

BUSINESS PLAN

FOR ADDITIONAL INFORMATION CONTACT:

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The Organization

A group of interested citizens, at the request of the Area Agency on Aging of North Idaho (AAA), formed for the purpose of establishing an Adult Day Center in Bonner County, Idaho. It is a group of individuals all of whom are familiar with the community, the need, and, to some extent, the problems that call for such a center. These highly motivated individuals represent a good cross section of skills, experience, interests and community knowledge. A Volunteer in Service to America (VISTA member) residing in Bonner County has been contracted to spearhead this important community development.

The AAA is one of six area agencies on aging designated by the state of Idaho and is a department of North Idaho College. Under the Older Americans Act, the AAA is responsible to develop, coordinate, and administer community-based services to maximize independence and quality of life for people 60 years of age and older in the five northern counties of Idaho.

Funds for the development of a day center in Bonner County have been made available by the Area Agency on Aging through grant funds from the Administration on Aging/Health and Human Services and Idaho Commission on Aging. The purpose of the grant is to improve services for families and individuals coping with Alzheimer's Disease and related dementias.

Work toward the stated goal was started by a group of interested parties in May, 2007. The VISTA member has been hired and a steering committee formed to begin working toward opening the center. There is a recognized need for respite care to be available for those involved in caring for dementia patients 60 years of age or older because of the 24hour/7day a week burden placed on caregivers. Particular attention is to be given to those who cannot easily afford respite care (a break) and intends to provide a safe, stimulating social environment to patients in a pleasant, non-threatening, non-institutional setting. Location is yet to be determined and the VISTA member is charged with the responsibility of locating the right place.

Local Steering Committee

The Steering Committee at present consists of the VISTA member, Esther Gilchrist; Ginger Case, AH Home Care; Tina Rea, AH Home Care; Paul Graves, Retired Minister and Elder Advocate; Betty Ritzdorf, Senior Companion Program; Norma White, Sandpoint Senior Center; Michelle Jeffrey, AH Home Care and Computer Programmer. Representatives of the Area Agency on Aging continually contribute and advise.

The AAA assumes the role of over-sight for the work performed by the Steering Committee. The Committee will be involved in all planning activities and in support of the VISTA member's strategic planning, marketing, fundraising, etc.

Market Analysis

Through recent market analysis, we know there are approximately 400 or more Alzheimer's patients in Bonner County. Additionally, the Inland Northwest Alzheimer's Association estimates the possibility of as many as 900 individuals inflicted with the disease. The Area Agency on Aging currently has 6 caregivers in Bonner County waiting for respite services and 4 caregivers waiting to be assessed for service. Panhandle Health Department Senior Companion Program currently has 15 individuals in Bonner County waiting for respite services.

The population of Bonner County is undergoing a rapid increase. It is estimated that by 2015, 20.9% of the population of Bonner County will be 65 and over. Actual senior population numbers are expected to almost double in the ten-year period between 2005 and 2015. The need becomes obvious since a large percentage of elderly will probably develop some dementia as age increases.

For future funding of operations, there are several local foundations and organizations that the VISTA member will be contacting for continuing support. A system of per patient fees will also be set. The committee recognizes the need for the community to be as involved as possible in a successful operation of this sort and the VISTA member has the responsibility of assuring the continuing support is activated and in place as soon as possible.

Currently, there are very few operations in the community for respite care. The Panhandle Health District's Senior Companion Program offers regularly scheduled in-home assistance to family members providing care to a loved one, typically allowing a four-hour break one time per week. The AAA respite programming offers families \$500 vouchers to be used with designated agencies providing in-home relief, adult day programming (Kootenai Medical Center/KMC), or overnight care in an institutional setting. The observed success of KMC's adult day programming suggests that making this service available in Bonner County could have significant impact on family, especially those continuing to work away from home.

