



RCAW Cooperative Development Technical Assistance Award

Valued at over \$30,000 in free expert support.

Are you part of a group in Wisconsin that wants to launch a **worker-owned cooperative providing respite or home care services**? The Respite Care Association of Wisconsin (RCAW), in collaboration with the UW Center for Cooperatives (UWCC) and the ICA Group, is offering a highly valuable technical assistance (TA) award to help you start and launch your cooperative.

This award offers hands-on support **from national cooperative development experts** to help you move from a promising idea to a fully operational cooperative business. It is a no-cost opportunity to build a cooperative rooted in community care, with personalized guidance every step of the way.

How to Qualify and Apply

To be eligible, your group must:

- At least three individuals must commit to becoming founding cooperative members (this is your steering committee).
- Be working to start a new cooperative or convert an existing business into a cooperative that provides care or respite services in Wisconsin.
- Be ready to meet regularly with your TA coaches and take action between sessions to keep your cooperative moving forward.

Step 1: Participate in the Bringing Respite to Your Community (BRYC) online training.

Step 2: Complete the BRYC co-op final assignment. Meet with RCAW and UWCC to discuss your program plan and confirm your interest and eligibility.

Step 3: Fill out the Cooperative Development Technical Assistance Award application.

THIS PROGRAM 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.

What You'll Receive

If selected, your group will receive ongoing coaching, tools, templates, and guidance on everything from business planning to licensing. Support is offered through regular meetings (weekly or biweekly) and is organized into four phases.

Technical Assistance Phases

Phase 1: Getting Started

Over the course of multiple coaching sessions, Phase 1 covers the following topics:

- Kickoff meeting and orientation to cooperative care
- Review and refine your BRYC business plan
- Develop shared mission, vision, and values
- Understand your steering committee's roles and next steps

After Phase 1, you will have:

- 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

The coaching delivered in Phase 2 will help each group test assumptions made in the BRYC business plan and add detail where needed. TA coaches will support your group with the following areas of your business plan:

- Update your market research using local wage, pricing, and regulatory data
- Develop your operations and staffing plan
- Build a financial model, including revenue and expense projections

At the completion of Phase 2, you will have:

- ✓ Market data summary

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- ✓ Written operations & marketing plan
- ✓ Financial model

Phase 3: Go To Market Strategy

With your business plan in hand, TA coaches will support you with the following steps:

- Identify legal and financial professionals to support your cooperative
- Design your governance structure and bylaws
- Understand your financing needs and prepare your RCAW Start-Up Grant application

At the completion of Phase 3, you will have:

- ✓ Connections to professional advisors
- ✓ Governance structure plan
- ✓ Draft bylaws for legal review
- ✓ Completed Start-Up Grant application (if eligible)
- ✓ Ideas for additional financing, if needed

Phase 4: Launch Support

Phase 4 helps you prepare for a confident, coordinated launch of your cooperative. TA coaches will assist your group with the following:

- Train and form your Board of Directors
- Support legal incorporation and licensing
- Hire your first Lead Administrator
- Set up operational systems (HR, finance, and scheduling)
- Implement your pre-launch marketing and client outreach plan
- Finalize your first-year budget

Deliverables:

- ✓ Board training sessions
- ✓ Articles of Incorporation (in collaboration with professional advisors)
- ✓ guidance with licensing
- ✓ Year 1 operational budget
- ✓ Pre-launch marketing strategy

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Timeline

We estimate that Phases 1–3 will take approximately 6–8 months, depending on your group's availability and readiness. The full launch timeline varies by group and may take up to 12–18 months from start to finish. Your group's progress may vary, and we'll work with your pace—whether you're ready to move quickly or need more time to prepare.

Ready to Get Started?

To get started with the Bringing Respite to Your Community training, visit <https://respitcarewi.org/bringing-respite-to-your-community/>

Once you complete BRYC, applications for Cooperative Development Technical Assistance Awards are accepted on a **rolling basis**. If your group is ready to take the next step in building a cooperative that puts caregivers and communities first, we'd love to hear from you.

To learn more or request the application, contact RCAW at:

BrycStartup@respitcarewi.org

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