

# 2022



## ANNUAL REPORT

imagine the  
POSSIBILITIES INC



## 01

# Mission Values Purpose

## MISSION

Our mission is to empower people to reach **individual achievement** across the spectrum of life.

## VALUES

Our values include **human rights, community and home, dignity and respect, open communication, honesty, kindness, individual potential, wellbeing of individuals, and ethical and legal business practices.**

## PURPOSE

Our purpose is to provide **individually designed, community-based** services that focus on quality, dignity and respect. We look beyond disability to enhance each person's quality of life through **individual achievement.**

We believe our services are best served in an environment that promotes laughter and joy, a place where life is celebrated and energies are not focused on barriers or what seems to be impossible. We intend to focus the full force of our energy on seeing beyond disability and imagining all that is possible!

We believe that people with disabilities need to do for themselves as much as possible. We can provide teaching, options, support and the necessary skills and tools, but only they can combine all of these resources and bring their own dreams to life.

# From the Chief Executive Officer

02

I've heard it said that quality is not an act, it's a habit. When I glance back over the activities of Fiscal Year 2022, it's refreshing to see a record of habitual commitment to quality at Imagine the Possibilities! Here are just some of the habits I see.

## **Seeking out opportunity...**

It's an integral part of our story that continues to shape who we are and the company we will become. As an example, in FY 2022 we saw opportunity in a software platform that supports our services. As a result, we now have an ongoing opportunity to influence this important resource as a quality enhancement for our industry.

## **Questioning the status quo...**

We routinely analyze data and information to measure our effectiveness as a service provider. As a result, FY 2022 saw an impactful shift away from ICF/ID services and an even greater emphasis on Home and Community Based Services - a service model that holds potential for greater individual impact and one in which we have proven strength as a provider.

## **Committing to tangible resources...**

Mission requires resources. Nothing demonstrates this more effectively than the staffing crisis we, along with most other employers, currently face. A look back over FY 2022 shows an ongoing and concerted effort to think creatively and act proactively in implementing wage increases, hiring incentives, and retention strategies. The good news ... we've started to see the needle move on this and we're excited for more!



**Todd Seifert, CEO**





## 03

# The Executive Leadership Team

*As someone who works with many organizations all over the state, I am always impressed with the ability of the Imagine leadership team to have open, honest, and critical conversations. The willingness to respectfully discuss even the most difficult topics is one of the key factors in why the organization functions so well.*

**- Gary Jones, J.D., CHC, CHPC**



What inspires me to be a leader at Imagine the Possibilities is working with kind, empathetic people who are all striving toward the same common goal... to support the folks we serve and promote individual achievement.

**Todd Seifert**

Chief Executive Officer

My personal and professional inspiration has always been to surround myself with people who will stop at nothing to make a positive difference in the lives of others. In my experience, this defines our Imagine employees! Being a part of this agency makes me want to be better, work harder, and serve in whatever role I'm needed. I'm inspired by the hard work and dedication of those around me who I watch work so hard to support others to achieve their dreams. I'm so proud to be a small part of the huge impact this agency has across our state.



**Wendy Malone**

President



My inspiration for being a leader at Imagine the Possibilities comes from a desire to help people. During my time as Executive Director prior to our merger, I developed an interest in the many functions needed to make a company work – even those that aren't directly related to mission. Today, my role as CAO provides me with a great opportunity to work in that context. I am grateful to be doing what I love while supporting a great company with a wonderful mission.

**Jeff Morris**

Chief Administrative Officer

# The Executive Leadership Team

# 04

Leadership to me means “support.” I aspire to be helpful in any capacity that is possible and am motivated by people around me. I have had the profound pleasure of being mentored by some of the best leaders in the industry and have learned how impactful support can be. I also learned that supports can come in many shapes and forms! Each day, my drive comes from my team and folks around me growing, learning, and overcoming barriers. I am inspired by them and what they do each day and it drives me to help in any way that I can!

