

Our Mission:

“Helping disabled seniors learn about resources to promote independence and quality of life”

Target Demographic:

We do our best work with seniors who have minimal income and moderate to high care needs, though we will work with any senior who is over the age of 65 and has a problem that they want to talk about.

What do we do:

Helping Hands Senior Foundation is a non profit organization that offers care planning resources to seniors who have a problem and want to talk about it. Seniors, or their responsible party/ family member, can reach out to us to learn more about anything and everything that may impact a seniors life including placement assistance/ housing, food programs, in-home care, veterans benefits, financial assistance, safety/ fall prevention, planning for the future, etc...

How do we help a person?

We primarily provide information about resources, services and support that are available through our organization as well as other organizations. Once a client has a completed intake and is speaking to their care coordinator, we act as a conduit to the programs (that we know of) that can help the client achieve their goals, providing some of those programs in-house and referring to those outside of our organization needed to reach client's goal.

Average cost to help a senior?

Our program can be broken down into hours of work and cost of goods, but since most of the work we do is help clients apply for programs, grants and other benefits there is a very low cost of goods associated with this process.

- Client acquisition/ community outreach and intake: \$30
- Care Planning & delegation \$10
- Care Coordination \$40 (two hours of labor from care coordinator that include research, voicemails, emails and talking directly to client or their responsible party)
- Additional follow up \$20
- Administrative cost \$12.50 (\$5000 operational expense divided by average month of 400 clients helped)

The cost of Helping Hands services have always been covered through our non profit program and not been passed on to the client.

Flow of the organization?

1. Client, or their responsible party, calls into our organization and completes an intake consisting of roughly 30 questions over the phone.
2. File passes through eligibility to verify what kind of insurance they have and that they are a unique individual in our system/ not a duplicate entry
3. Care plan is drafted and file is assigned to a “care coordinator” who will deliver the information listed in the care plan as well as any additional resources client may ask for throughout the course of the conversation(s).
4. File is closed out if a satisfactory resolution has been reached OR if client chooses to go no further/ not to take the steps needed to get what they want/ need. ** If complex care / health services are needed then referral to medical group or health services may be made here, we call this a complex referral and follow along until the needed service or product has been delivered to the senior.
5. ** OPTIONAL ** If client needs placement assistance AND medical care then the senior will be referred over to a separate internal department for placement where they will receive specific instructions and assistance to help them through the process of placement into a healthcare facility.

Where do clients come from? % from which sources?

Referrals to Helping Hands Senior Foundation come from a variety of sources but can be put into three main categories:

1. Online ads, social media and other online promotion accounts for $\frac{1}{3}$
2. Referrals from professionals seeking help with a client of theirs could be $\frac{1}{6}$
3. Referrals from organizations who can't handle low income calls/ don't want to deal with low income senior care may make up $\frac{1}{2}$

When client reaches out, how to help different types of people?

- Coordinating subsidized in-home care
- Helping senior apply for care grants
- Coordinating insurance paid care resources
- Coordinating home based medical services
- Advocacy
- Nursing home placement
- Low cost assisted living for low income
- Independent living placement
- Referrals to transportation resources/ programs
- Answering insurance coverage questions
- Care planning

Engaging senior care professionals in a symbiotic way:

1. Since Helping Hands Senior Foundation is a non profit organization, we offer ways for our community partners to turn 2nd hand leads, used equipment and donated items into tax credits/ donation receipts.
2. We have access to \$20,000 per month in Google online ads that we can use to promote anything in the senior healthcare/ quality of life sphere, meaning we can promote the organizations who helping us by raising awareness in the community for their agency, facility, product or service.
3. Our care planning program helps seniors learn about various forms of financial assistance to help pay for placement or care needs so when a client of ours came from a source that sells a private pay product or service we encourage the senior to go back to the referral source once they get the funding that they applied for. * Funding can be for services like in-home care, products like bathroom safety or grab bars and can also be for other quality of life needs such as paying a light bill or back rent.

Current funding sources, where we got the \$1.6M over the past 3 years:

1. Grants, \$0, and donations of less than \$5,000 in total/ collectively. This makes up virtually 0% of our budget
2. Hospitals and Nursing Homes, pay us for care planning and discharge planning. This is currently about \$18,000 per month and has made up maybe 35% of our total budget.
3. Medi-Cal paid case management, subcontracted under organizations who hold the contracts for PACE, MSSP, CCT, ALW and other Medi-Cal funded programs. This has been on and off but has possibly made up 1% of our total funding over the past 3 years.
4. Community outreach/ community engagement contracts with local healthcare and service agencies. This makes up about \$60K per month currently and has been over 50% of our total funding.

How would we spend grant money, if it is awarded to us?

1. Expansion within existing coverage area and to new areas within CA or where our program is desired/ needed.
 - a. Expand community outreach team by creating a stipend to pay retired seniors a small fee each month to promote Helping Hands within their community, helping us reach new seniors while helping struggling seniors earn extra income
 - b. Increase community outreach efforts within our office by having larger intake/ outreach office staff who can reach out to organizations to set appointments for our field outreach team
2. Implement programs to help those seniors who can't fill out forms with our guidance over the phone by allowing us to visit those seniors and help them on site.
3. Create programs within Helping Hands to offer better service than lacking outside agencies that are too inefficient, example could be <http://www.alaseniiorliving.org/> which only serves seniors who have income over \$1,200 per month OR

<https://vcaaa.org/our-services/housing/> which has a waiting list of 300-400 seniors and only processing a handful of seniors into long term placement options each month.

Metrics, on 10/16/2018, of 15657:

- Monthly Income: we have 6825 under \$1,000, 6052 at \$1,000-1,999 and 1503 over \$2,000
- Veterans, 1728 are a veteran or spouse of a veteran
- Disabled/ non ambulatory of 15,657 there are 8839 that can't ambulate independently
- 2673 are under 65 (18%), 3049 (19%) are 65 or over and less than 70, 4825 are over 70 and less than 80 (31%) , 5000 are over 80 years old (32%)
- Homeless, 1014 seniors engaged our program
- Dementia, Alzheimer's and other cognitive impairment, 5985 seniors

How our program interacts with homeless seniors:

*What is your menu of services?

*Who benefits from your services and how?

*Key testimonials from individual and organization clients

*Brief key point timeline of where and when you began and the path from then until now

*What do you do that other organizations can't.

*Why wouldn't other service providers not feel you are competing with them?