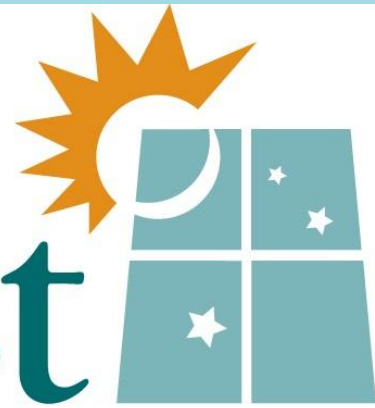


Hillcrest



family services

A Message from our President/CEO



Year in Review 2020

In 2020, our 325 + staff members served 30,648 people from 52 counties in Iowa, 6 counties in IL, and 4 counties in Wisconsin.

Outcomes

100% of our consumers, who received a second Daily Living Assessment, improved their social emotional functioning while in our care.

Results

Our adolescent residential treatment programs received the Gold Standard

By any and all standards, fiscal year 2020 has been an extraordinary time at Hillcrest Family Services. In the face of unprecedented turmoil, Hillcrest colleagues have done what they do best...adjust, adapt and overcome. While financial revenues, margin and client volumes are clearly underwhelming by comparison

to prior years, the survival instinct of the organization has proven why we are celebrating 125 years of service in 2021. Survival, however, has not been Hillcrest's sole focus this past year as the organization has kept its eye on the tremendous responsibility of service to those who need us most... especially at times of social, political, economic and other uncertainties. Our Hillcrest colleagues served their clients through a global pandemic, an economic crisis, a politically polarized election, a racial justice movement, chronic uncertainty, anxiety, and depression in 2020. In most all of this there was no preparation, warning or special training AND, at the same time, they went through the same experiences themselves.

Hillcrest could have been content with moving from survival to service alone in FY2020 but that is not the hardwired limits of the organization's DNA strengthened over 125 years. In the midst of global chaos, Hillcrest continued to look to ways to improve the client, colleague, and community service experience where each of us work and live. Toward this end the organization re-organized leadership, launched a new strategic planning process, secured federal payroll support to assist many impacted by furloughs, and introduced new technology and programs benefiting the Hillcrest eco-system internally and through collaboration with community partners that share in the success of our clients. It has truly been a remarkable year of



from the Iowa Department of Human Services for reducing their length of stay in our programs to under six months.

testing our character and integrity. The unanticipated trials of 2020 will no doubt prove to be our strength in the path that lies ahead of us.

Grace and Peace,

Mike Fidgeon



Hillcrest Family Services + AccessMeCare = The Future

In early 2021, in partnership with Heudia Health, Hillcrest will launch AccessMeCare, a community engagement software platform that focuses on getting our clients to the care they need in our communities at the right time, place, and cost. This platform will provide the end user a simple way to connect to resources in their community that will assist them based on the social determinants of health. We look forward to changing the way human services are coordinated in our communities.

This aim aligns with our refreshed company Mission for **Meeting people as they are today; Guiding them to where they want and need to be tomorrow.**

[Learn More](#)



Hillcrest Family Services + Brain Health Now = Ending Stigma

What is a great Mission absent an equally audacious Vision? Proverbs 29.18 states, "Where there is no vision, the people perish."

Inspired by our collaboration with Brain Health Now we are incorporating a focus on ending the stigma associated with seeking Brain Health Services by changing the words we use as well as increasing our awareness of how we show up in our work with our clients, colleagues, and community partners every day.

Our refreshed company Vision: **Hillcrest will be a national model for Brain Health Services, advocating, educating, and connecting community resources, while delivering data driven results.**

Our commitment to the new renewed Values of **community involvement, compassion**

for all, collaboration, and trustworthiness aims at ending the stigma and producing the results for those we serve.

[Learn More about Brain Health Now](#)

Financial Overview for FY2020

Total Income

Client Revenue 16,143,441
]Grant Revenue 263,883
Special Events 296,870
Contributions 358,072
United Way 61,256
Investments 53,867
Other 137,847

Total *17,315,236

- Does not include \$3.5 million in Federal Care Act Funding for calendar year 2020.

Total Expenses

Personnel 14,909,306
Occupancy 1,089,714
Depreciation 639,058
Supplies/Equipment 887,365
Contracted Services 1,481,387
Other 1,071,180
Travel/Meetings 175,837

Total 20,253,847

