

Bringing Respite to Your Community Workshop



The Worker Cooperative Model for Respite

New Updates to BRYC and FREE Technical Assistance Offering

Presentation Purpose and Outline

- Introduction
- Overview of what a Worker-Owned Respite Cooperative Is
- BRYC Training now contains info on Worker-Owned Respite Cooperatives
- Overview of BRYC's Worker-Owned Respite Cooperative Training opportunity
- Start-UP Grant Opportunity
- Wrap-Up / Q&A

Introductions



Fay Strongin
Program Director, Home Care



Kristin Forde-Hurckes
Cooperative Development Specialist



Val Madsen MS, CTRS
Owner



What is a cooperative?

A **cooperative** is a business that is owned and democratically controlled by its members for their common good or to accomplish a shared purpose, rather than by a single owner, several partners, or outside shareholders.

A **worker cooperative** is a business that is owned and controlled by its **workers**.

Types of Cooperatives

Consumer-Owned Co-ops

- Consumers own food/grocery co-ops
- Depositors own credit unions
- Residents own housing co-ops
- Utility subscribers own electric co-ops



Producer-Owned Co-ops

- Farmers own agricultural co-ops

Worker-Owned Co-ops

- A business in any industry that is owned by its workers
- There are 20+ worker-owned cooperatives in the US providing home care services



Worker-owned cooperatives are different than traditionally owned businesses because workers have more ownership and control.

Ownership: Ownership of the business is shared equally among all workers who choose to buy into the company. Profits shared too.

Control: Worker-owners have more say in how their business is run than in a conventional business.

Why worker cooperatives in respite?

There are not enough care workers because care jobs are tough jobs and it's hard to recruit.



Low
Wages,
Insufficient
Earnings &
Few Benefits



Not Enough
Hours &
Unpredictable
Challenges



Inadequate
Training &
Career Paths



Inadequate
Supervision,
Communication &
Support

The worker cooperative model can make a difference in care jobs.



As worker-owned businesses, care cooperatives:

- ✓ Value care workers as professionals & experts
- ✓ Consider workers when making business decisions
- ✓ Prioritize improved working conditions
- ✓ Support caregivers to provide quality care
 - ✓ Offer career advancement
 - ✓ Build individual and community wealth

Worker Ownership is a Win-Win-Win-Win for Respite Care



Clients & Families
receive care from
well-supported,
qualified
caregivers with a
high-level of
investment in
delivering quality
care.



**Caregivers /
Employees** have
more ownership
and control over
their work, gain a
seat at the
decision-making
table, and are
better paid



Communities
are strengthened
by local
businesses that
are less likely to
close or lay off
workers during
challenging
times



Businesses that
are owned by
their workers
have lower
worker turnover
and better
employee
satisfaction.

This model is being use all over the country to provide quality services and good caregiving jobs.



