


# CONNECTING

Healthy Information from the Des Moines Pastoral Counseling Center  April/May/June 2013

## 2012 ANNUAL REPORT

### STATE of the CENTER

#### From the BOARD PRESIDENT

What is the current state of the Center? Well, as 2013 begins, by a number of measurements, the state of the Center has NEVER BEEN BETTER. Many of the challenges identified by our past Board members have been successfully met. These included:

The need to fund, plan, construct, and successfully inhabit a physical home of our own to promote our permanence in the community, to provide functional work spaces and an ability to expand staff, and to cut overhead costs in the long term. CHECK. We're in, we're retiring debt as fast as we are able, and the level of staffing and the hours of client service are at all-time highs.

The need to steadily increase fundraising targets and revenues toward higher standards to cover costs for clients not paid by insurance as needed. CHECK. We raised the bar for fundraising goals in 2012 and the goals were exceeded.

The need to meet/exceed the standards of the Samaritan Institute in both our administrative management and client care in order to be re-accredited, and to gain insight on how best to identify and address any areas where other providers' "best practices" show potential for improvement in our operations. CHECK. Re-accreditation achieved, and among identified areas for future improvement, a Board-supported and staff-directed internal process of collaboration to discuss key issues in Center policies, planning, and practices is underway.

The need to have a larger, more active and engaged Board of Directors, with a focus on particular skills and experience most useful to support management and forward planning for the organization. CHECK. We added the largest, most talented and diverse new pool of Board members in history over the last two years. These members have the skills and talents needed to help make informed decisions which will be critical to our long-term future.

Based on the goals laid out in the first decade of the 21st century, the state of the Center is VERY HEALTHY.

That does not mean we can be complacent or rest on the laurels of success. Our world is not static, and new challenges lie ahead. I would describe the state of the Center as relates to future chal-



**Greg Nichols, President**  
*Board of Directors*  
2011-2013

lenges as in a state of "readiness." Let me briefly mention three of the specific challenges I see on the horizon.

1. It is likely that there will be changes ahead in both the delivery systems for health care as well as the insurance coverage for health care. We do not at this moment know how these will impact our ability to sustain ourselves as a stand-alone provider offering our unique spiritually-sensitive client services. But navigating through the changes ahead to make certain the community can continue to benefit from our services will be a key challenge.

2. We are, despite our recent progress, below the fundraising standards we will need to meet in order to subsidize the anticipated number of clients who will not be able to afford counseling in the future.

3. We need to acknowledge and plan for leadership transitions ahead and continue to attract and retain clinical and administrative staff of the highest caliber.

Let us resolve to focus energy in the coming year on addressing the challenges ahead and keeping the Center healthy and its array of community services available long into the future.

#### From the EXECUTIVE DIRECTOR

In 1972, Dr. Ray Martin, an associate pastor at First United Methodist Church, had an idea for an expression of ministry that was developing across the country, yet new to our community – a spiritually-sensitive counseling ministry. He and a board of directors took the vision of this specialized ministry, incorporated it into a nonprofit community-based organization, and the result was the Des Moines Pastoral Counseling Center.



**Ellery H. Duke, Ph.D.**  
*Executive Director*

Because Dr. Martin pursued his vision and fostered widespread enthusiasm for it, over 60,000 lives have been touched by this pastoral counseling movement in our community over the past 40 years.

Now, as the Center has matured and come of age, we again face important crossroads for the Center's future. Viewed from any number of perspectives, we are more stable financially by owning rather than leasing our space. The Center is more visible,

stable and reliable as we continue to grow into our new facility. We are noticing the growing pains that often accompany change, and are being proactive in our attention to these. At all times, we maintain our focus on our mission, to bring understanding, hope and healing to people of all ages through counseling and education.

Our hard-working board of directors and talented staff are committed to transforming the Center's quiet reputation into one of outstanding recognition for high quality, affordable counseling. In this annual report, we want you to know that the Center is fiscally responsible while being generously responsive to the ever-increasing needs of the community for counseling that addresses how the mind, body, and spirit work together. We are proud of the part the Center has played for 40 years in the overall health and well being of the community.

## SERVING the COMMUNITY

*Offering hope and healing for people of all ages*

In 2012, the Center provided 22,043 hours of counseling to 2,411 individuals and families. That's nearly 10% more service than in 2011.