Marketing Plan

The organization has the full support of the local newspaper, the Bonner County Daily Bee. There will also be flyers placed in strategic places around the community. The VISTA member will be visiting and speaking with various community organizations, clubs, churches, etc. both to enlist community support and to publicize the center. Various large employers in the area will be visited and the service publicized to their employees.

All social service organizations will be informed. 211 will be given the reference. Radio and TV will be asked to announce the opening. Any internet bulletin boards will be sought and notices posted. Additionally, emergency responders – fire, EMS and law enforcement - - will be asked to carry brochures. Brochures will also be posted in doctors' offices, the hospital, emergency clinics, etc. Also we will work closely with the Alzheimer's Association.

Fundraising activities will be well publicized and celebrated.

Operations Plan

Initially the plan is to set up a small scale operation until more funding and space is available. Planning for a start date in April or May of 2008, there will be two successive days of operation for four or five hours each day. Ultimately, the plan is to aim toward a full time, five day a week, 11 hour a day program similar to one in Kootenai County at the Kootenai Medical Center.

Core Services..

- 1. Respite care (a break) for current caregiver.
- 2. Assessment of participant needs and capabilities so that services are tailored to individual needs.
- 3. A safe, homelike, caring, nurturing yet stimulating environment.
- 4. Assistance with needs e.g., medication, bathroom aid, etc., according to assessment and input from current caregiver.
- 5. Tasty, healthful snacks and a hot, noon meal containing one-third of daily nutritional requirements..
- 6. A variety of activities for entertainment and stimulation.
- 7. Information and Referral/Assistance for other support services in the community.

Additional services may be added as the program develops further.

Management and Staffing Overview

The pilot program will have five or six daily participants. The national standard for staff to participant ratio is one caregiver to four participants. This would mean an initial staffing of two paid individuals.

One of the caregivers should be a social worker/coordinator responsible for oversight, planning, scheduling, intake, evaluation and other management duties. The other caregiver should be a Certified Nurse Assistant (CNA).

Volunteers from the community, either individuals or members of community organizations, including art and music students from our local schools, 4H members, Girl and Boy Scouts, etc, will be recruited to help with entertainment, socialization, and enrichment.

Facility and Equipment Requirements

Recommended square footage is 100 square feet per participant due to space needed for maneuvering of wheelchairs and walkers without crowding. This does not including kitchen, closets, or restrooms. One area should consist of comfortable chairs, and several lounge chairs that are easy to sit in or rise from. A table with chairs for meals, games and other activities should be available. A piano would be nice. There should be open space for moving around, physical activity, even dancing.

Plenty of storage space for activities, supplies, etc. is vital. Hanging space and storage for coats and spare clothing for participants is necessary.

Separate meal staging and small preparation area for Sandpoint Senior Center to bring in lunches, a refrigerator for snacks, juices, medications, etc. should be immediately adjacent to the living area. A microwave would be useful. A full kitchen is not necessary for the pilot program.

Restroom facilities are preferred to be enclosed with the above space to prevent wanderers, but could be nearby.

All rooms must be handicapped assessable, pleasant in outlook, with windows and bright, cheery, non-institutional colors. It would be nice if there was secured outdoor access for activities as weather permits. However, for security from wandering participants, doors out of the area must be either continually guarded, locked or alarmed so caregivers can prevent wandering.

FINANCIAL PLAN Bonner Adult Day Center

This plan is based on full time operation of the adult day center with space for 24 patients, 11 hours a day, Monday through Friday.

OPERATIONS			
	Month	Year	
Rent (3000 sq. ft. @ \$2.00 sq. ft./month)	\$6,000	\$72,000	
Telephone	100	1,200	
Heat/AC	200	2,400	
Other Utilities (water, trash, etc.)	200	2,400	
Snacks	500	6,000	
Lunches (\$5.50 per person per day)	3,695	44,340	
Program Supplies (crafts, games, etc.)	400	4,800	
Office Supplies	200	2,400	
Insurance	250	3,000	
	\$11,545	\$138,540	
PERSONNEL			
Project Coordinator (Social Worker/salaried)	\$3,000	\$36,000	
Caregivers (CNAs)			
Ratio 1 to 4 patients \$9.00/hr			
6 Caregivers – 11 hours/day	12,870	154,440	
Benefits and Taxes (35%)	5,555	66,660	
	\$21,425	\$257,100	
TOTAL COSTS			
Operations	\$11,545	\$138,540	
Personnel	\$21,425	\$257,100	
Total	\$32,970	\$395,640	

INCOME

All figures are approximations since there are many variables possible. Calculations assume 24 participants a day with 8 hours staggered start to finish.

