

*Restoring*  
**hope.**

*Building*  
**futures.**

*Changing*  
**lives.**



**children & families of iowa**  
**2009 Calendar and 2007-2008 Annual Report**

## Restoring hope, building futures and changing lives.

This is what we are about at Children & Families of Iowa. That's why, in October 2007, the Board of Directors officially adopted this simple thought as our new mission statement. I, for one, think it's a perfect summary of what we do for thousands of children and families every day.

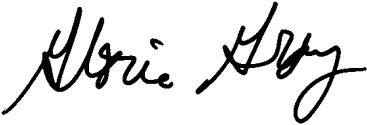
In fiscal year 2007-2008, we restored hope for people by being there when they needed help or someone to listen. We helped build futures for children living in poverty, children in need of a safe home, children who have seen so much pain in their young lives. We changed lives for families in crisis and teens on the brink of disaster.

Because of your support this past year, we have been able to provide hope to those who needed it. By restoring hope, we were able to help individuals and families begin to rebuild their futures and change their lives. Because of people like you, over 18,000 people have hope today that will get them through the day tomorrow.

In the coming year, we are going to need even more hope. We know that, as times get tough, our services are going to be more important than ever. As economic conditions worsen, more families will be stressed to the breaking point. More children will be in need of a safe home or a supportive place to learn. More teens will be left with no one to believe in them.

Unfortunately, the economic conditions mean that our resources will also be tight. We'll make it work; we always do. With your continued support, we will continue to be there for people when they need it most.

Thank you for helping us restore hope, build futures and change lives!



Gloria Gray,  
Executive Director



*Management*

**Gloria Gray, Ed. D.**

Executive Director

**Janice Lane**

Assistant Director

**Sheila Kinman**

Director of Development

**Karen Spring**

Director of Human Resources

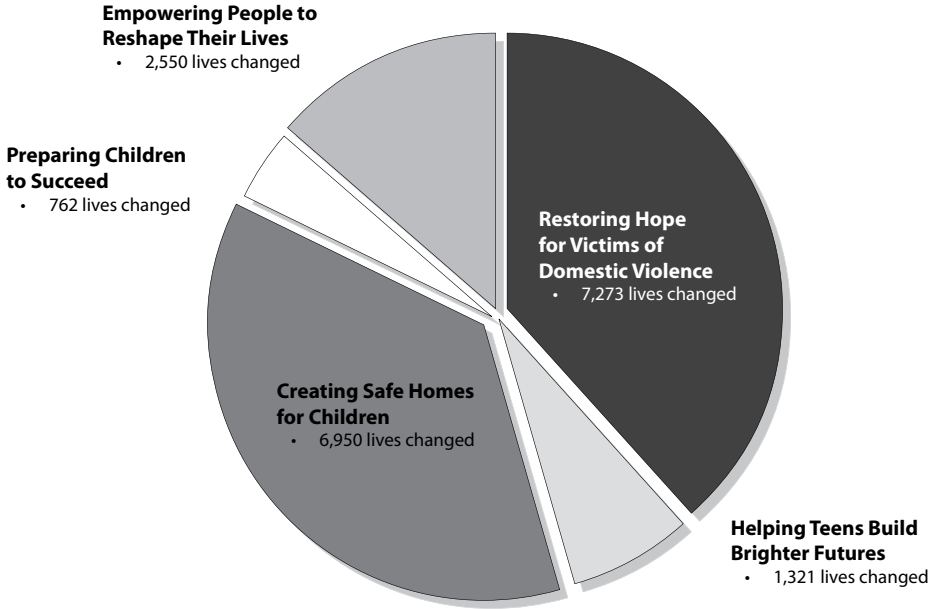
**Robert Reed**

Chief Financial Officer



# Year in Review

In Fiscal Year 2007-2008 Children & Families of Iowa touched the lives of 18,860 children and adults. We served people in all of Iowa's 99 counties. We invested \$11.5 million in making a difference, and \$0.86 of every dollar we receive is spent providing direct services to our clients. All of our programs are licensed or certified, and 97 percent of people we served said our programs focused on what they needed.



