



DES MOINES PASTORAL

COUNSELING CENTER 22ND ANNUAL EVENT / A VIRTUAL EXPERIENCE

WOMEN *helping* WOMEN

FRIDAY, MAY 15, 2020 | 11:30 am – 12:30 pm

12:30 – 1 PM | REFLECT AND CONNECT | Optional small group breakout session

WELCOME

Anne Roth | EMCEE

CO-CHAIR | 2020 Women Helping Women

TRIBUTE TO MARY RICHE

Stephanie Asklof

CO-CHAIR | 2020 Women Helping Women

HONOREE RESPONSE

Mary Riche

HONOREE | 2020 Women Helping Women

INTRODUCTION OF SPEAKER

Whitney Warne

CO-CHAIR | 2020 Women Helping Women

KEYNOTE PRESENTATION

*Wounded Healer: My Story of Surviving Violence,
Seeking Help, and Creating Beauty*

Jackie Servellon

SPEAKER | 2020 Women Helping Women

ABOUT THE DES MOINES PASTORAL COUNSELING CENTER

Jim Hayes

EXECUTIVE DIRECTOR | Des Moines Pastoral Counseling Center

GUIDED MEDITATION

Allison Peet

QUALIFIED MINDFULNESS BASED STRESS REDUCTION™ INSTRUCTOR
Des Moines Pastoral Counseling Center

THANK YOU

Anne Roth

Dear Friends,

Welcome! I am so glad you are “here” with us virtually. Thank you for tuning in to the 22nd annual Women Helping Women. While I realize we would much rather gather for real — with real food and real togetherness — I want you to know your life-saving support for women, children and families is still real. More real than ever.

The pandemic has intensified the mental health crisis in Iowa with concerns for higher rates of domestic violence, child abuse, depression and anxiety. Also, the pandemic has highlighted human resilience.

I am proud of our clients and clinicians who all made a brave and speedy switch to telehealth counseling. I am grateful for our Women Helping Women committee who moved forward with courage and creativity to make this virtual event possible. And I am honored to be in partnership with you all, a community of compassion, determined to be part of the solution even during this crisis of a lifetime.

In deepest gratitude,



James E. Hayes, D.Min., M.Div.

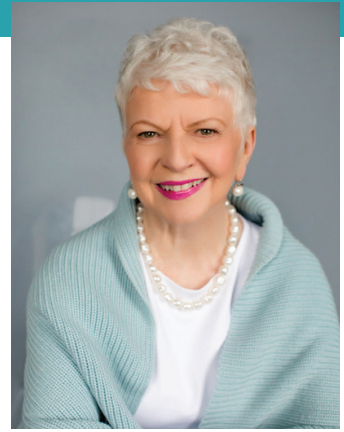
REDUCE STRESS AND ANXIETY

Throughout this program we are offering pages of the original Women Helping Women flower pattern design, ready to be colored! As a nod to the Center’s holistic approaches to self-care and to our speaker’s path to healing — incorporating art and beauty into daily life — we encourage you to print those pages to keep and color as your heart desires!



I AM A
WOMAN
HELPING
WOMEN

MARY M. RICHE



If you walked through Mary M. Riche's backyard garden, you might see these words at the entrance:

The kiss of the sun for pardon,
The song of the birds for mirth,
One is nearer God's heart in a garden,
Than anywhere else on earth.

If you sat in Mary Riche's executive board room in the past, you might have experienced this:

"I watched tiny, mighty Mary persuade the best course of action without raising her voice, becoming emotional. Just matter of factly with finesse turned the tables without 'the boys' losing face or position. It was a work of art." ~ Mary Kay Bruce, a colleague and friend of Mary's

If you reviewed Mary's resume, you might marvel at her accomplishments:

She plays piano for fun, starting lessons at four years old. She founded a women's investment club, serves on the Friends board of the Greater Des Moines Botanical Garden, was named a Woman of Influence by *Business Record*, was the first chairperson of the Greater Des Moines Leadership Institute Inaugural class, was named Small Business Advocate of the Year, is the past president of Planned Parenthood of the Heartland operating board and foundation, is the past president Chrysalis Foundation, and is a founding member and first chairperson of National Association of Women Business Owners (NAWBO), Iowa chapter. She started Riche Associates in 1980, a public relations and marketing firm. She is an active member of Plymouth Congregational Church in Des Moines.

If you explored Mary's history of mental health advocacy, you might note her special skills:

She began in private practice as a Licensed Independent Social Worker in 1994, working with individuals and couples. She became a practitioner of holistic therapy, combining the interconnectedness of the mind, body and spirit — much like the approach of the Des Moines Pastoral Counseling Center. She is a student of the Relaxation Response by Herbert Benson, MD., a method defined as one's personal ability to encourage one's body to release chemicals and brain signals that make muscles and organs slow down and increase blood flow to the brain

If you entered the doors of the Des Moines Pastoral Counseling Center as a client who had no money or insurance but one who desperately needed the help you received, you might never know her service to you:

Mary served on the Center's board of directors from 1994 – 1998. In her own clinical practice, she has referred many clients to the Center, trusting in the Center's clinical expertise and holistic approaches. She has been a long-time, ardent supporter of Women Helping Women and served as a co-chair in 2018. Over the years, Mary's professional and personal support of the Center has resulted in hundreds — if not thousands — of women, children and families who have found hope and healing.

If you are lucky to be a friend, colleague or even distant acquaintance of Mary M. Riche, you know that this bio is only a small window into the beauty and generosity of this amazing women, who gives so much to so many.

