

# mecca services

Annual Report  
July 1, 2012 - June 30, 2013



## CORE VALUES

**Accessible services**  
**Confidentiality protected**  
**Respectful environment**  
**Diversity supported**  
**Professional integrity**  
**Individualized treatment**  
**Recovery advocates**  
**Fiscally responsible**  
**Community partner**  
**Compassionate • Safe • Welcoming**



*Changing One Life .. Changing One Family .. Changing One Community*

# Mission

Dedicated to the possibilities of change and committed to enhancing quality of life through accessible behavioral health services.

# Vision

MECCA SERVICES will be recognized for leadership and outstanding quality in the field of behavioral health, assisting individuals, families, and communities to realize their full potential. All will be received warmly and graciously, and will be treated with dignity and respect in a safe and hopeful environment. We will exceed the expectations of those we serve and our stakeholders.

# Values

Our core values, as stated on the cover, serve as a compass for our actions and describe how we determine that MECCA SERVICES is on the right path in fulfilling its mission.

**With prevention and treatment we cast a pebble of HOPE into the pool of people affected by substance misuse, abuse and dependence.**

# Making our mark in the lives of individuals and families affected by addiction and other behavioral health issues.



## Dear Donors, Friends and Staff,

A former client recently came to our office asking to speak with one of our staff members who had helped him in his recovery. The client entered our residential program 20 years ago on Christmas Eve, and he wanted to say thank you for the support and care MECCA provided him – care which contributed to his achieving 20 years of successful recovery.

After 20 years, it was a rewarding reunion for both!

MECCA SERVICES is a place where people find hope, support, and encouragement, as well as many other life-changing experiences. Clients can expect to be challenged and pushed to reach their goals. They can expect to be held accountable for their decisions – always with their best interests and personal goals in mind.

There are many forces currently influencing how substance abuse treatment services are delivered in Iowa, how organizations will be reimbursed, and what services will or won't be continued. MECCA's Board of Directors, leadership team, and employees have positioned the organization to respond to these challenges, and the future looks bright.

MECCA also has the generous support of so many community members that it is difficult to count. The volunteers who help with data entry, gardening, birthday cakes, quilts and, of course, financial contributions are all greatly appreciated by staff and clients. Each of these efforts keeps us mindful of the community's recognition of and advocacy for the work that is accomplished here.

In spite of all the challenges ahead, what's important is how those seeking services at MECCA experience us. I am confident that this past Christmas Eve, another 20 year journey began.

I invite you to join with us, as we join with others on their journey of recovery.

Warmest regards,

A handwritten signature in blue ink that reads "Ron Berg".

Ron Berg  
CEO

## BOARD OF DIRECTORS

Susan Hauer, Chair	Jeff Grubb
Steve Reagan, Vice-Chair	Jim Houghton
Steve Kuhl, Treasurer	Matt Johnson
Verne Nelson, Secretary	Dotti Maher
Mike Beecher	Margaret Stuart
Mark Behlke	Sally Stutsman
Michael Flaum	

