

So You Want To Start A Respite Center

Linda Ellegard, BSW, MA
SKSF Executive Director
(719) 447-8983 Ext. 19
lellegard@sksfcolorado.org



Renaë Isakson
Zach's Place Program Director
(719) 329-1717
risakson@sksfcolorado.org

Audience

2

- Currently have a center
- Currently in process of obtaining a center
- One day envision opening a center



Why Do You Want to Start A Facility?

3

- **This becomes your story...**
 - Why is this facility so important
 - Why facility instead of in-home care
- **This becomes your mission statement...**
 - Development of your mission
- **The story of Special Kids Special Families**



Focus of Service Population

4

- Aging / Senior Care
- Physical Disabilities
- Developmental Disabilities
- Social / Emotional / Behavioral



Age of Service Population

5



Infants / Preschool

School Age

Teens / Young Adults

Adults

Senior Care

Life Span



Operating Hours

Monday - Friday

Weekends

Overnight

Will other services be provided in program?



Organizational Details

Non-profit or For-Profit?

Must incorporate

Obtain a Federal Tax number



Profit vs. Non-Profit

PROS



CONS

Make your own decisions

You decide the direction

- Fundraising

- Seeking outside donations

Profit vs. Non-Profit

PROS

NON-PROFIT



CONS

Greater opportunity for
community input &
professional support

Develop fundraising
support & access funding

- Board of Directors
have governance
& oversight
- *diminishes being able to
make your own decisions*

Choosing The Right Location

Use a Real Estate Agent

Look for ADA accommodations

- One level preferred
- Open observable floor plan
- Parking space



What are the neighborhood accommodations

Check City Zoning Regulations

What are the neighbors saying about your presence?

- Accept / Oppose your program

Creating Your Case For Support

Needs assessment

- Identifying the population

Who supports your cause?

- Organizations in your community
- Professionals in your community



Creating the narrative for the case for support

Research Studies & Stats

State/local aging & senior programs

Look for the intake/eligibility of public organizations

- Department of Human Services
- Intake for Senior Services
- Intake Agency for Disabilities
- Behavioral Health Admission organizations
- **Ask for their stats & is respite care considered a need for clients...**

School Districts

US Bureau of Census Report

ARCH

Legislative Town Hall (local stats)

Do your own survey

Get individual stories

Regulations

What are the Local, State & Federal regulations that govern your operations?

LOCAL REGULATIONS:

City zoning & regional building zoning

- Located in a residential or commercial area?

Location will likely determine what services & ages you are willing to provide care for

Regional zoning issues

- Occupancy numbers
- Evacuation for emergencies
- Entrances and exits
- Parking issues

Regulations

STATE & FEDERAL REGULATIONS:

For Facility

- Fire inspections and approvals
- Health Department inspections
- State Department regulations

For Program Operation

- Qualifications for Staff – experience, training & background checks
- Program equipment
- Program Policies & Procedures
- Quality Assurance
- Invoicing & communications



Professional/Organizational Support

Ask for letters of support

- Mayor
- City Council members
- Other government officials
- Key organizational members of community

Involve community members

- These community members may be key to forming future Committee Advisory and Board Members

Collaboration

- Who would work with you to help create facility into reality?

Marketing

Essential to your program

- Obtain Clients
- Raise Awareness
- Gather Surveys
- Perform Assessments
- Communicate to supporters



Create logo and design guidelines

Find Board Member or volunteer to assist with marketing

Check with local colleges, high schools for volunteers

- Special project work

Marketing

Print Media

- Newsletters (hard copy mailers)
- Basic flyers, postcards, brochures, business cards
- Press Releases for newspapers

Internet Media

- Create website / blog (keep updated)
- Create E-News / establish strong email database
- Social Media: Facebook, Twitter, LinkedIn, Instagram, etc..
- Free internet sites to post program news, events, etc...

Other Ways to Promote

- Television / Radio / Video production
- Resource Fairs – create table top displays
- Take on any opportunity to speak to others about your organization



Staffing Your Program

Contract or Employ?

- Department of Labor Regulations: check what you can/cannot do

Basic Qualifications

- CPR/First Aid – Medication administration classes
- Caregiver training (*Easter Seals / Rosalyn Carter Institute*)
- Background checks – necessary

Advertising For Staff

- Local or State employment offices
- Nursing programs (CNAs, Nursing & Medical Schools)
- College, military sites to post
- Organizational website
- Craigslist or other employment sites

Create an orientation for specific positions

Creating A Budget

Find CPA or Accountant to assist (*Volunteer, Board Member, or hire*)

Expenses (basic)

- **Staff / salary & wages**
 - Payroll taxes & FICA
 - Unemployment insurance
 - Worker's Compensation
 - Other benefits
- **Building**
 - Rent / Mortgage
 - Utilities & Maintenance
- **IT Services**
 - Computer/Server set-up & maintenance



Creating A Budget

Expenses (basic)

- **Insurance**
 - General & professional liability
 - Cyber & Auto
- **Marketing**
 - Website design & maintenance
 - Printed materials
 - Online E-News/Email services
- **Program**
 - Office supplies
 - Daily programming: cleaning supplies, food, transportation



Creating A Budget

Revenue

- **Program fees and contracts**
- **Government funds**
- **Fundraising**
 - Individual donations
 - Foundations / Grantors
 - Corporate granting
- **In-Kind Donations**



Resources for You

Use of Volunteers

- Helping with needed projects
- Bringing some expertise & skills into program
- Marketing
- Clerical/office needs
- Facility needs

Public surplus sites

Asking for donations

- Equipment / office furniture

Where to Find Money & Resources

Library

- Ask for information on how to find grants and grantors (free classes)

El Pomar Foundation

- Collaboration with library systems to provide free classes in grant writing and building a nonprofit

Finding Grants *(if you aren't a Grant Writer nor have Grant Writing staff)*

- Find grant proposal examples online
- Take a class (search online / some are even free)
- Build outcomes & document / take your data / show your impact
- Start writing and find a mentor willing to help
- Seek small business development centers or business alliance groups

Research & list companies in your area

- Seek those that employ people who may be impacted by a respite care program

Where to Find Money & Resources

“Knock on Doors”

- Visit organizations or businesses that will allow you to share your insights into respite care needs
- Share your vision – don’t be shy!

Create an elevator speech

- Teach volunteers, board members & staff to tell a short story

Attend Community functions

- Wear your name tag
- Use your Elevator Speech
- Pass out your business card
- Invite them for site visit, attend event, etc..

Think along the lines of “Win-Win”

- When seeking partnerships, collaborations & businesses / benefits for them

Where to Find Money & Resources

Ask Respite Care recipients to help

- Encourage them to help spread the word & express the impact of respite care in their lives
- Have them give you a testimonial (written or video taped)

Post a program “Wish List”

- Post on your website or or share via social media

Create Fundraising enthusiasm that is little or no cost

- Restaurant / Fast-food fundraisers
- Recycling program
- Penny contests with schools or scouts
- Sponsor a child or caregiver

Are There Other Options?

Creating existing home environments who are willing to be respite providers

Other family/home care out of the family home

Mentoring

Community outings and group sessions

Collaborate with other respite care programs

Create the program under a larger, existing organization

n Conclusion

Lessons Learned

The perspective of Special Kids Special Families

Questions???