## Revenues and Sources of Support (Fiscal Year 2007-2008)

Purchase of Service	\$6,561,481	56.92%
Grants	2,052,392	17.80
Third Party / Client Fees	1,380,361	11.97
United Way of Central Iowa	812,595	7.06
Support from Foundation for CFI	540,000	4.68
Contributions and Miscellaneous**	180,432	1.57
<b>Total Revenue</b>	<b>11,527,264</b>	<b>100%</b>

\*\* "Contributions" include local United Ways (not United Way of Central Iowa) and various community chests. "Miscellaneous" includes various incomes such as interest income, conference income, T-shirt sales and other special gifts.



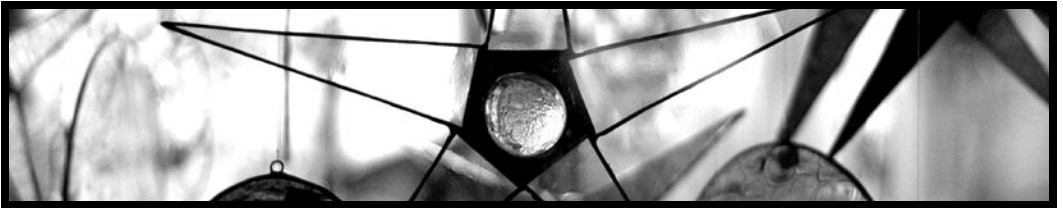
children & families of iowa

## Foundation for Children of Families of Iowa

### *Investing in Hope*

The Foundation for Children & Families of Iowa fosters relationships between people who want to help and those who have nowhere else to turn. Together, we are restoring hope, building futures and changing lives for thousands of Iowans every year.

The Foundation is responsible for raising the financial support and public awareness needed so that Children & Families of Iowa can continue offering its many community programs. Last fiscal year, the Foundation for Children & Families of Iowa raised \$3,802,301 to support the agency's programs. Last year, through the support of many generous supporters, the Foundation reached 110% of its fundraising goal.



### **Grants**

Every year, the Foundation for Children & Families of Iowa receives grants from a variety of community, family and corporate foundations, as well as public grants at the city, county, state and federal level. The Foundation raised over \$2 million in grants during Fiscal Year 2007-2008.

### **United Way**

The United Way is committed to making an impact in Iowa's communities, and we are proud to partner with the United Way to offer vital services across Iowa. The United Way supports many of our programs, including Early Childhood Development Services, Therapeutic Child Care, Counseling Services and Domestic Violence Services, as well as services in our Osceola, Fort Dodge and Centerville offices, providing \$814,165 in support last year.

### **In-kind Donations**

Every month, the Foundation for Children & Families of Iowa receives hundreds of dollars worth of in-kind donations such as clothing, school supplies, baby supplies, new toiletries and suitcases for our clients.

The Foundation also participates in an annual holiday toy drive, Toys for Kids, through a partnership with Applebees and Carlos O'Kellys restaurants. Last year we collected over 500 toys for children in Iowa.

### **Angels of Courage**

In July 2007, we released *Courage to Grow*, the third in a series of five *Angels of Courage* created by Isabel Bloom exclusively for Children & Families of Iowa. Sales of *Courage to Grow* last year totalled almost \$24,000, and *Angels of Courage* sales have resulted in \$79,484 raised for Children & Families of Iowa so far.

### **Individual and Corporate Gifts**

During Fiscal Year 2006-2007, 2,930 individuals, organizations and businesses last year contributed \$334,253 for Children & Families of Iowa's programs. These gifts are all invaluable in helping us restore hope, build futures and change lives.