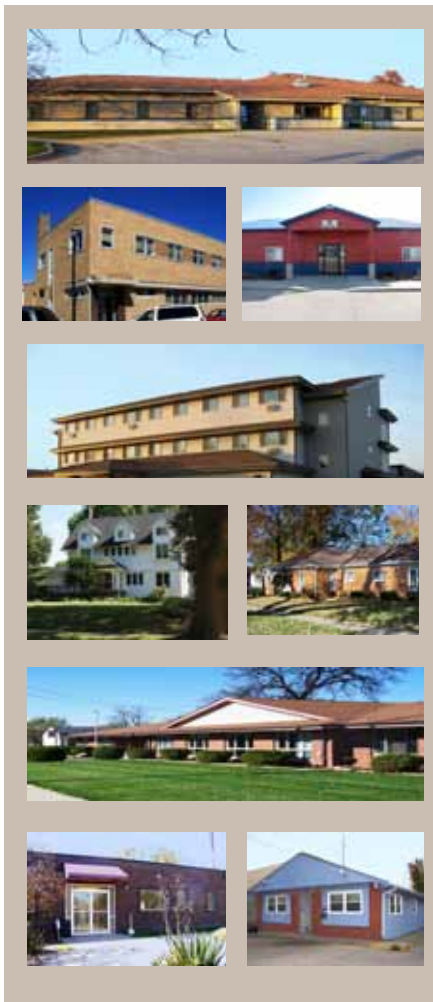
## LEADERSHIP TEAM

Ron Berg, President & CEO  
Shannon Greene, Vice President of Community Affairs  
Fonda Frazier, Clinical Director  
Andrea Thome, Central Iowa Regional Director  
Heidi Cuda, Eastern Iowa Regional Director  
Chris Russell, Chief Financial Officer  
Cassie Hindman, Human Resources Director  
Todd Yelland, Information Technology Manager  
Jan Peterson, Quality and Compliance Officer  
Falon Scheer, Executive Assistant

# MEETING THE NEEDS OF OUR CLIENTS

[www.meccaservices.com](http://www.meccaservices.com)

We invite you to call us with questions.  
We are available 24 hours a day.



Founded in 1964, MECCA SERVICES provides a full continuum of substance abuse services to Iowans, including prevention and early intervention, evaluation, detoxification, outpatient and residential treatment, halfway and transitional housing, and case management. As a behavioral health organization, we also address mental health issues and other addictive behaviors, such as problem gambling and tobacco use.

*"You helped me stay focused and helped guide me in the right direction with resources and phone numbers to help me maintain my sobriety and what actions to take if I felt I might relapse."*

- note from outpatient client to a counselor

## MECCA LOCATIONS

### **CENTRAL REGION**

3451 Easton Boulevard, Des Moines  
3806 Easton Boulevard, Des Moines  
4014 Kingman Boulevard, Des Moines

### **EASTERN IOWA REGION**

430 Southgate Avenue, Iowa City  
438 Southgate Avenue, Iowa City  
216 West 6th Street, Tipton  
1201 Industrial Park Drive, Washington  
1101 Court Avenue, Marengo

