to give and receive
HOPE and
HEALING

2017 ANNUAL REPORT
“WHEN I COME HERE MY ‘SCARIES’ GO AWAY.”
Butterflies are a big deal here at the Center.

You might have seen the jars and racks of monarchs-in-progress all over our lobby during peak season. Guests and staff were awed to witness the tiny eggs transform to caterpillars to chrysalises to glorious winged creatures. The symbolism of renewal was lost on no one, least of all the children.

Like the butterflies, the Center’s mission of hope and healing evolves according to life stage. Sometimes we give, sometimes we receive, oftentimes we do both. It is my privilege to join with you and to thank you for the many ways you continue to advance our shared mission, expressed in so many ways:

- donors, entrusting us with their gifts
- board of directors and volunteers, entrusting us with their time and talents
- staff, entrusting us with their expertise
- students, entrusting us with their curiosity
- clients, entrusting us with their lives

I welcome your ideas and conversation at any time. I offer thoughts of gratitude for you each day.

Sincerely,

James E. Hayes  D.Min., M.Div.
EXECUTIVE DIRECTOR AND SPIRITUAL DIRECTOR
“I FINALLY FOUND A PLACE WHERE I DON’T FEEL LIKE A FREAK.”
2017 HIGHLIGHTS

- Launched Spanish speaking counseling
- Added spiritual direction supervision services
- Expanded capacity to serve veterans and their families
- Started monthly support group for survivors of suicide loss
- Offered the Rising Strong™ workshop, based on the research of Dr. Brene’ Brown
- Opened satellite center in the Drake neighborhood to serve immigrants and refugees
- Trained regional psychologists on the inkblots testing method, Rorschach Performance Assessment System (R-PAS)

2017 INCOME: 3 MILLION

- FEE FOR SERVICE 85%
- CONTRIBUTIONS 9%
- TRAINING AND CONSULTATION 6%

C.O.O.L. (CHILDREN OVERCOMING THE OBSTACLES OF LIFE)

C.O.O.L. is the Center’s specialized services for children and adolescents. Developed in 1999, the Center’s COOL clinical approach integrates play, art, food, music, nature and physical movement into the therapeutic process. The Center served 645 children and teens, plus their families in 2017.
“COUNSELING SAVED MY LIFE.”
<table>
<thead>
<tr>
<th>Service</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>19,344 sessions of counseling</td>
<td></td>
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<tr>
<td>2,532 sessions of psychiatry</td>
<td></td>
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<tr>
<td>946 sessions of psychological testing</td>
<td></td>
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<tr>
<td>448 sessions of spiritual direction</td>
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<tr>
<td>190 sessions of holistic nursing</td>
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<tr>
<td>5,833 individuals served</td>
<td></td>
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<tr>
<td>645 children and adolescents, plus their families, served through C.O.O.L. (Children Overcoming the Obstacles of Life)</td>
<td></td>
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<tr>
<td>30 percent of clinical referrals from a physician or other health care provider</td>
<td></td>
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<tr>
<td>41 percent of clinical clients access sliding scale or assistance</td>
<td></td>
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<tr>
<td>5 graduate students, clinical training practicum</td>
<td></td>
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<tr>
<td>549 clergy trained in ethics and boundaries</td>
<td></td>
</tr>
<tr>
<td>101 individuals trained in suicide prevention and intervention techniques</td>
<td></td>
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<tr>
<td>2,527 participants in Leadership and Spiritual Life programs</td>
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<tr>
<td>145,000 dollars raised through the 19th annual Women Helping Women event</td>
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</tbody>
</table>

**2017 EXPENSES:** 3.2 MILLION

- **Program Services:** 85%
- **Operations:** 10%
- **Fundraising Costs:** 5%
“THEY TOLD ME I WASN’T ALONE.”
WHO WE ARE

VALUES

• Non-sectarian, not affiliated with a church or religion
• Mind-body-spirit approach, according to client preference
• Trust, respect and compassion
• High standards of professional care
• Access for all, regardless of insurance status

SERVING PEOPLE FROM ALL WALKS OF LIFE

• 40 percent of the Center’s clients utilize the sliding pay schedule or client assistance fund, because they are low-income and uninsured or underinsured
• Made possible through generous community support — 1,300 individual and corporate donors
• The Center is one of a few providers in the community who serve low-income populations
• All clients receive the same high quality services, regardless of their insurance status