20+ Worker-Owned Home Care Cooperatives

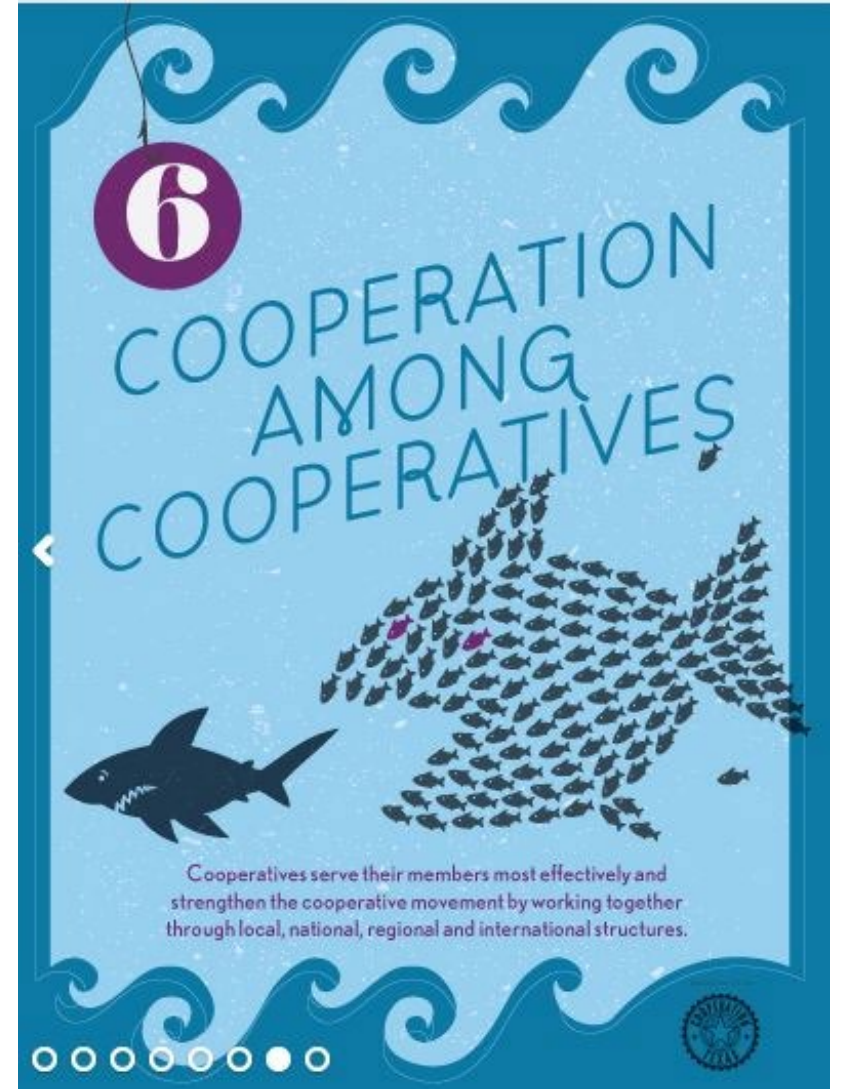
14+ More Cooperatives in Development

Cooperative Care

Wautoma, Wisconsin



Cooperative Community



Bringing Respite to Your Community (BRYC)

- Free, Online Workshop
- For individuals or groups interested in creating respite programs
- Weekly assignments that will work towards creating a final program plan project
- One-on-One Virtual Meeting with Contracted Instructor

BRYC Workshop Topics

- Needs Assessment
- Program Design & Business Structure
- State Requirements, Licensing, Certification, & Funding
- Budgeting
- Legal, Insurance, & Tax Information
- Policies & Procedures
- Marketing, Branding
- Staff & Volunteer Engagement

Workshop Updates (March 2025)

Cooperative information was added to the BRYC workshop. Cooperative questions were added to the assignment. The new information is beneficial for all program types.



NEW Technical Assistance Award for Starting Worker Cooperatives

Hands-on support from national experts to help you develop a fully operational cooperative business.

- Phase 1: Getting Started
- Phase 2: Feasibility and Business Planning
- Phase 3: Go To Market Strategy
- Phase 4: Launch Support

Phase 1: Getting Started

- ✓ Cooperative start-up roadmap
- ✓ Summary of your group's services, customer base, and goals
- ✓ Draft mission, vision, and values statement

Phase 2: Feasibility and Business Planning

- ✓ Market data summary
- ✓ Written operations & marketing plan
- ✓ Financial model



Phase 4: Launch Support

- ✓ Board training sessions
- ✓ Articles of Incorporation
- ✓ Guidance with licensing and hiring Lead Admin
- ✓ Assistance with operating systems
- ✓ Year 1 operational budget
- ✓ Pre-launch marketing strategy
- ✓ **Launch the Business!**

Phase 3: Go-To-Market Strategy

- ✓ Connections to professional advisors
- ✓ Governance structure plan and draft bylaws
- ✓ Completed Start-Up Grant application
- ✓ Ideas for additional financing, if needed

How to Qualify and Apply for Technical Assistance Award

To be eligible:

- Group of **at least 3**, committed to becoming founding co-op members
- **Starting a new co-op business OR converting an existing business** into co-op.
- Services must be based in **Wisconsin**.
- Team is available to meet regularly with TA coaches and take action in between.

To take the next step:

Step 1: Participate in BRYC

Step 2: Complete BRYC final assignment and meet with RCAW/UWCC

Step 3: Apply for Co-op Development Technical Assistance Award

Start-Up Grant Opportunity

- Funds for new respite programs or existing programs to expand respite services
- Up to \$25,000
- Funds can be used for start up costs such as insurance, facility, training, equipment, salaries, licensing fees, marketing, etc.
- Must have completed the BRYC
 - The BRYC assignments and project is groundwork for the application
- Very competitive

Questions



Thank You!

Thank you for joining us today!

For more info on the program, updates and related resources...

<https://respitecarewi.org/bringing-respite-to-your-community/>

This project is supported by the Administration for Community Living (ACL), U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$2,042,074 with 75% percentage funded by ACL/HHS and \$689,234 with 25% percentage funded by State of Wisconsin source(s). The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by ACL/HHS, or the U.S. Government.

Project Partners Contact Info



Lisa Schneider
Executive Director
lschneider@respitewi.org



Fay Strongin
Program Director, Home Care
fstrongin@icagroup.org



Kristin Forde-Hurckes
Cooperative Development Specialist
keforde@wisc.edu



Val Madsen MS, CTRS
Owner
calmhorizonconsulting@gmail.com