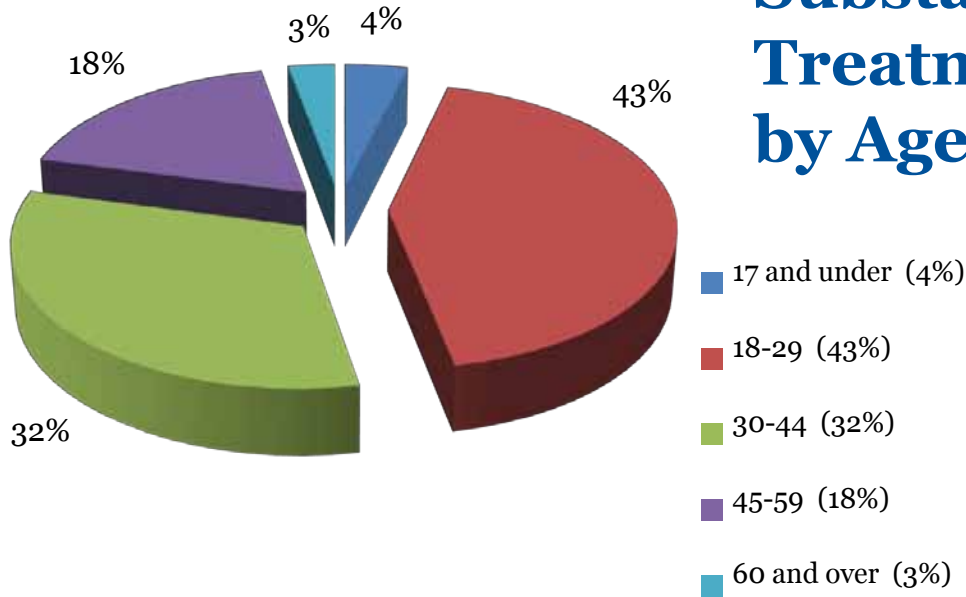


# FY13 BY THE NUMBERS

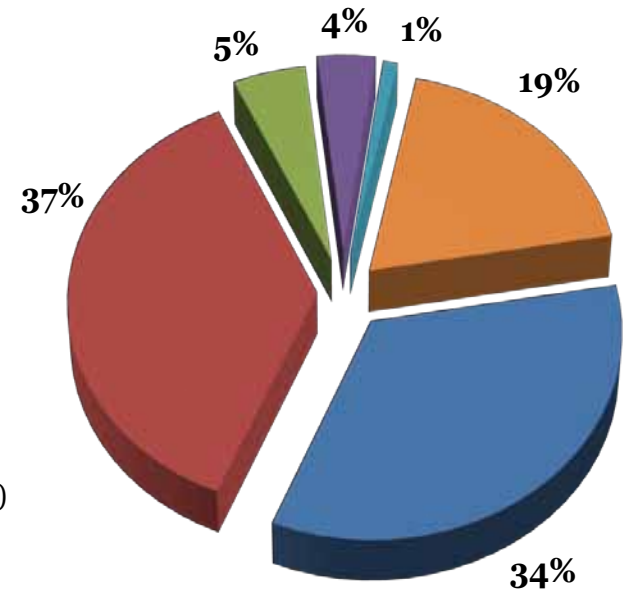
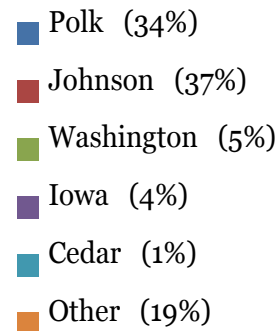
Clients served:	<b>4,687</b> individual clients received substance abuse services
Prevention services provided:	<b>1,145</b> hours of direct service in our communities
On-site jail evaluations:	<b>391</b> persons were evaluated for substance abuse issues at the Johnson County Jail
Detoxification clients:	<b>222</b> individuals received medically managed detoxification
Transitional housing :	<b>16</b> recovering families were reunited while parents continued to receive treatment, life skills counseling and peer support
Halfway house clients:	<b>214</b> persons continued working on stabilizing their recovery in a safe environment
Evaluations only:	<b>1,534</b> evaluations performed with no further services required
Residential treatment clients:	<b>923</b> individuals received intensive treatment in a residential setting
Clients using more than one substance upon entering services:	<b>2,231</b> persons reported use of multiple substances
Outpatient treatment clients:	<b>2,514</b> individuals received substance abuse treatment while continuing their daily activities, working and spending time with family and friends
Community services provided:	<b>320</b> individuals participated in OWI education classes, early intervention services for adolescents, and drug monitoring services
Visitors to MECCA's Website:	more than <b>43,000</b> unique visitors looked to us for information

# WHO WE SERVE

## Substance Abuse Treatment Clients by Age:



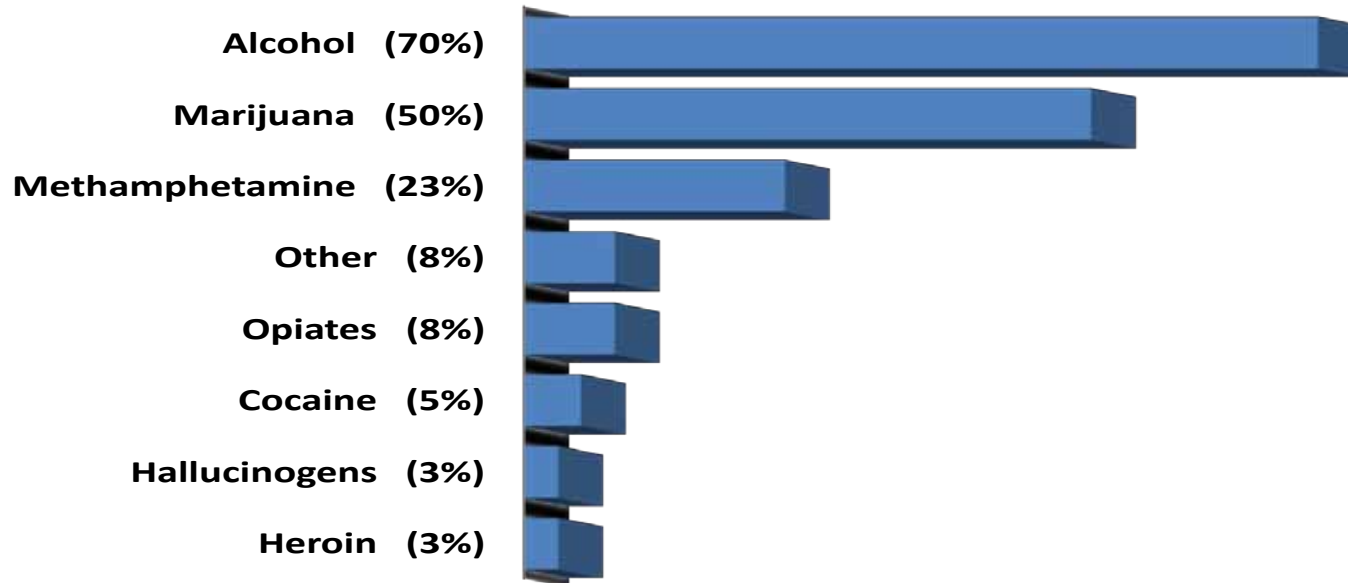
## County of Residence:



