So You Want To Start A Respite Center

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Audience

- 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?

- 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

- Aging / Senior Care
- Physical Disabilities
- Developmental Disabilities
- Social / Emotional / Behavioral
Age of Service Population

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**

- Make your own decisions
- You decide the direction

**CONS**

- Fundraising
- Seeking outside donations
Profit vs. Non-Profit

**PROS**

- Greater opportunity for community input & professional support
- Develop fundraising support & access funding

**CONS**

- 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
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
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
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
Conclusion

Lessons Learned

The perspective of Special Kids Special Families

Questions???