

MHEF PROJECT

Michigan Health Endowment Fund



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Beta Test: Tripling the Number of Volunteer Caregivers in Six Michigan Communities

History of 20+ volunteer caregiver programs that engaged an estimated 7,000+ volunteers who serve 10,000+ people annually.

- cost-effective and scalable approaches for tripling the number of volunteer caregivers in six communities,
- covering different parts of the state with at least two of them serving predominantly minority communities.
- statewide and national significance, building the infrastructure needed to double the number of volunteer caregivers as a minimum definition of success over a two-year grant period.

Our premise was based on:

- The pandemic accelerated the retirement rate of Baby Boomers, increasing the pool of potential volunteers and/or donors for local programs.
- Faith-based organizations recognize the acute need for and value of volunteer caregiving.
- Corporations are increasingly interested in addressing the caregiving needs of employees.
- Social media/digital technologies create new opportunities for cost-effective volunteer recruitment and retention.



The BIG Picture Goals

Leverage three avenues: Online, Corporate and Faith-Based Outreach

1. **Goal One:** Engage volunteer caregiving programs in a collaborative effort with the National Volunteer Caregiving Network (NVCN) designed to create replicable models. *The Impact: To ensure a minimum of 75% of older Michigan residents can age in place with gentle IADL assistance from Volunteer Caregivers by designing models to triple the number of volunteers serving the mission.*
2. **Goal Two:** Demonstrate the potential of a template for recruiting and retaining volunteer caregivers that will generate new in kind and cash resources in the State of Michigan with up to six volunteer caregiving programs. *The Impact: To develop a template of Best Practices that can be scaled in volunteer programs throughout the State of Michigan*
3. **Goal Three:** Manage a learning network for best practices, partnerships, funding strategies and outreach/marketing. *The Impact: To create a sustainable network of support inside and outside the state's volunteer caregiving programs*