### **A Gift for the Children of Tomorrow**

The Endowment for Children & Families of Iowa serves to ensure that the services of Children & Families of Iowa will be here for generations to come. Individuals who make a gift of \$1,000 or more to the Endowment are recognized as members of Children & Families of Iowa's Heritage Society. **A complete listing of Heritage Society members can be found on our web site: [www.cfowa.org](http://www.cfowa.org).**

For a complete listing of all our donors, please visit us online at [www.givetocfi.org](http://www.givetocfi.org)

## Events



### **Tango on the Terrace**

August 17, 2007 was a night of dancing and fun for over 300 people who attended Tango on the Terrace. This year, we held the event at the Temple for Performing Arts, where proceeds from a live auction, silent auction and admissions helped us raise over \$191,000\* for our domestic violence services.

### **Panera Bread's Celebration of Family Walk**

What could be better than gathering on a crisp October morning with friends, fun and bagels? On the first Saturday in October, over 209 supporters gathered for Panera Bread's Celebration of Family Walk to raise funds and awareness for domestic violence awareness. The event raised over \$6,500\* from registration fees, donations and Panera Bread sponsorship.

### **Holiday Classic**

The first Sunday in December was *supposed* to be the date of our annual winter golf and card tournament, the Holiday Classic. However, Old Man Winter had different plans, and we had to cancel the golf tournament, something we've never had to do before. Lucky for us, Triplett Companies was generous enough to host the Texas Hold 'Em tournament on January 27, and we were still able to raise over \$24,000 from sponsorships and entry fees!

### **Kidsfest**

This year, Kidsfest was still the place to be the second weekend in March. Perennial favorites Spiderman, Veggie Tales and the Fareway Diaper Derby, plus a few new attractions like Curious George, delighted crowds all weekend. We once again teamed up with Veridian Credit Union, and proceeds from sponsorship, booth sales and admissions raised over \$146,000.\*

\*all event amounts are gross income.



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## Keys to Happier Tomorrows

Family turmoil. Poverty. Mental Illness. Addiction. Any one of these issues can be enough to trap a family, keeping them from finding the love and happiness that they so hope for.

Children & Families of Iowa is there for these families with counseling services that offer them real-life solutions to their issues. Counselors at Children & Families of Iowa help families work through their problems together, reach their goals and find their own keys to happier tomorrows.



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## Fixing the Cracks

Every year in Iowa, thousands of children are victims of abuse or neglect. In most cases, parents simply don't have the skills or support to provide a safe home for children. It can seem like the walls are crumbling around them and they have no way of fixing the deep cracks that threaten to rip their families apart.

Children & Families of Iowa helps keep children safe with crisis services to families in desperate need of intervention. Through safety planning, skill-building and resource support, we help families rebuild their lives and lay the foundation for brighter futures together.



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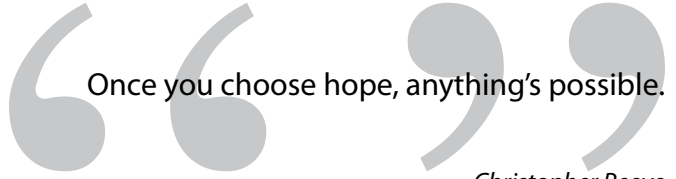
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# march



Once you choose hope, anything's possible.

*Christopher Reeve*

American actor,  
best known for his role as Superman



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When one door of happiness closes, another opens; but often we look so long at the closed door that we do not see the one which has been opened for us.



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*Helen Keller*

American author and educator who was blind and deaf

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## Helping Children Bloom

For children growing up in poverty, finding their place to grow can be like trying to grow tulips in a desert. They don't have the resources they need to live up to their potential and harsh conditions make it all but impossible to flourish.

At Children & Families of Iowa, we help children living in Iowa's most troubled neighborhoods grow. We plant the seeds of success for these children by making learning fun. We expose them to the right amount of fun and learning, and we help them thrive by instilling good habits that will serve them all their lives. We help children find their patch of sun and bloom.



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# june

## Permission to Soar

For some teenagers, just living a “normal,” happy life doesn’t seem to be in the cards. How could it be, when life at home is chaotic or violent? When they don’t know who they can trust because everyone who was supposed to care has let them down? When drugs and alcohol seem like the only way to calm the unrest in their heads and lives?