**Tiffany Higgins**

Chief Operating Officer



My inspiration comes from the drive that leadership has in growth. I have seen this both in our individuals, staff, and personally. My career has grown at Imagine through different positions in the agency, starting as a DSP. Through hard work and dedication, my professional goals have been met each time I set them. In seeing those values each and every day – I remain inspired to grow and make my impact at Imagine.

**Megan Simmons**

Chief Financial Officer

What inspires me to be a leader at a company like Imagine the Possibilities is the ability to make a lasting and positive impact.

At the core of my personal mission in life is to leave as many interactions, relationships, work projects, and ultimately the world in a better place than when I came into it. I'm very fortunate to have the ability to do that with the team at Imagine that I support and in connecting with each of you. The work you do each day supporting people to live lives reaching the heights of their own individual achievement is aligned with this which is very inspiring to me.

**Michelle Phillis**

Chief Quality Officer



05

# The Information Dashboard

Services in

**43**

Iowa  
Communities

Services in

**20**

Iowa  
Counties

**900**

lives impacted

**766**

employees

Services  
provided in

**6**

impactful  
service  
models

**\$31.4M**

in wages alone

**81%**

of employees  
involved  
directly in  
service  
provision

Nearly  
**\$53M**  
in  
services  
provided

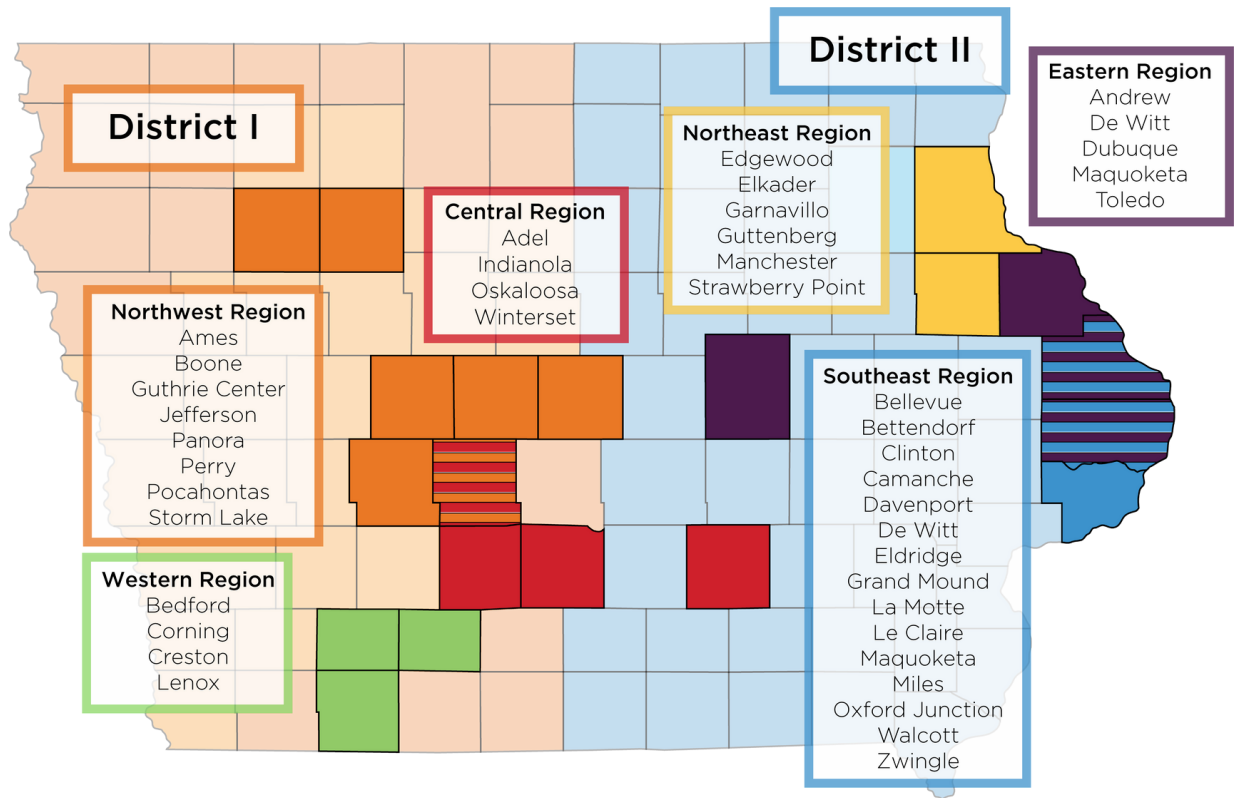
Other Expenses  
29%



Employment Expenses  
71%

# Regional Structure & Leadership

06



**Ron Christensen**

Regional Executive Director | Central Region



**Bryan Main**

Regional Executive Director | Eastern Region



**Regina Shafer**

Regional Executive Director | Northeastern Region



**Teresa Magnussen**

Regional Executive Director | Northwestern Region



**Susie Ruchotzke**

Regional Executive Director | Southeastern Region



**Ron Christensen**

Regional Executive Director | Western Region