KEY SERVICES

• Counseling, including specialized services for children and adolescents
• Psychiatry (medication management)
• Psychological testing and assessment
• Biofeedback therapy, healing touch, trauma sensitive yoga and other holistic approaches
• Professional development for clinicians, graduate students and the community
• Career coaching
• Mindfulness-Based Stress Reduction™ (MBSR) training and other community education
• Leadership and Spiritual Life programs
• Spiritual direction, PrairieFire, Pastoral Care Specialists,
• Redefining Aging programs
• Suicide prevention and intervention training
• Ethical boundary training for clergy
• Conflict transformation and assessment for congregations, organizations and businesses

POPULATIONS SERVED

The Center served more than 5,800 individuals in 2017 through counseling and education. The Center serves children, adolescents, adults, couples, families, clergy, teachers, police officers, LGBTQ people, veterans, survivors of trauma, Spanish speakers, immigrants, refugees, families of addicted loved ones, people from all income levels and others.
LEAVING A LEGACY

Legacy gifts, also known as “future gifts” or “planned gifts” help ensure the Des Moines Pastoral Counseling Center’s mission lives on into the future. We are grateful to the individuals who make provisions for a Legacy gift to benefit the Center and its important work.

BETTY DURDEN: LEAVING A LEGACY FOR THE CENTER’S FUTURE

In October 2017 the family of the late Betty Durden hosted a joyful and meaningful reception at the Center to honor Betty, and to present a large bequest check from Betty’s estate to fulfill her philanthropic wishes. This gift will help ensure access to high quality counseling services, for years to come.

“Our Mother was a huge believer in education and in helping others,” said her daughter Barbara Durden during the event. “This bequest to the Des Moines Pastoral Counseling Center was not a last minute decision nor was it made lightly. I was her attorney for many years and every time we dealt with her estate planning, she made sure that she would be providing for this Center.”

We are tremendously grateful for this gift, and for the family’s invitation to share in their celebration of Betty’s life. For more information on the life and legacy of Betty Durden and full transcript of daughter Barbara Durden’s comments: www.dmpcc.org/BettyDurden

The family of Betty Durden, along with the Center’s executive director Jim Hayes, 2017 board vice chair Sally Wood, and Center co-founders Ellery Duke and Eileen Burtle.
THANK YOU TO MEMBERS OF THE CENTER’S LEGACY SOCIETY

The following persons have made provisions to ensure the Des Moines Pastoral Counseling Center’s future by including the Center in their estate plans. We extend our heartfelt gratitude.

Sandra L. and Rev. Paul R. Axness
Barbara Beatty
Ferne Bonomi
Carla Cain
Marsha and Ellery Duke
Doug A. Fick
Diane Glass and J. Jeffrey Means
Mary Gottschalk and Kent Zimmerman
Thomas Herman
Trudie and Hal Higgs
Janice and John Mechem
M. Ann Mendleson
Barbara Beatty
Kathy Reardon
Eloise and Riley Richards
Janet and Lyle Simpson

ESTATES RECEIVED IN 2017
Betty J. Durden

The Center is grateful to the individuals listed below who were early members of the Center’s Legacy Society and whose bequests provided generous support to the Center’s endowment.

Donald W. Cordes
Betty J. Durden
Marian and Don Easter
John Merriman

For more information on you might become a member of the Center’s Legacy Society, please contact the Center’s director of development and marketing, Terri Mork Speirs at 515-251-6670, or tspeirs@dmpcc.org.

2017 BOARD OF DIRECTORS

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VICE PRESIDENT
Sally Wood / retired, Wisconsin Physicians Service Insurance Corporation

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Ashley Tollakson / The Compassionate Alliance, Stamatelos and Tollakson
Susan E. Voss / AmericanEnterprise Group, Inc.
Rhonda Watton / Wells Fargo

THANK YOU FOR YOUR LEADERSHIP

All nonprofit organizations rely on the capable, skilled leadership of a volunteer board of directors. The Des Moines Pastoral Counseling Center is no exception. It is with sincere gratitude and a bit of sadness that we bid farewell to the following board members whose terms ended in February 2018:

Denise Essman
Tim Pearson
Dave Shogren
Rhonda Watton
AN OUTPOURING OF COMMUNITY SUPPORT

More than 500 persons attended the Des Moines Pastoral Counseling Center’s 19th annual Women Helping Women Luncheon on May 19th which raised $145,000 to provide counseling services to underserved women and girls. This is the most money raised in the event’s history, exceeding the previous year by $25,000. The event’s proceeds will increase access to vitally important mental health services to underserved and uninsured women and girls.