- 33% (805) were children and adolescents
- 58% were women and girls
- 22% were referred to the Center by a friend or relative; 16% by another mental health professional/agency; 9% by a physician; 9% by a pastor
- 27% indicated "None" for their religious preference
- 16% had family income below \$20,000; 25% below \$30,000
- 35% of clients paid for counseling on a sliding-scale, based on their ability to pay



*"Charlotte" is a 4-year-old girl who was in a serious car accident that killed her brother and seriously injured her father. The trauma that Charlotte experienced with the accident, ambulance ride, hospital stay, death of her brother, and significant changes in her father was very damaging to Charlotte. She was confused and overwhelmed with emotions. In coming to the Center's C.O.O.L. counselors,*

*Charlotte was able to use play therapy techniques to express her feelings and thoughts. Charlotte gradually was able to reprocess the trauma and resolve her grief, anger, confusion, and hurt. Now Charlotte is freer to be a happy child and accept the changes in her family.*

## QUALITY CARE

The Des Moines Pastoral Counseling Center is accredited by both the American Association of Pastoral Counselors and The Samaritan Institute, ensuring the community that the Center is meeting and surpassing standards for quality care. The Center was deemed to be among the top tier of Pastoral Counseling Centers on nationally benchmarked standards of quality related to our organizational structure, board of directors, personnel, services, finances, facilities, administration, and program accountability. A commitment to continuous quality improvement is the core of these standards.

## MEASURING SUCCESS

*Making a real difference in lives*

At the Center, therapy for clients focuses on decreasing symptoms that interfere with an adult's or child's ability to function in their lives. Therapy also focuses on increasing the client's understanding of the underlying causes for his/her emotional and relational problems.

The SUMMARY of the Center's annual Therapy Evaluation Survey for 2012 follows.

~ Overall satisfaction with the process of therapy at Des Moines Pastoral Counseling Center was 99% (76% reported "5 ~ most definitely," 19% reported "4," and 4% reported "3 ~ somewhat").

~ 100% reported that the primary purpose in coming for counseling had been/is being satisfactorily addressed.

~ 94% reported improvement in the quality of their personal relationships.

~ 94% reported they are better able to focus on their future with renewed interest.

~ 96% reported they are more self-directed and confident.

~ 95% reported their performance on the job/in school has improved since beginning counseling.

~ 94% reported their self-esteem has increased.

~ 99% reported counseling has had an overall positive influence on their lives.

### Comments offered by respondents included:

- *"I would not be the person I am now without my counseling experience. I truly think it saved me."*
- *"My counselor has been outstanding. Insightful, non-judgmental, and supportive."*
- *"My counseling is particularly effective for my disorder. My counselor is highly trained and brings a conscientious heart to my sessions."*
- *"Counseling is a force helping me to experience stability in my life."*
- *"Warm, honest and trusting and safe. Welcoming and friendly."*
- *"No self-injury anymore. Off some of my meds. More self-control."*
- *From teen clients: "Less angry outbursts. Not so much stress at home."*
- *"Overall my depression has improved to a point where it does not control my life."*
- *"I am more patient with others when they aren't cooperating with me. I believe in myself more."*

## Recognition Awards Annual Meeting 2012

For their individual and corporate support of the mission of the Center



E. J. Giovannetti,  
Retired Polk County Supervisor



Randy Snider on behalf of  
Hubbell Realty Company

## Suicide: Why It Happens and What To Do about It

This year, 2012, marked the Center's 40th anniversary. In considering how to honor this occasion, we decided to do something that would give back to the community where we have thrived. Because there have been several incidents in recent years regarding the tragedy of suicide, it seemed appropriate that this topic be examined and better understood. It's a heavy topic, to be sure, but one that we felt was important to address, especially given recent recurring events. Suicide is a crisis that touches all ages, genders and backgrounds, and forever changes the lives of the families and loved ones who remain.

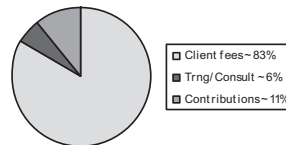
On Tuesday, October 23rd, 300 people gathered at Sheslow Auditorium to hear John Westefeld, Ph.D., and a panel of experts talk on the subject of suicide and explore its prevalence in a variety of vulnerable populations, including children and adolescents, the elderly, military, trauma victims, and the grief/spiritual issues facing family and friends.