Where we started

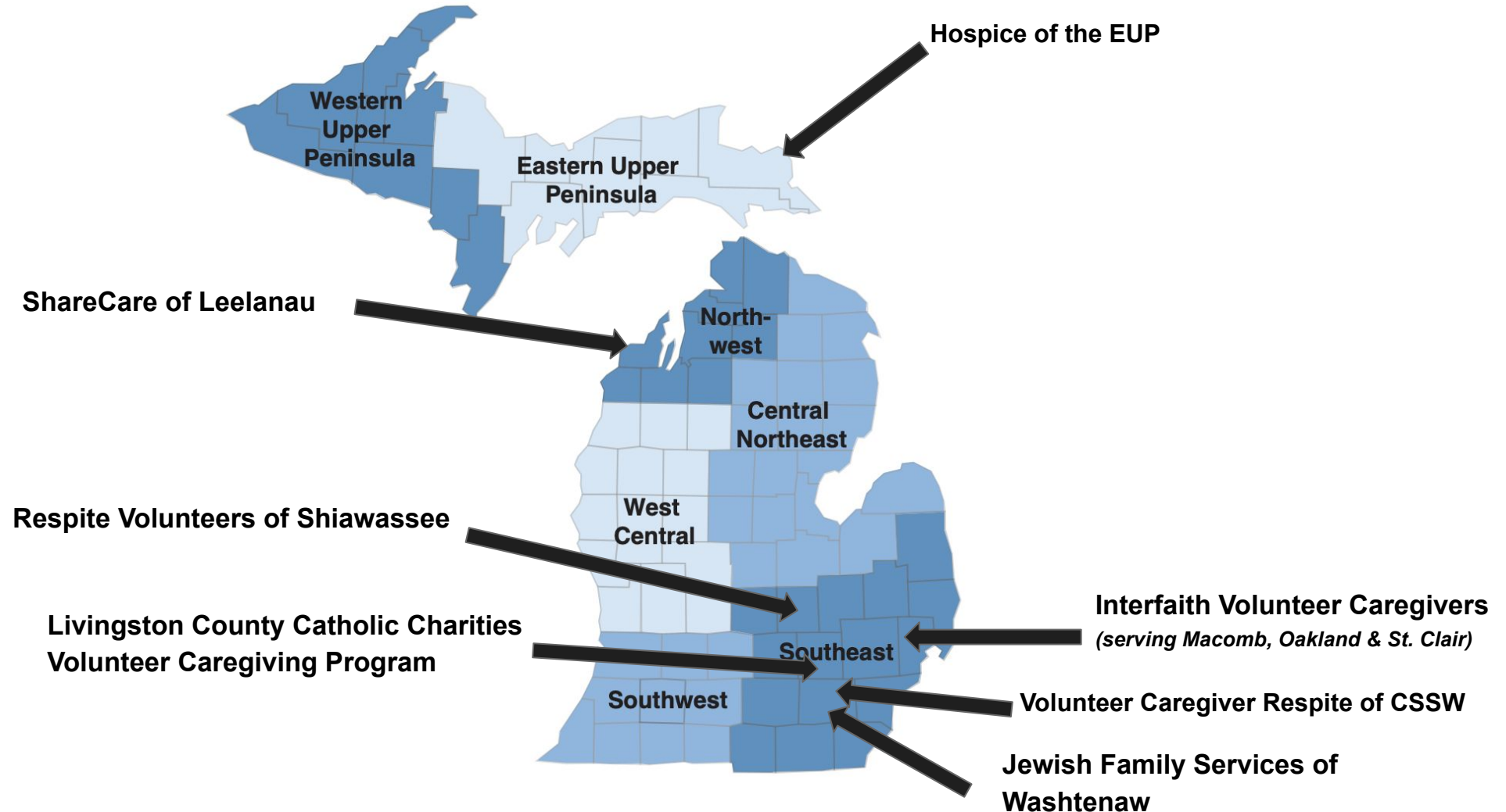
Working from scratch

- Big Hairy Audacious Goal (BHAG): Tripling the number of volunteers
- Develop a Steering Committee
- Invited Volunteer Caregiving Organizations to the table
- Developed a statewide network, inviting other partners to the table
- Reviewed local and statewide approaches with online, corporate and faith-based options in mind

The initial toolbox

- Task Force 40, a self-directed volunteer marketing team, for online social media, including potential to produce a PSA

Coming together from different regions



Participating Programs

Hospice of the EUP, *Senior Companions and Caregivers*

Volunteer Caregiver Respite of CSSW, *Washtenaw County Interfaith*

Interfaith Volunteer Caregivers *serving Macomb, Oakland & St. Clair*

Livingston County Catholic Charities *Volunteer Caregiving Program*

Respite Volunteers of Shiawassee

Recently recruited:

ShareCare of Leelaunau

Jewish Family Services of Washtenaw

ShareCare



Central Support

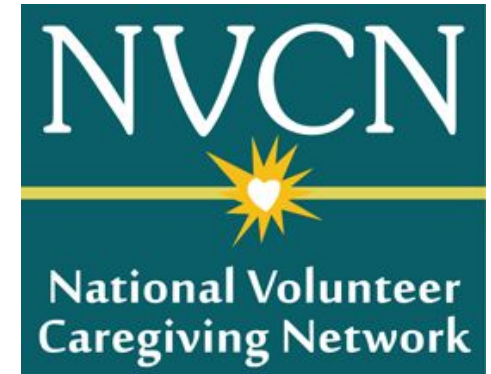
Identifying and deploying resources that make sense to do centrally

Common Tools

- Developing key messages
- Engaging a statewide corporate development coordinator
- Providing central administrative support and coordination
- Creating a learning community by coordinating monthly meetings for both the local volunteer caregiving organizations and also for other key stakeholders such as Habitat for Humanity, American Cancer Society
- Producing press releases and conducting statewide public relations

Challenges

- Efficient way to collect and monitor metrics (e.g, how many people we are serving, who are volunteers are in terms of broader socio-economic data)
- Building relationships remotely
- Demonstrating shared values



Approach

- Getting Started
 - Taking time to get to know each other
 - Sharing common ground/Common Messaging
 - First meeting - this took time, slow start, gaining trust, over the course of the first year, we built relationships, shared ideas and resources, etc.
- Where we landed (leveraging Task Force 40 for local support)
 - Video Production/PSA
 - Social Media/Fill the Heart for Giving Tuesday (Helen)
 - Radio Ads (Tracey)
 - Community Outreach (Karyn)
 - Faith In Action (Kasey)
 - Corporate Outreach (Tammy/Tricia)
 - Re-tooling the budget with local funding and support

Respite Volunteers of Shiawassee

Helen Howard. Respite Volunteers provide adults with health challenges companionship and their family caregivers respite. A volunteer usually visits on a weekly basis giving family caregivers a well deserved break and persons living alone friendly visits. Respite Volunteers help the elderly living alone and persons with disabilities to remain living safely in their own homes.

Online Platforms to Promote Volunteer Caregiving

Task Force 40, a self-directed volunteer marketing team, for online social media, including potential to produce a PSA. A centralized effort to benefit all of us

- Fill the Heart/Giving Tuesday Campaign (givebutter.com/nvcn)
- 40 for 40
- **Facebook** posts featuring volunteers and stories
- Neighbors Helping Neighbors Online Newsletter



Hospice of the EUP, *Senior Companions and Caregivers*

Tracey Holt - CEO. Ball Hospice House is a well-appointed, five-bed care facility with specialized accommodations that figure significantly into the comfort of those with advanced illness. This home-away-from-home is staffed 24 hours a day, providing residents and their families the reassurance that assistance is never far away.



Hospice
of the **EUP**

Radio Spots to Promote Volunteer Caregiving

Adapting to the needs of your local community is important to consider

- Radio Spots/template that can be replicated
- Key Markets
- Cost effective
- Results



Interfaith Volunteer Caregivers *serving Macomb, Oakland & St. Clair*

Karyn Curro. The Interfaith Volunteer Caregivers (IVC) program provides a wide variety of support to older and disabled adults who are struggling to remain safe and independent in their own homes. IVC works throughout Macomb, Oakland & St. Clair Counties in Michigan to recruit, support and train volunteers who share their time and skills with neighbors in need.