At Children & Families of Iowa, we help teens who have all but given up on themselves. We help teens overcome the pandemonium, pain and poor choices in their pasts to begin to believe in themselves again. We help them see that a happy life is within their reach, and we give them the permission to soar.



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What greater thing is there for human souls than to feel that they are joined for life — to be with each other in silent unspeakable memories.

*George Eliot*  
(Mary Ann Evans)  
English Novelist and Poet



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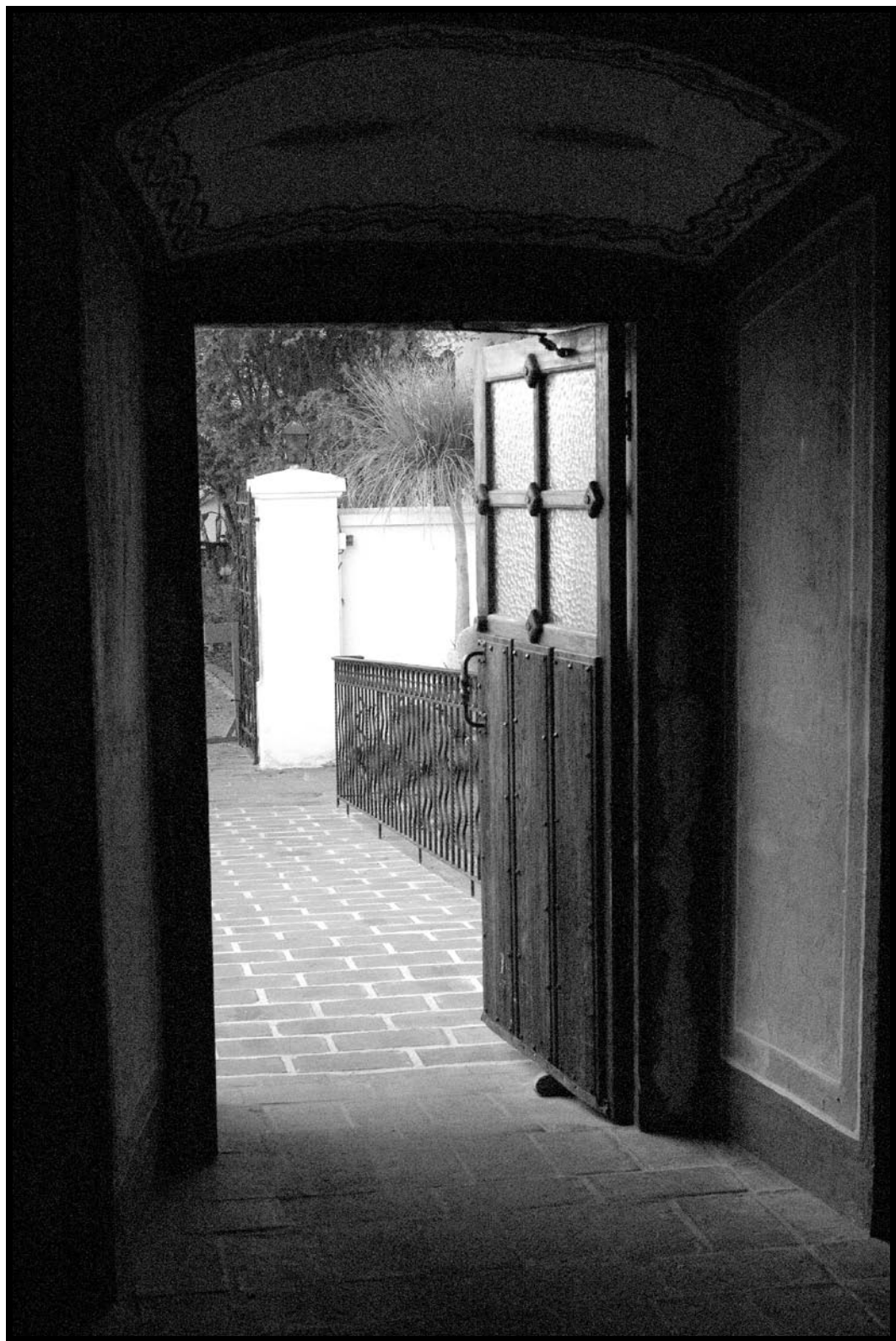
“When we are no longer able to change a situation,  
we are challenged to change ourselves.”



