providing an opportunity for recovery to people struggling with substance abuse and other related issues.

 **24,258**

Individuals from **more than 700 companies across the nation** received support through EFR's Employee Assistance Program.

 **344**

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





 **4,477**

students and family members accessed the Student Assistance Program. The SAP provides **24/7/365** support to students, families, and schools to help manage the impact of problems that affect students

and their families. Issues like depression, anxiety, and family conflicts are overcome through individual and group counseling.



# Stephanie\*

*Stephanie\*, a middle school student, came to EFR through the Student Assistance Program because she was struggling with anxiety and panic attacks.*

She was also having trouble making friends and had experienced bullying. Stephanie explained she often ate lunch alone in a classroom to avoid the students who bullied her. She reported feeling low and experienced suicidal ideation weekly, primarily because “no one liked her.” After a few sessions with the SAP counselor, Stephanie reported feeling more confident, was taking better care of herself physically and emotionally, and

started journaling in the morning and before bed. Stephanie began using affirmations to remind herself that she was a powerful and capable person with the problem-solving skills to resolve any issue she faced. After engaging in SAP sessions, she had made a new friend and had joined a school theater club. Stephanie completed all six SAP sessions provided by her school, but continues to check in with her counselor occasionally. She still struggles sometimes, but has found different ways to express herself rather than letting her concerns overwhelm her and emotions overtake her.







***Katie\* struggled with anxiety and depression.***

She had been experiencing negative and self-defeating thoughts. **She used EFR's Student Assistance Program for help. Through counseling she was able to work toward changing those thoughts to be more positive.** Katie struggled when she started college. She avoided school for weeks at a time and refused to leave her parents' home.

Katie remembered how beneficial the SAP had been for her. She reached out to her counselor and initiated outpatient therapy sessions to help challenge her negative thoughts once again. Katie has now moved into her own apartment, is attending classes, and has been following her treatment plan. She reports making the Dean's list, and is working on making up credits from the past semester.

**Katie\***

*\*Name changed to protect client confidentiality*





# Ride Don't Hide

Bikes to benefit EFR's Mental Health and Addiction Programs

2020 Presenting Sponsor:



Mother Nature finally cooperated bringing sunny skies and mild temperatures for our 3rd annual bike ride to raise funds and awareness for mental health programs at EFR!

New to the ride this year was a rider breakfast, warm-up and stretching with Hy-Vee KidsFit, and sponsored stops that featured games and prizes to raise awareness of mental health and substance abuse, a goal of *Ride Don't Hide*.

135 registered riders and dozens of volunteers gathered at Orlando's (just months before their closing!)- a popular spot for bikers on the Great Western Trail- to kick off the ride after flooding forced us to move the start from Colby Park. Again this year, the ride offered a choice of 3 distances to appeal to a variety of bicyclists.

Big thanks to ride committee members Lainie Cooney, Don Fifer, and David Siebert; presenting sponsor The Des Moines Radio Group and local celebrity emcee, Big Ken from Star 102.5; and the other supporters of the ride including our amazing sponsors and volunteers. Because of their generosity, **EFR was able to raise over \$30,000 to support EFR's counseling services.**



**Please join us for Ride Don't Hide on Sunday, June 7, 2020 – we'll be taking off from Jethro's Bigfoot (the former Orlando's) conveniently located at the base of the Great Western Trail!**





EFR EMPLOYEE & FAMILY RESOURCES

## OUR DONORS AND SUPPORTERS

*Thank you to the following donors and supporters. We deeply appreciate our supporters who share in our mission of helping people manage life's challenges so they can reach their full potential.*

### **PACESETTERS (\$25,000 +)**

Alpha Media KCOB-KRTI\*

### **BENEFACTORS (\$10,000 - \$24,999)**

Des Moines Radio Group\*

### **SPONSORS (\$5,000 - \$9,999)**

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### **VISIONARY (\$1,000 - \$2,499)**

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### **LEADER (\$500 - \$999)**

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Holmes Murphy & Associates  
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Rotary Club of Des Moines AM  
Foundation  
Gary and Karen Sinclair  
Lara Utter

### **MENTOR (\$250 - \$499)**

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Richard and Christine Clogg  
Christine and Brendan Comito  
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Stephen and Sharon Marlow  
David and Gina Noga  
Sarah Rader  
Dawn L. Reseland  
Katie Roth  
Barry Tofteland