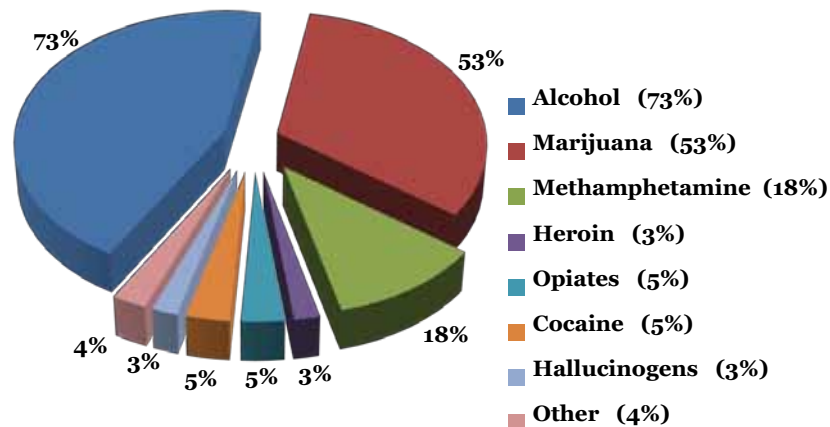
During FY13 we provided treatment services to clients residing in 82 of the 99 Iowa counties.