07

# Annual Survey Results

These numbers reflect the results from  
key performance indicators in each of the three surveys.

## Results from the 2021 Employee Satisfaction Survey

I would recommend Imagine's  
services to a friend.  
93%

I have a sense of  
commitment to my job.  
98%

Overall Satisfaction  
92%

## Results from the 2021 Individual Satisfaction Survey

My staff treat me with  
dignity and respect.  
99%

I am encouraged to exercise my  
rights and responsibilities.  
98%

Overall Satisfaction  
98%

## Results from the 2021 Stakeholder Satisfaction Survey

Imagine staff treat individuals  
with dignity and respect.  
99%

Imagine serves individuals in safe  
and secure environments.  
99%

Overall Satisfaction  
97%



# FY 2022 Financial Summary



# 08

	FY 2022	FY 2021	FY 2020
<b>ASSETS</b>			
Current Assets	\$ 21,754,841	\$ 13,386,141	\$ 8,462,652
Restricted Assets	\$ 766,898	\$ 1,275,801	\$ 1,237,453
Property & Equipment	<u>\$ 9,188,185</u>	<u>\$ 8,370,570</u>	<u>\$ 9,087,421</u>
<b>Total Assets</b>	<b>\$ 31,709,924</b>	<b>\$ 23,032,512</b>	<b>\$ 18,787,526</b>
<b>LIABILITIES &amp; NET ASSETS</b>			
Current Liabilities	\$ 6,000,998	\$ 3,883,138	\$ 3,713,442
Long Term Liabilities	\$ 1,685,873	\$ 2,749,928	\$ 3,288,231
Net Assets	<u>\$ 24,023,053</u>	<u>\$ 16,399,446</u>	<u>\$ 11,785,853</u>
<b>Total Liabilities &amp; Assets</b>	<b>\$ 31,709,924</b>	<b>\$ 23,032,512</b>	<b>\$ 18,787,526</b>
<b>Total Revenue</b>	<b>\$ 54,054,045</b>	<b>\$ 51,682,168</b>	<b>\$ 44,291,387</b>
<b>Total Expenses</b>	<b>\$ 46,430,438</b>	<b>\$ 47,068,575</b>	<b>\$ 43,021,223</b>
<b>Change in Net Assets</b>	<b>\$ 7,623,607</b>	<b>\$ 4,613,593</b>	<b>\$ 1,270,164</b>
<b>Total Wages</b>	<b>\$ 31,323,581</b>	<b>\$ 31,372,294</b>	<b>\$ 28,247,231</b>

Imagine's financial records are independently audited annually with routine review conducted by executive leadership and the board of directors throughout the year.



1710 East Maple Street | Maquoketa, Iowa 52060 | (563) 652-5252

[www.imagineia.org](http://www.imagineia.org)