SPEAKER:
TILLY WOODWARD
Social activist, professor and artist Tilly Woodward captivated the audience with her stories of individuals and groups who experienced discrimination and trauma from racism, sexual assault or AIDS, and who were able to heal, in part, because of the power of art.

HONOREE:
PAMELA BASS-BOOKEY
The 2017 event honoree was community leader and philanthropist Pamela Bass-Bookey, founding member of the Des Moines Public Art Foundation who has helped to make Des Moines a world class destination for public art.

We are deeply grateful to all for the outpouring of community support, including the following event sponsors and special friends:

LEADERSHIP SPONSORS
American Enterprise Group
Pamela Bass-Bookey and Harry Bookey
Jordan Lloyd Bookey and Felix Brandon Lloyd, Blaine Bookey and Richard T. Walker,
Natalie Bookey Baker and Mike Baker
Susan and Bill Knapp

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MEDIA SPONSORS
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Kathy and Ted Stuart
Marsha Ternus
Nanette Tollakson
Toni Urban
Susan Voss
Sally Wood
Kathi Zimpleman
Alan Zuckert

2018 UPDATE
Thanks to everyone who made the 20th Anniversary Women Helping Women another record breaking event!
Raising more than $200,000 for women and girls in need.
Please check out our photo album: www.dmpcc.org/WHW.
SAVE THE DATE! MAY 17, 2019

An outpouring of community support with more than 500 attendees

Debbie Hubbell, Pat Schneider, Peggy Fisher, Bev Hutney

Rosalie Gallagher, Mary Susan Gibson, Norlene Gegner
THANK YOU TO ALL WHO DONATED IN 2016

We gratefully acknowledge and thank all who so kindly contributed to the Center this past year. This generosity enables the Center to continue to provide hope and healing to children, teens and adults in need.

VISIONARIES ($10,000+)
Sandra and C. Dean Carlson
Betty Durden Estate
Douglas A. Fick
Fred Maytag Family Foundation

PATRONS ($5,000 – $9,999)
American Enterprise Group
Pamela Bass-Bookey
Robert Burnett
Susan and Bill Knapp
Plymouth Congregational UCC
West Bancorporation Foundation
Sally T. Wood

HEALERS ($2,500 – $4,999)
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and Kent Zimmerman
Hy-Vee
The Viking Foundation of Lincoln
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Sheri and Dick Vohs
Rhonda and Joe Watton

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Linda and Bob Anderson
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Mary Stuart and David Yepsen
Sondra Eddings
Ann Flood

ADVOCATES ($500 – $999)
Aureon Staffing
Shelley and Martin Brody
Phyllis and Richard Cacciatore
Dianne Christopher
Cris and Julius Conner
Marsha and Ellery Duke
Sondra Eddings

THANK YOU
The Center was pleased to participate in the #GivingTuesday campaign, a worldwide day of philanthropy held annually on the day after Thanksgiving. We are grateful for our 2017 #GivingTuesday Ambassadors, Kathy and Ted Stuart, long time Center supporters, for helping us to inspire even more generosity from the community on that day.
It brings me great joy to make significant charitable gifts while I’m at this stage of my life. I’m grateful this is possible through the IRA charitable rollover. I encourage others to support hope and healing in our community by designating a portion of your IRA required minimum distribution to the Des Moines Pastoral Counseling Center. It’s win-win, the satisfaction of helping others while also enjoying a greater tax benefit.

SALLY WOOD, RETIRED INSURANCE EXECUTIVE
2017 BOARD VICE-CHAIR / 2018 BOARD CHAIR
“COUNSELING IS HELPING ME GET THROUGH THE TOUGHEST EXPERIENCE IN MY LIFE.”
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Kathleen Clark and Erika Ellenbogen
The Reverend Mary and Milton Cole-Duvall
Patricia and Jay Cramer
Lois Crilly
Jessie Cruise

"My family has benefitted from the Center’s services. I give to the Center because of its decades of sustained value to the community. I’ve had the chance to see how the Center has matured into a durable and strong organization. The Center is keeping up with the times and keeping up with the community and deserves a vote of confidence through support. The mission of serving low-income populations has always been a part of the Center’s value proposition. It’s part of the Center’s DNA. To me, providing services to all is the definition of ‘pastoral.’ The Center’s services are more than transactional, they are deeply rooted in mission. It is a way we treat one another as human beings first.”