24 x 8 x \$7.50 = \$1,440/day x 5 days = \$7,200/week x 52 weeks = **\$374,400/annual**

If \$7.50 an hour is paid x 24 patients x 11 hours, it produces \$514,800.

ADDITIONAL INFORMATION AND EXPLANATIONS

Entertainment may add to costs if enough volunteers cannot supply needs.

As soon as justified, Project Coordinator should be raised to \$45,000 and an Assistant Coordinator Social Worker added at \$36,000 plus benefits.

The Kootenai Hospital Adult Day Center figures patient fees at 2/3 of costs which would calculate to \$249,600 in our budget. The remaining 1/3 costs to KMC Adult Day is paid by income from their foundation which is funded by donations from patients, former patients and community support.

It is probable that community support will reduce the need to pay cash for some of the listed expenses; this budget was projected as though there were no community support and no grants.

Calculated income indicates a discrepancy of about \$21,240 between income based on eight hour attendance and projected costs which would have to be found in the community.

100% attendance on all days of availability is not likely. Kootenai has 40 participants registered and space for 24. There were 18 present the day the steering committee visited. Outside parties attended and paid for extra lunches. Our lunches can be provided by Sandpoint Senior Center at \$5.50 each.

SIX MONTH PILOT PROGRAM

Dividing the annual budget in half and adjusting for smaller space and less staff due to 2 day, 5 hour days single snacks (morning) and only 5 participants.

OPERATIONS			
	Month	1/2 Year	
Rent (1,000 sq. ft. x \$2.00 sq. ft.)	\$2,000	\$12,000	
Note: Space for only two days may be donated and full time rent may not have to			
be paid. This projection assumes neither hap	ppens. The same	e is true of the	
following costs.			
Telephone	\$100	\$600	
Heat/AC	200	1,200	
Other Utilities	200	1,200	
Snacks	87	522	
Lunch (\$5.50/person /day x 7 people x 2 days week)	334	2,002	
Program Supplies	333	2,000	
Office Supplies	100	600	
Insurance	250	1,500	
	\$3,604	\$21,624	
PERSONNEL			
Project Coordinator	\$3,000	\$18,000	
1 CNA (@ \$9 /hr, 5 hour day, 2 day week)	390	2,340	
Benefits and Taxes (35%)	1,187	7,122	
	\$4,577	\$27,462	
TOTAL COSTS			
Operations	\$3,604	\$21,624	
Personnel	\$4,577	\$27,462	
Total	\$8,181	\$49,086	

INCOME FOR PILOT PROGRAM

Negligible. This is a demonstration and training program designed to show need and attract grants and further support. It is an investment for the future.

Income would be \$7.50 an hour for five hours a day for no more than five participants and would bring in only \$1,625 a month for the 6 month period totaling \$9,750. It is necessary to show that there is community support and that we will have a viable operation when running full time and fully staffed.

Funds from the Area Agency on Aging are currently available in the amount of \$26,000 which must be expended by June 30, 2008. This leaves less than \$25,000 to be funded by the community through donations, in-kind grants and other contributions.

The VISTA is engaged by the Area Agency on Aging and the \$2000 a year that the Agency currently contributes to the VISTA cost will be assumed by community donations. The VISTA is charged, not only with the set-up of the Center, but with securing ongoing support to ensure sustainability. It is recommended that the VISTA be continued until August 2010 for this purpose.