*"The presentations were moving, informative and well thought out. The compassion, competence, knowledge and commitment to a client-centered counseling approach shone through brightly." ~ An Attendee*

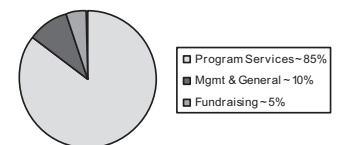
## FISCAL ACCOUNTABILITY

The Des Moines Pastoral Counseling Center had a budget of \$2 million in 2012. Of that amount, 85% was spent on program services. Revenue sources for the Center included client fees (83%), training and consultation fees (6%), and contributions (11%).

2012 REVENUE: \$2 Million



2012 EXPENSES: \$2 Million



## Women Helping Women 2012

Annual Luncheon • Friday, April 20, 2012



Roxanne Conlin, Bonnie Campbell,  
Lisa Kruidenier, Susan and Bill Knapp

Over 365 Center supporters and community leaders gathered for the 14th Annual Women Helping Women luncheon. The event raised nearly \$70,000 to help provide counseling services for underserved and uninsured women and girls.

The 2012 WHW event honored the legacy of the late Elizabeth Kruidenier whose life journey focused on equality, philanthropy and law. Liz assisted thousands of women with her compassion, legal skills, ingenuity and sheer brain power. Liz's generous gift prior to her death helped to make the Pastoral Counseling Center's new facility a reality.

The luncheon's featured speaker was Bonnie Campbell, Iowa's first and only female Attorney General, who spoke on "The Journey from Victimization to Empowerment."

### Center Staff 2012 Anniversaries

Recognized at the Center's Annual Meeting  
2/5/2013 by Michele Lukacik, Clinical Director

- 5 Years - Carol Leonard
- 5 Years - Shannon Welch-Groves, Psy.D.
- 10 Years - Susan Arland, L.M.H.C.
- 10 Years - Elaina Riley, L.I.S.W.
- 20 Years - Dick Douglass, L.I.S.W.
- 35 Years - Ellery Duke, Ph.D.



Susan Arland



Dick Douglass



Ellery Duke





# 2012 Contributors to Des Moines Pastoral Counseling Center

We gratefully acknowledge and thank those who generously contributed to the Center in 2012.  
Thanks to these friends, the Center continues to grow as a place for healing and hope.

## Visionaries (\$10,000 +)

Dean & Sandra Carlson Foundation  
Douglas Fick  
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Riley Family Fund

## Patrons (\$5,000 - \$9,999)

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Meredith Corporation Foundation  
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Wellmark Foundation BluesCare

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\*WHW Committee Members

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### Gifts In Honor of

Des Moines Pastoral Counseling Center celebrates the generosity of the following benefactors for their gifts made in honor of a family member, friend, or colleague.

**Sharon Bandstra**  
Judy Davis

**Rex and Liz Burns**  
Sandi McCleary

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**Gifts In Memory of**  
Des Moines Pastoral Counseling Center is grateful for the generosity of the benefactors who made gifts in memory of the following family member, friend, or colleague.

**Louise Augustine**  
Kathy Oplt

**Cynthia Darge**  
Diana Darge

**Gary Henrichs**  
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**Jayden Lamb**  
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Jeanne Schossow  
The Stelter Company  
UnityPoint Health

### Make A Gift For Hope And Healing

There are individuals and families in our community experiencing pain, confusion and despair beyond what they can handle alone. For 40 years the Des Moines Pastoral Counseling Center has helped people through difficult times in their lives by offering high-quality, affordable mental health counseling to all. Your gift today can help. Contact Kathleen Murrin (251-6644 or kmurrin@dmpcc.org) or mail your tax-deductible contribution to the Center.

# SUCCESS IS THE RESULT OF THE VISION, LEADERSHIP AND PASSION OF THE BOARDS AND STAFF.

## BOARD of DIRECTORS ~ 2012

*Serves as the policy-making body, legally responsible for the Center's mission. Members meet nine months of the year, devoting more than 800 hours annually to planning, fundraising, and guiding the Center.*

**President**, Greg Nichols, *Iowa Student Loan*  
**Secretary**, Anne Kelly, *Community Volunteer*  
**Treasurer**, Russ Olson, *Retired, Liberty Bank*