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*Victor Frankl*  
Holocaust survivor  
Austrian psychiatrist

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The future belongs to those who believe in the beauty of their dreams.

*Eleanor Roosevelt*

First Lady of the United States,  
Humanitarian and Diplomat



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## A Spark of Hope

Chances are you know someone who has been the victim of domestic violence. She probably doesn't look any different from other people on the street. She could be your co-worker, your neighbor, your friend or your family member.

Victims of domestic violence across Iowa turn to Children & Families of Iowa when all they have left is hope that things can't get worse. We nourish that spark of hope and empower victims to take back their lives. We light the way for them until they find they are shining brightly on their own.



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## A Balancing Act

Albert Einstein knew about the wonders of balance in the universe. He once said, "It is every man's obligation to put back into the world at least the equivalent of what he takes out of it."

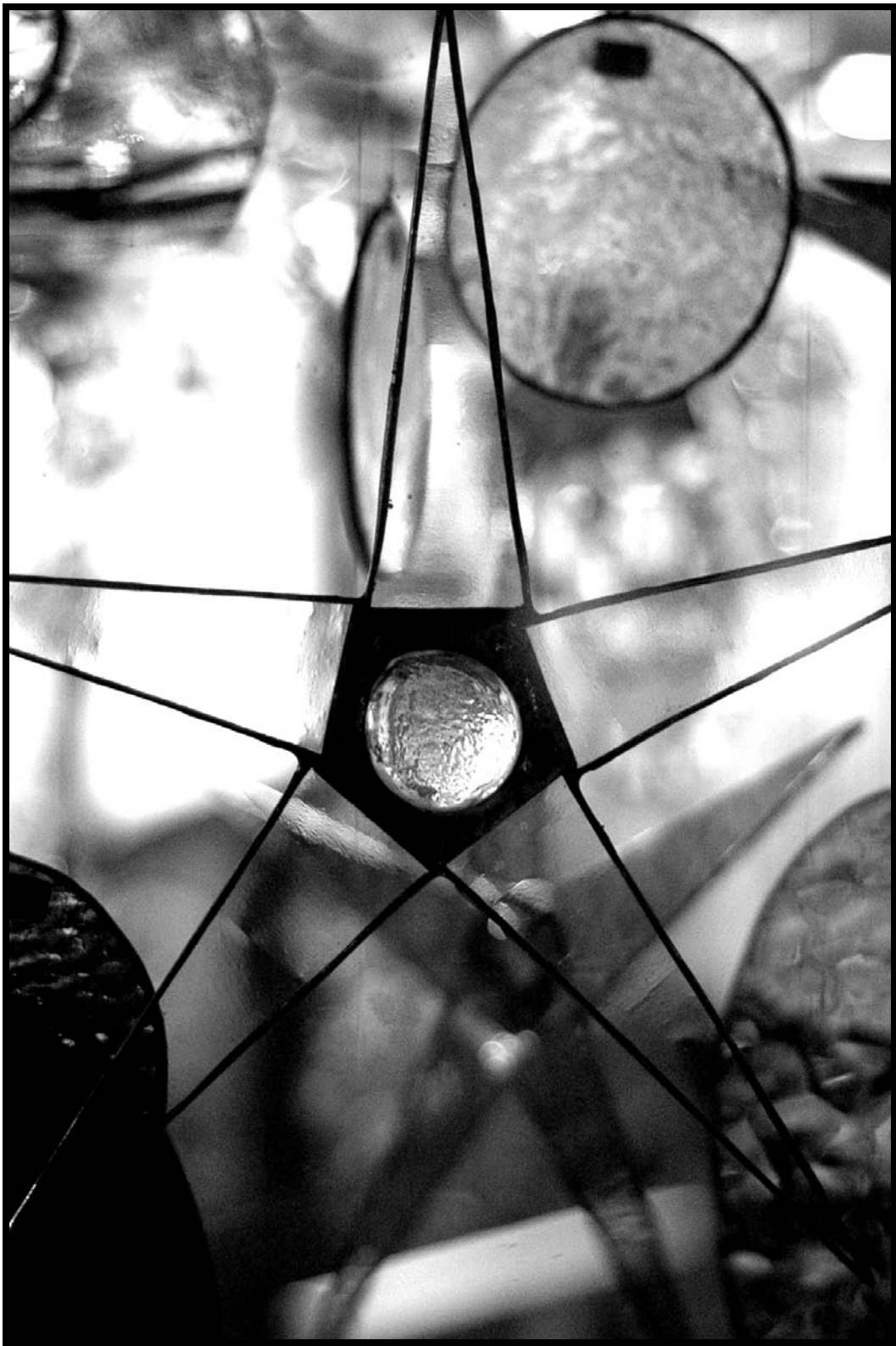
This is our philosophy at Children & Families of Iowa. Every year, hundreds of individuals, companies and organizations do their part by giving their time, talents and treasures to our programs. In turn, we give them the peace of mind that their generosity is making a difference in the lives of people who need it most.