### **FRIEND (\$100 - \$249)**

Debra S. Chiodo  
Lainie Cooney  
Rory Flynn  
Rick and Diane Hickman  
Kent Hinders  
Laura Johnson-Palomares  
Verna Rice  
Michele Schatzberg  
Terri Smith  
Harry and Karen Teel  
Ketsie Wilkins



\* Includes in Kind

Gifts are recognized from July 1, 2018 - June 30, 2019

FY19 REVENUE AND PUBLIC SUPPORT

DESCRIPTIONS	PERCENT	DOLLARS
CONTRIBUTIONS	1%	\$72,148
SPECIAL EVENTS (NET)	1%	\$31,758
GOVERNMENT CONTRACTS	23%	\$1,182,977
CLIENT FEES	8%	\$417,736
WORKPLACE AND STUDENT ASSISTANCE SERVICES CONTRACTS	62%	\$3,160,636
INVESTMENTS AND OTHER	5%	\$255,289
<b>TOTAL</b>		<b>\$5,120,544</b>

FY19 EXPENSES

DESCRIPTIONS	PERCENT	DOLLARS
WORKPLACE AND STUDENT ASSISTANCE SERVICES	62%	\$3,172,690
COMMUNITY SERVICES	14%	\$745,158
SUBSTANCE ABUSE SERVICES	9%	\$472,217
MANAGEMENT AND GENERAL	14%	\$730,347
DEVELOPMENT	1%	\$42,284
<b>TOTAL</b>		<b>\$5,162,696</b>

FY19 EXPENSES BY TYPE

DESCRIPTIONS	PERCENT	DOLLARS
PERSONNEL	70%	\$3,625,976
SERVICE DELIVERY FEES	17%	\$858,070
OPERATING EXPENSES	13%	\$678,650
<b>TOTAL</b>		<b>\$5,162,696</b>

# EFR BOARD OF DIRECTORS



**Tara Hall, Board President**

*Davis Brown Law Firm*

“ EFR has a long history and strong reputation for delivering on their commitment to reach and serve people struggling with substance abuse, mental health, and every other challenge in life. I am proud to serve on EFR’s Board to help the organization thrive and grow into the future.”

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**Angela Macke, Immediate Past President**

*DHI Group, Inc.*

“ EFR’s employees work hard every day to help people navigate life’s challenges and live to their full potential. EFR makes Central Iowa stronger through the delivery of high-quality mental health and substance abuse services. I am proud to serve on the board of an organization that has such a long and rich history of serving a critical need in our community.”

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**Nataliya Boychenko, Governance Committee Chair**

*Holmes Murphy and Associates*

“ Working in the employee benefits field, I see the impact of the mental health issues in the workplace and the need to address them while providing support, compassion, and guidance. EFR is uniquely situated to provide this type of help and much more. I am grateful for having the opportunity to support the mission of this incredible organization along with a group of inspiring individuals also serving as directors.”

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**Matt Ahmann, Finance Committee Chair**

*Principal Financial Group*

“ I support EFR because of its commitment and contributions to the community, delivering on the mission of helping people manage life’s challenges.”

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**Deb Chiodo**

*ASK Resource Center*

**Steve Marlow**

*Retired CPA*

**Christine Clogg**

*Retired Educator*

**David Siebert**

*Professional Solutions Insurance Company*

**Lainie Cooney**

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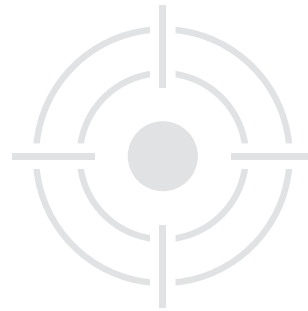
**Don Fifer**

*Tiger Hawk Consulting*



EFR EMPLOYEE & FAMILY RESOURCES

# **THANK YOU,** *FROM EFR!*



Your generosity and support helps EFR continue to impact individuals and families in our community. We invite you to expand that impact in the year ahead!

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

**EFR's Vision:** Employee & Family Resources is a highly valued resource delivering prevention, intervention, and treatment services that support and enhance the health and well-being of individuals, families, and communities.

***EFR, helping you do life.***



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