# SUBSTANCE USE

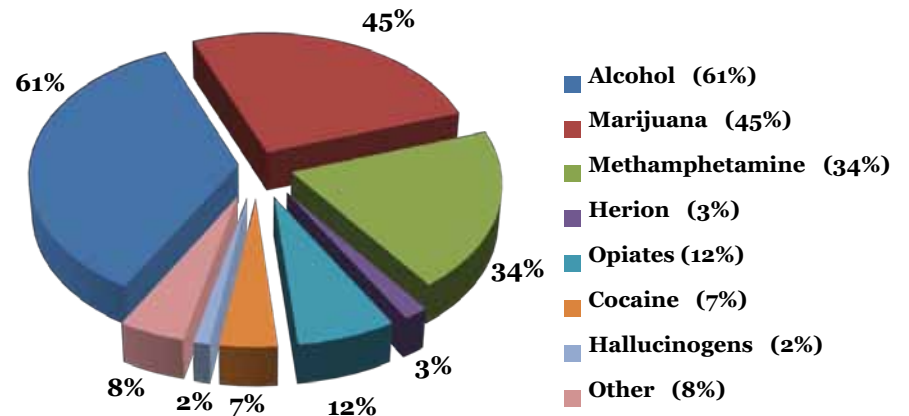
## Clients Entering Treatment Services



### Substance Use - Men

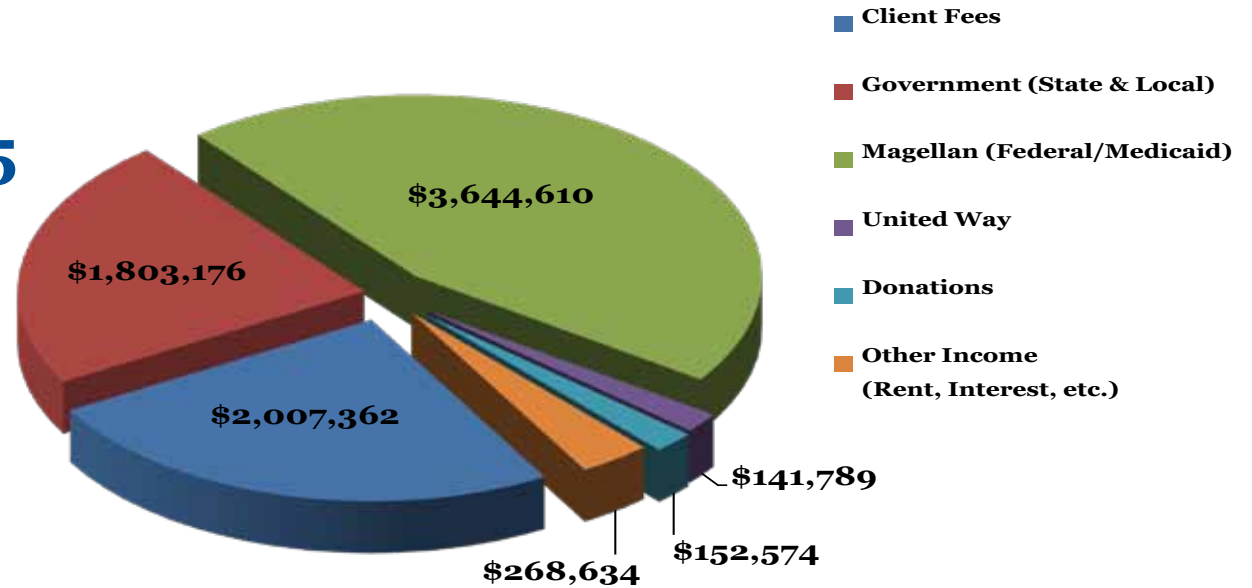


### Substance Use - Women

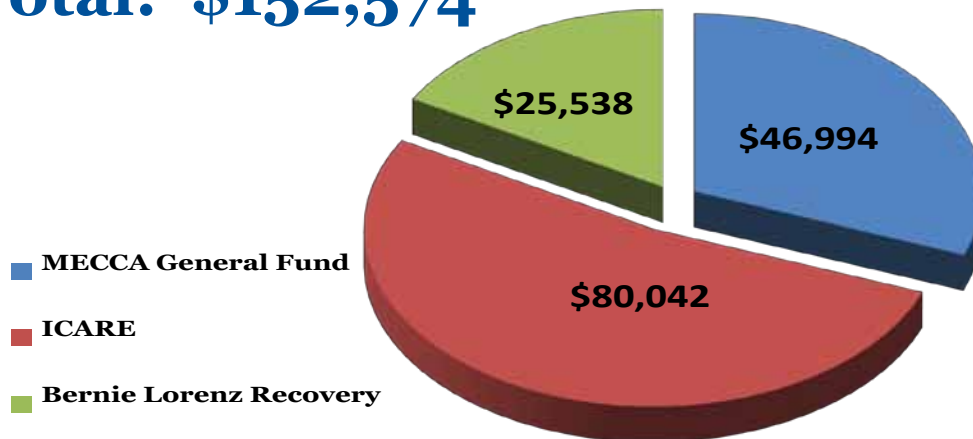


# FINANCIALS

**Revenue**  
**Total \$8,018,145**



**Donations:**  
**Total: \$152,574**



*"I remember sitting in your office and you asked me who I was. I fumbled for an answer and came up with something short of meaningful. Nowadays I describe myself as someone who is socially and environmentally aware and a good student, friend and son."*

- note from residential client to counselor



# FINANCIALS

	2013	2012
Revenue	8,018,145	7,984,992
Expenses		
Direct Services	6,249,982	6,331,152
Management and General	1,464,093	1,470,236
Total Expenses	7,714,075	7,801,388
Change in Net Assets	302,701	183,604
Net Assets at Beginning of Year	2,230,775	2,047,171
Net Assets at End of Year	2,533,476	2,230,775

*"My time with MECCA has been a blessing to me and has given me freedom from alcohol and drugs."*

- note from residential client to our staff

# DONOR RECOGNITION

The inspirational giving of those listed in the Honor Roll of Donors supports the foundation upon which MECCA was established and paves the way for an even greater future. This publication recognizes the gifts of individuals, foundations and organizations, businesses, and other friends. They are partners in our effort to provide essential services and welcoming facilities for our clients.

