



#### Community Health Care Services Foundation, Inc.

the premier educational resource for home care and hospice

#### inside:

What did the CHC survey say?

## In tough economic times, securing a grant is often a matter of 'fit'

#### By Ellen Sax

ven if you follow the news sparingly, the recent financial crisis on Wall Street and the government's response to it has been impossible to ignore—\$700 billion (or more) of taxpayer money has been committed to help stave off what could have amounted to, in the words of many prognosticators, complete economic collapse. Add in the war on terror and a new Administration in Washington, and one thing is clear about the history we are all living—it is unsettling.

However, even in the most turbulent of times there is opportunity and reason to hope. The trick is to know where to look and having the resolve to work a little harder and a lot smarter.

#### Prepare for uncertainty and competition

According to the Giving USA Foundation, in 2006 individuals were the largest single source of donations in the United States, accounting for \$2.3 billion or more than 75% of all estimated giving. Of households with a combined income of \$100,000 or less, 65% contributed to charity.

In general, this is great news. Americans are committed to supporting organizations that make a difference in their communities and across the globe. So, too, are American corporations. But as the economy tightens, giving tightens and this means even greater competition. To prepare for this challenge, organizations need to ask themselves these three questions:

- Are we promoting meaningful community change?
- Are we articulating our market differentiator well enough? That is, do people know that the work we do is meaningful and how it benefits them?
- · Are there other organizations doing similar work with which we can collaborate?

The answers to these questions are critical in determining where to seek funds and how to make your message resonate with funders. Whether you are looking to secure individual or corporate funding, your funders are going to make their decisions based on your organization's perceived ability to provide programs and services that: align with their values; promote meaningful and tangible change; and are needed within the community, not replicated.

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## Survey says: paraprofessional education of paramount concern



HC periodically surveys customers to solicit feedback about educational programming and grant-funded initiatives to ensure that it continues meeting the needs of customers. This summer, CHC conducted its most recent survey and received a record response.

One significant finding from the survey was that paraprofessional education continues to be of paramount importance for home care providers.

CHC has been addressing this need over the past five years with its Home Care Community Forum series of free paraprofessional educational programs. The survey reinforced the value and increasing need for these free programs, and as a result, CHC is planning increased marketing of Forums to reach more paraprofessionals within New York State as well as on a national basis. To ensure that these programs remain free of charge, CHC is exploring new ways to fund Forums, including an ongoing fundraising effort.

Information about relevant topics gathered from the survey will be used in the future to develop educational programs geared to meet the needs of clinicians, professionals, paraprofessionals and executives/management. Clinicians responding to the survey expressed interest in topics such as disease and medication management, high risk/needs patients and mental health conditions and disabilities. CHC's first webinar in January will be Medication Management. For paraprofessionals, educational topics of most importance were aging patients, mental health conditions and physical disabilities. CHC

#### Survey highlights

81% use Forums for in-service training classes.

66% find Forum topics extremely relevant.

87% of clinicians were interested in medication management topics.

92% of management want marketing/PR and customer satisfaction topics.





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Focus is published quarterly. Copyright © 2008 Community Health Care Services Foundation, Inc. All rights reserved. No part of this document may be reproduced in any form without written permission. will look to include some of these topics in upcoming Forums in 2009. In addition, CHC will also promote CDs of previous Forums on these topics, which are available for purchase at the Web site (www.nyshcp. org) of CHC affiliate, the New York State Association of Health Care Providers, Inc. (HCP). Managers, supervisors and executives expressed an interest in programs on marketing/public relations, customer satisfaction surveys and quality improvement, and CHC will include these topics in upcoming educational programs.

CHC is committed to offering the highest quality, relevant programming possible and wishes to thank everyone who participated in this survey. The results of the survey will continue to be used to develop programs that meet the needs of the home care industry.

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## Finding a good fit . .