To view a list of donors to Children & Families of Iowa in 2007-2008, visit us online at [www.givetocfi.org](http://www.givetocfi.org).



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## Moving Forward

As the year draws to a close, you are probably already thinking about next year — what you'd like to do, things you'd like to change, how you can make the next twelve months even better.

At Children & Families of Iowa, we are planning for tomorrow, too. The Endowment for Children & Families of Iowa is a renewable fund that helps us grow, reach more people and weather the unexpected.

The interest earned on gifts to the Endowment ensures that we can make a difference in lives next year, the year after and for years to come. When you invest in the Endowment, you are helping us restore hope, build futures and change lives for tomorrow's families.



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27	28	29	30	31	To see a current list of members of the Heritage Society, committed individuals who have made a gift of \$1,000 or more to the Endowment, visit us online at <a href="http://www.givetocfi.org">www.givetocfi.org</a> .	



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Ginger Renaud, *Nationwide*

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Lori Wiederin,

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# children & families of iowa

## **Main Office**

1111 University Avenue  
Des Moines, IA 50314  
Phone: (515) 288-1981

## **Ankeny Office**

501 S.W. Ankeny Road  
Ankeny, IA 50021  
Phone: (515) 289-2272

## **Early Childhood Development Services**

801 Forest Avenue  
Des Moines, IA 50314  
(515) 282-2193

## **Centerville Office**

807 E. Maple  
P.O. Box 1024  
Centerville, IA 52544  
Phone: (641) 856-3852  
Toll Free: (866) 866-3852

## **Osceola Office**

115 West McLain  
Osceola, IA 50213  
Phone: (641) 856-3852

## **Fort Dodge Office**

111 Avenue O West  
Fort Dodge, IA 50501  
Phone: (515) 573-2193

## **Domestic Violence Services**

(515) 243-6147

## **Iowa Domestic Violence Hotline**

(800) 942-0333

**[www.cf Iowa.org](http://www.cf Iowa.org)**

**[www.givetocfi.org](http://www.givetocfi.org)**

## **About the Artist**

Kara Heinzig is a local photographer living in Ankeny, Iowa. She specializes in photographing "real life," and her work has been seen in previous annual reports from Children & Families of Iowa and Kidsfest promotions. Kara grew up in central Iowa received her bachelor's degree in Communication Studies and Journalism from the University of Iowa.