The following gifts, both monetary and in-kind, were received during the period of July 1, 2012 through June 30, 2013.

**The Give Hope Society was established in FY2008 to recognize donors who have made a minimum of \$5,000 pledge over a five-year period. Members of the Give Hope Society are distinguished with an asterisk.**

## Anonymous (15)

Scott and Andrea Adams  
Shelley Alexander  
Garry and Sally Anderson  
Christine Auner  
Diyonda Avant  
A.W. Welt Ambrisco Insurance  
Mary E. Bartley  
Bruce and Barb Baumgarn  
Marnita Beal  
Mark and Janet Behlke  
Ron and WendyBerg  
Timothy Brenemann  
Better Health for Iowans  
Joe Bolkcom  
Willard and Susan Boyd  
Richard and Phyllis Braverman  
Arika Brindley  
Broadway Cares/Equity Fights AIDS  
Richard and Ellen Caplan

Karen and Thomas Casavant  
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Erin Meade Dougherty  
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Michael and Sandra Durbala  
Eastern Iowa Combined Federal Campaign  
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Elias Family Philanthropic Fund

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Gloria Hoffman  
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Houseworks  
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Newman Catholic Student Center  
Nordstrom, M.A.C. AIDS Fund  
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Donna Reams  
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Edgar I. Sanchez  
Adda Cecilia Sayers  
Matt Schaeffer  
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Harlan Sifford  
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Matthew Skinner-Thebo  
Sandra L. Spain  
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Vaun and Marian Sprecher  
Starbucks Coffee  
State of Iowa One Gift  
John and Susan Strauss  
Faye H. Strayer  
Margaret Stuart  
Duane and Denise Suess  
Marlene Sullivan  
Jim and Ginalie Swaim  
Imelda Swenka

Gregory and Kathy Terrell  
The Fred Maytag Family Foundation  
Transamerica  
Trinity Episcopal Church  
University of Iowa Community  
Credit Union  
University Of Iowa Epidemiology  
Student Association  
LaVern and Gretchen Vauble  
Craig R. Verlo  
Wakonda Christian Church  
Michael D. Waterman  
Teresa and George Weiner  
Nancy Welch  
Gary and Lorraine Whittington

#### IN MEMORY OF PATTY WALSTROM

John and Charman Banks  
Bob and Cheryl Kolar  
United Fire Group

#### IN MEMORY OF HENRIETTA SHRAMEK

Patrice Becicka

#### IN MEMORY OF LOWELL BRANDT

Paula O. Brandt \*

#### IN HONOR OF ALFRED CARR

Alfred Carr and Sylvia Lewis

#### IN MEMORY OF TAYLOR WALTERS

Terry Lindquist and Ellie Peterson

#### IN MEMORY OF DANIEL J. MEYER

Melissa Miklinski

#### IN MEMORY OF HEIDI HOCKENSMITH

Russell and Gladys Morris

#### IN MEMORY OF KATHY GRUBB

Steven and Ann Watson

#### IN MEMORY OF KAY STONE

Hazel Garcia

#### GIFTS IN KIND

Anonymous (1)  
Heidi Amberson  
Bob Brown Chevrolet  
Anne Boerhave  
Sharaine Conner  
Des Moines Area Quilters Guild  
Jim and Jean Dowd  
Julie Elliot  
Brandy Feldman  
Julie Fox  
Norlene Gegner  
Daniel Graves  
Jeffrey and Kim Grubb  
Bonnie Hart  
Gloria Hoffman  
Hy-vee, Des Moines  
Knight, John and Mary  
Li'l Drugstore  
Kim Lower  
Tim and Susie McConnell

Bev Mills  
Janice Moffit  
Pam Oakley  
Alicia Porter  
Scheels All Sports, Coralville  
Stelter Company  
Sue Stutsman  
Andrea Thome  
Kylee Valiquette  
Mary Kathryn Wallace  
Wal-mart Stores, Inc.  
Westminister Presbyterian Church  
Patti Westphal  
Ann Wright



***"I'll never forget the day I walked through those doors. I was so scared and so broken down by then, I knew this was my last chance or I would die. The first person I came in contact with was the nurse. She put her arm around me and told me everything would be okay. I clung to her words. She was so kind and caring."***

- note from residential client