FRED MOORE
RETIRED INSURANCE EXECUTIVE, LONG TIME SUPPORTER, FORMER CENTER BOARD MEMBER

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**HONOR GIFTS**
Gifts were given in honor of:
- Eileen Burtle
- Eva Christiansen
- Ellery H. Duke
- Mary Gottschalk
- Lynn Heggen
- Hal Higgs
- Mark Minear
- Greg Nichols
- Kathy Reardon
- Grace Sherer

**MEMORIAL GIFTS**
Gifts were given in memory of:
- Betty Durden
- Ray Martin
- Ray Spears
- Margaret Swanson

**GIFTS-IN-KIND**
Gift-in-kind are a type of charitable giving in which instead of giving money to purchase needed good and services, the goods and services themselves are given. These gifts do not include gifts of cash or stock. Gifts-in-kind were given by:
- Susan Arland
- Boesen the Florist
- Connie Wilson Design
- Janet and Gary Goodhall
- Olson-Larsen Galleries
- Panera Bread of Iowa
- Tandem CRM / Jackie Askelson

Great care has been taken to ensure the accuracy of our donor list and gifts received between January 1, 2017 and December 31, 2017. If we have made an error please contact Terri Speirs, Director of Development and Marketing at 515-271-6670 or tspeirs@dmpcc.org.

**WHY I GIVE**

“I decided to become an active part of the Des Moines Pastoral Counseling Center because I so believe in the mission and real purpose of this amazing group of people. With mental health resources declining and so many in need of services, the demands are greater than ever. There are so many wonderful stories that come from the counseling services provided. It is a wonderful story to tell. I feel so fortunate to continue to be a part of this.”

**SHARON GOLDFORD**
CEO JEWISH FEDERATION GREATER DES MOINES
CURRENT CENTER BOARD MEMBER
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RECEPTIONIST AND ADMINISTRATIVE ASSISTANT

Sheila Wick
BILLING AND INSURANCE COORDINATOR

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GRADUATE CLINICAL STUDENTS 2017
Caitlin Anderson
Alicia Krpan
Danielle Lloyd
Chris Ogle
Melissa Reyerson-Slifer

PSYCHIATRY TEAM
Geoffrey Hills
D.O., PSYCHIATRIST

Susan Koehler
PA-C, PSYCHIATRY PHYSICIAN ASSISTANT

CONGREGATIONAL / ORGANIZATIONAL STRATEGISTS
Diane McClanahan M.Div., B.S.N.
Andrea Severson M.Div., L.M.H.C.
Fred Van Liew J.D. PROFESSIONAL MEDIATOR
SUSAN ACKELSON, L.I.S.W., COUNSELOR

“I’ve been a therapist here for 22 years but before that I was a client myself. I am truly blessed to work with such talented and dedicated colleagues.”

DOUG AUPPERLE, Ph.D., PSYCHOLOGIST

“I’m very grateful to be able to work at a place that welcomes and respects diversity across so many dimensions among both its staff and its clients, but especially with regard to spirituality and LGBTQ identities.”

DIANE MCCLANAHAN, M.Div., B.N., DIRECTOR OF LEADERSHIP AND SPIRITUAL LIFE, SPIRITUAL DIRECTOR

“The Center is important to me because of the unique gifts of all the staff that we bring together to provide holistic care. We could not do what we do without one another. That’s the “secret sauce!”

AMY SPANGLER-DUNNING, L.M.H.C., M.Div., COUNSELOR / SPIRITUAL DIRECTOR

“The Center’s commitment to serving as wide a socio-economic population as possible resonates with my soul, and I am grateful for all of my colleagues whose expertise and skill I continue to learn from every day.”
"As you enter the doors of the Center, may you find healing, hope, and solace whatever your circumstances may be. May the Center’s mission be with you on your life journey."

BILLIE WADE
GUEST WRITER / PrairieFire GRADUATE

Thank you to Billie Wade, our guest writer, who shares her reflections on the counseling process and the Center’s mission on a regular basis. Follow her reflections here: www.dmpcc.org/Billie