Barbara Bachman, *Retired, Coldwell Banker MAG*  
 Carla Cain, *Pioneer Hi-Bred International*  
 Espnola Cartmill, *Belin McCormick, P.C.*  
 Dr. Julius Conner, *Retired, Polk County Public Health Dept.*  
 Julie Connolly, *Small Business Owner*  
 Denise Essman, *Essman / Associates*  
 Kathy Giles, *Community Volunteer*  
 Jennifer Glover Konfrst, *Iowa Public Television*  
 Jo Oldson, *State of Iowa Representative*  
 Timothy Pearson, *Laden Pearson Law*  
 Melodee Pomerantz, *Pomerantz Events*  
 David Primeau, *Federal Home Loan Bank Des Moines*  
 Doug Roozeboom, *McGladry & Pullen, LLP*  
 Katie Roth, *PorticoHR*  
 David Shogren, *Aldersgate United Methodist Church*  
 Randy Snider, *Hubbell Construction Services*  
 LeAnn Stubbs, *Plymouth Congregational UCC*  
 Virginia Wangerin, *R.N., Upper Iowa University*  
 Rhonda Watton, *Wells Fargo*

Newly-elected Board Members (2013-2016)  
 Gary Goodhall, *Fly-Vee*  
 Steve Opsal, *Waddell & Reed, Inc.*  
 Kathy Stuart, *Retired School Counselor*  
 Susan Voss, *Retired, Iowa Insurance Commissioner*

## FOUNDATION Board of Directors

*To secure and maintain a permanent Endowment Fund to help ensure that the Center remains a place for healing and hope for years to come.*

Sandra Axness, *Retired, Des Moines Public Schools*  
 Donald Cordes, *Retired, Iowa Methodist Hospital*  
 Paula Duncan, *Community Volunteer*  
 Harry Hinrichs, *Retired, Thrivent Financial*  
 William Kimball, *Kimball-Porter Investments, LLC*  
 Larry Sheldon, *Retired, McGladry & Pullen*  
 Lyle Simpson, *Simpson, Jensen, Abels, Fischer & Bouslog, P.C.*  
 Ellery H. Duke, Ph.D., *DMPCC, Executive Director*

Newly-elected Foundation Board Members (2013-2016)  
 Johnny Danos, *LWBJ, LLC*  
 Doug Fick, *Principal Financial Group*

## STAFF

**Ellery H. Duke**, Ph.D., *Executive Director*  
**Eileen Burtle**, M.A., *Consultant to Churches, Coordinator of Preventive Mental Health Programming*  
**Michele Lukacik**, M.A., *Director of Clinical Services*  
**Grace Sherer**, M.A., *C.O.O.L. (Children Overcoming the Obstacles of Life)*  
**Lisa Streyffeler**, Ph.D., *Director of Professional Education*  
**Kathleen L. Murrin**, M.A., *Director of Development and Marketing*  
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 Susan Arland, M.A.  
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 Jeanne R. Weakland, M.A.  
 Patrick Weeg, M.S.W.  
 Shannon Welch-Groves, Psy.D.  
 Roberta Yoder, B.A.  
 Scott Young, Ph.D.

Doris Beebe, *Billing and Insurance Coordinator*  
 Carol Leonard, *Receptionist/Administrative Assistant*  
 Penny Heiss, *Administrative Assistant*

## Bicycling for Counseling Assistance

The Center's executive director, Ellery Duke, will be bicycling across America from July 7 – August 7, 2013. From Everett, WA to Williamsburg, VA, Ellery will cover 3,571 miles, including 124,110 feet of climbing.

YOU can support Ellery on his trek by making a pledge to the Center for the Counseling Assistance Fund (CAF). Your pledge of a penny/mile would provide \$35 in counseling assistance. Three pennies/mile would mean \$107. Greater multiple pennies per mile would really put those long days of bicycling to work for someone in Iowa.

The Center's CAF enables the Center to provide hope and healing to clients who otherwise might not be able to access professional counseling services.



Contact Kathleen Murrin to make your pledge ~  
 kmurrin@dmppcc.org or 515-251-6644.



[www.dmpcc.org](http://www.dmpcc.org)

Visit the Center's website for more information on the Center's counseling services and staff, special events and classes.

## CONNECTING

is a publication of the Des Moines Pastoral Counseling Center, an independent, not-for-profit organization. Celebrating 41 years of service to adults, families, adolescents, and children for the purpose of enhancing emotional, spiritual, and relationship health. The Center has satellite offices in Lamoni, Leon, Mitchellville, Mt. Ayr and Osceola.  
 Editor: Kathleen Murrin

## 2012 ANNUAL REPORT

# 41 YEARS OF HOPE AND HEALING IN OUR COMMUNITY



Des Moines Pastoral

**Counseling Center**

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