We are pleased and grateful to honor her for the 22nd annual Women Helping Women event.

JACKIE SERVELLON

Entrepreneur. Artist. Chef. Baker. Writer. Advocate. Friend. Mother. Wife. Sister. Daughter. Survivor.



As the owner and designer at Balloon Bar DSM, Jackie has created a one-of-a-kind small business. Through her jaw dropping, custom balloon installations, she has become known as Greater Des Moines' premier stylist for events ranging from intimate home birthday parties to formal ballroom galas.

Ever dreaming up new business ideas and markets — and new outlets for her passions, Jackie started another concept, Tres Leches Baking Co., a Mexican-inspired home bakery serving up custom ordered and decorated Tres Leches (three milk) cakes. Her exquisite cakes are a "wow" in both presentation and taste.

Jackie's sense of panache, combined with her sharp business acumen offers us a glimpse into her sense of purpose.

And yet, there is so much more to Jackie Servellon. As a student at East Tennessee State University she studied Spanish and marketing. She volunteered with the Migrant Education Program, taught ESL and tutored Spanish learners. Jackie's interests in marketing, event planning and building cultural understanding prompted her to found an annual event in her hometown of Johnson City, Tennessee, called Corazón Latino. She built a coalition to create a fun and inspiring event to encourage community education and integration.

Jackie's bilingual skills and compassionate heart would also serve Iowa's most vulnerable populations. As a bilingual case worker, she helped Iowa's seasonal farm workers and youth involved in the juvenile justice system to build confidence and job skills through education and healthcare. She holds a heavy heart for the burdens of migrant workers and their families.

Like many parents during pandemic quarantine, Jackie and her husband are now serving in a new role of homeschool teacher to two adorable children. And her children bring her back to her core desires — to heal from her deep wounds of her own childhood trauma and to be a healer for others.

As the keynote speaker for the 22nd annual Women Helping Women event, Jackie will offer her personal story as a survivor of domestic violence and her hopes for creating a better world.

SAVE THE DATE

2021 WOMEN HELPING WOMEN

Friday, May 21, 2021 / Embassy Suites / Des Moines, Iowa

A MESSAGE FROM THE 2020 WHW COMMITTEE CO-CHAIRS

Dear WHW Community,

It has been our honor to serve as volunteer co-chairs for the 2020 Women Helping Women event. When we said "yes" to this call to service last year, little did we know how different the event would look.

We knew there were critical needs for high quality mental health services for Iowa's most vulnerable people. We knew that women experience crime, abuse and poverty at disproportionately higher rates — and yet are often charged with caring for children and families. We knew that this community of care, Women Helping Women, has raised more than \$1.2 million in the past two decades.

What we could not have known is that our work would be almost stopped by a global pandemic. Yet, you are unstoppable. You donated. You are here. You raised your level of care and concern for the most vulnerable members of our community.

Thank you for making our co-chair assignment more rewarding and interesting than we could have ever imagined. Thank you for not stopping your support of women, children and families who need our help.

Sincerely,

Stephanie Asklof | CO-CHAIR Anne Roth | CO-CHAIR Whitney Warne | CO-CHAIR

THANK YOU TO OUR WONDERFUL 2020 WOMEN HELPING WOMEN COMMITTEE

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ABOUT THE CENTER

The Des Moines Pastoral Counseling Center is a nonprofit organization with a mission to walk with people through counseling and education to find hope and healing, and to live a fulfilling life. The Center is one of the only providers in Central Iowa who offers mental health services to children, teens and adults from all walks of life including those from low income households who are uninsured or underinsured.

Founded in 1972, the Center values excellence, respect and ongoing training. The Center serves annually more than 5,000 children, teens, adolescents and adults through a multidisciplinary team of 30 licensed clinicians holding masters or doctorate level degrees.

KEY SERVICES

- Counseling, including specialized services for children and adolescents
- Psychiatry (medication management)
- Psychological testing
- Spiritual Direction
- Mind, body, spirit approaches including Healing Touch™, Holistic Nursing, and Biofeedback therapy
- PrairieFire renewal program and other Leadership and Spiritual Life programming
- Community Education including Applied Suicide Intervention Skills Training™ (ASIST) and Mindfulness Based Stress Reduction™ (MBSR)
- Career Counseling

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FOR MORE INFORMATION PLEASE CONTACT US

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THANK YOU!

To more than 500 sponsors, donors, attendees and volunteers for your support of the 22nd annual Women Helping Women virtual luncheon on May 15. You helped us raise nearly \$200,000 to support mental health counseling, education, training and other services that impact women, children and families who are underinsured or from low income households.

THANK YOU TO OUR GENEROUS SPONSORS

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SALON SPA W



Susan and Carl Voss

Your generous gift to today's event will ensure that women, children and families can access the mental health services they need to help them heal and thrive.

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May 13, 2020



MENTAL HEALTH C·H·E·C·K·L·I·S·T

- Break out the crayons and do some coloring
- Head out for a walk around the block
- Open a book that you've been meaning to read
- Make a list of 5 things you are grateful for this week
- Write a letter to a loved one
- Celebrate a win (what did you accomplish today?)
- Turn off the news for the day
- Pick up the phone and call an old friend
- Get outside
- Support a favorite small business by sharing their work
- Spend 5 minutes in quiet meditation
- Try out a virtual coffee meet up
- Stretch for 15 minutes
- Mark your calendar for next year's WHW, May 21, 2021