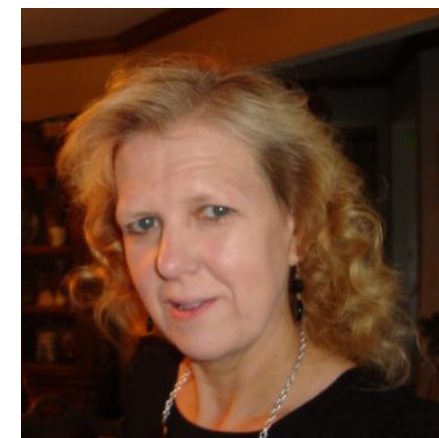


Community Outreach to Promote Volunteer Caregiving

- Monthly inserts in congregation newsletters
- Community outreach at events
- Video testimonials/Local cable access on 10 stations
- Billboard
- Local newspapers

Needs more work...

- Outreach to university campuses/specific colleges & departments, clubs, fraternities/sororities



Volunteer Caregiver Respite of CSSW, *Washtenaw County Interfaith*

Kasey Kerr. VCR matches volunteers trained to provide respite assistance to individuals or families who are caring for an adult age 60 or older. Volunteers visit with senior for 2-4 hours per week to provide non-medical support, companionship, and socialization—giving caregivers a much-needed break. Activities may include taking a walk, playing cards, working puzzles, watching TV or movies, or just reminiscing.



Faith in Action

Working with the Catholic community is ingrained in our mission and institution.

- Dedicated coordinator for outreach has proven extremely successful
- Breakfast programs where people can connect
- Regular/routine outreach to the congregations
 - Congregational liaison
- Health Ministry Association (Teri Helton is here at the conference)

Volunteer Caregiver Respite of CSSW, *Washtenaw County Interfaith*



Preview of our PSA



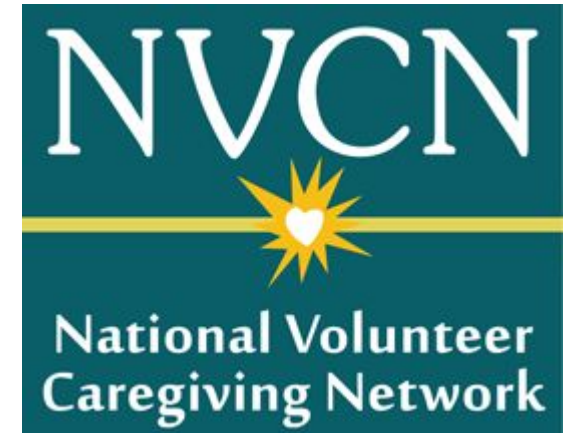
Corporate Outreach

Tricia Ophoff. Identifying a part-time development officer dedicated to large corporate outreach was key.

Corporate Outreach

Coordinating outreach to ensure that NVCN does not interfere with local donor relationships is imperative

- Developing a prospect list
- Vetting prospects with the local Volunteer Caregiving Organizations
- Qualifying for interest requires an introduction and education
- Solicitation
 - Marketing funds to distribute our PSA
 - Employees who can volunteer
 - Support to distribute an Educational Module



Ambassadors: Working Together as a State

- Ambassador Leadership
 - Serving on the Michigan Steering Committee
 - Advising on the development of central resources
 - Facilitating communication among the Volunteer Caregiving Organizations
 - Guiding the revisions needed to make the MHEF grant more effective
 - Support in strategic planning both for Michigan and the nation
- Developing Relationships and Partnerships
 - We have met monthly to brainstorm, collaborate, share ideas, and **work together** to make this BHAG a possibility. While there have been challenges, there have also been many successes.
 - Connections and relationships have been made, and now, these organizations have each other to lean on through it all.

Lessons Learned

1. Identify key Leadership
 - a. Michigan-based fiscal sponsor is key for some funding opportunities
 - b. At least one ambassador who is engaged nationally
 - c. A steering committee to advise and guide
2. Take a Hybrid Approach
 - a. Central Resources
 - b. Local Resources
 - c. Central Coordinator at NVCN
3. Design a project that:
 - a. Allocates funding for each participant
 - b. Funds the centralized coordinator
 - c. Supports the development of a Steering Committee
 - d. Identifies common goals shared by all participants

The Results and the BHAG

The Results

- Built a collaborative learning community
- Developed common key messages
- Identified methods that work in some areas but not in others (rural vs. urban)
- Still need robust methods for collecting data to tell our story

Retooling and extending the project for six months

- Bring more Michigan VCOs into the fold
- Deploy more support to the local programs
- Develop a generic educational model to heighten awareness in professional communities
- Cultivate the corporate sector

The BHAG

- Impact of volunteer attrition still felt from the pandemic losses
- “We’re still standing!” Celebrating our survival as individual organizations following the pandemic
- The more time we’ve invested in volunteer recruitment/retention, the greater the return