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#### Pay attention to the interests of the founder

Corporations develop a very specific giving mission. For example, at KeyBank our corporate giving is focused on programs and services that promote economic self-sufficiency. We realize that we can't be effective if we try to be all things to all people.

Many corporations also realize that as government funding for agencies continues to shrink, the need to provide more help to more people grows. So when our budgets get tightened, our focus becomes even sharper. It is our way of ensuring

### Carefully review criteria and consider strategic alliances

Although many funders restrict their awards to nonprofit organizations, others do not and for-profit companies should review funding criteria carefully to determine eligibility. Additional opportunities are also possible through partnering. During challenging economic times, both non-profit and for-profit home care organizations should think about strategic partnering.

Developing linkages with appropriate partners can be a key to success and add value to identified projects for which you are seeking grants. Home care providers, whether profit or non-profit, are valuable partners that can bring essential technical expertise, provide a critical service, or even provide in-kind or matching funds to collaborative grant projects.

Highlighting your successful ability to work in partnership will make your application even more competitive in the current environment.

—Gayle Farman CHC Director of Grants & Demonstrations

that we can maximize the impact of our funds in a meaningful and fair way throughout the communities within our footprint. For grant seekers, this means one thing: to get results, you need to sharpen your focus as well. Here's how:

**Do your research.** Find out a corporation's focus before spending the time and resources to develop a proposal for them. Just as important, understand their business and its relationship with the community. Sometimes a phone call for clarification will help in crafting your request.

**Follow submission requirements.** You can often find these online. If not, call or send a written request.

Tell your story. The more clearly you state how your request aligns with the corporate funding initiative the less a funding officer has to make a case to support your program or service. In short, don't leave a lot of room for us to fill in the blanks, because others competing for our dollars won't. At Key, I receive many requests that are worthy of our support but just don't meet our initiatives. However, just because it's not a fit with us doesn't mean it will fail to meet another company's initiatives. So it's important that you leverage your relationships to create opportunity. Speak with program officers. Tell your story and listen to theirs. In the process, you might gain a valuable referral, secure some assistance for your organization or even develop a new initiative that will meet everyone's needs.

In the end, as the current economic troubles have made evident, we are all in this together. No one or nothing operates in a vacuum. This means that businesses need strong communities to ensure their success, and the organizations that provide the services and programs that make communities stronger need the financial support of businesses and the individuals in the communities they serve. With a little focus, and a lot of cooperation, everyone can thrive.

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# Upcoming educational events

"Medication Management for Nurses"

January 21, 2009 Webinar

"A to Z of CHRC/ Fingerprinting Workshop" January 28, 2009

Onsite program, East Greenbush

"HIPAA: Avoiding Violations, Penalties & Lawsuits"

January 29, 2009 Webinar

To register for an event, visit www.chcforum.org/seminars or call 518/463-1167, ext. 817.



The premier educational resource for home and community-based care

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## CHC Paraprofessional Home Care Safety Series

Access four, one-hour home care safety video seminars when and where you need them via the Home Care Information Network (HCIN)!

Home care providers can use this series to educate new workers, meet in-service requirements and enhance ongoing education and training programs.

Visit www.chcforum.org/hcin to register!

SPECIAL FOR HCPSIT PARTICIPANTS

Participants in the Health Care Providers Self-Insurance Trust (HCPSIT) can access these essential programs for a full year at no cost! For details and to register contact Allison Manny at 518/463-1167, ext. 829 or CHC's Safety Series is presented by industry experts and is available via video streaming on HCIN.

**General Safety.** Identify potential safety hazards that exist for caregivers on the job and find out how to manage those hazards.

**Transportation Safety.** Increase awareness of traffic safety and learn how to reduce preventable traffic accidents for home care workers.

**Ergonomics.** Receive expert direction on safely lifting and moving patients.

Bloodborne Pathogens. Identify various precautions to prevent the transmission of disease and review accepted principles of infection control. Also understand the role of OSHA in employee safety.