

Helping Hands



Adult Daycare Center
“We promote independence”

Group Participants

An Organizational Strategic Plan Project

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Introduction



Photo courtesy of CreativeHealthToday.com retrieved July 26, 2011

Helping Hands adult daycare center will provide an array of health services, social interaction and fellowship with other senior citizen participants along with assistance with activities of daily living and supervised care (Caring, Inc., 2008-2011). Senior citizens who attend Helping Hands will enjoy a warm, cheerful and safe environment for socialization. Some of the services provided would include the following: information and enrollment for programs to provide nutritional meals such as Meals on Wheels, snacks, free health screenings and computer technology workshops to promote a continuum of independence. In addition to socialization, the center will also benefit the caregivers by providing respite services.



External Environment

- Mecosta County has a larger percentage of senior citizens at 15.9% compared to the Michigan state population census of 13.4% (U.S. Census Bureau, November 4, 2010).
- Projections predict that 1 in 5 persons in the U.S. will be elderly by 2030 with the fastest growing segment being the “oldest old (>85 years)” (Hobbs, n.d.).
- In the years 2000 to 2010, the population of people aged 85 to 89 in the U.S. rose 29.8% (U.S. Census Bureau, 2011, p.4).
- The need to provide supportive services for this growing population based on these facts is clear.



Internal Environment

Strategy for promotion:

- Internet websites
- Pamphlets
- Flyers
- Yellow pages advertisements in our local telephone directory and physician referrals

Consideration for Location

- Population and the existing business areas
- handicap accessibilities
 - wheel chair ramp
 - one floor design
- public transportation

Existing Meals Assessment

- **BIG RAPIDS**
- **SENIOR CENTER**
- Parkview Village HiRise Bld.
- 9 Adams St., Big Rapids
- (231) 796-8689 Ext 113
- Lila Wallace Jones – Manager
- **OPEN:**
- Monday & Tuesdays
- 10:00 AM to 1:00 PM
- Meal served at 11:30 AM
- General Public Welcome
- **COST:**
- Diners age 60+ or handicapped
- \$3.00 Full Meal donation
- \$2.00 Salad Bar Meal donation
- Diners under age 60 there's a fee
- \$4.75 full meal or salad bar meal
- **ACTIVITIES:**
- Regular activities include but are not limited to: bingo, cards, games, arts & crafts, health clinics, educational programs
- And various topics of interest,
- And special programs
- **RESERVATIONS:**
- Call 231-972-2884 by
- 10:00 AM the attending day.

- **MECOSTA COUNTY**
- **LUNCH BUNCH**
- Commission on Aging
- 12954 80th Ave., Mecosta
- (231) 972-2884
- Shawn Sredersas, Coordinator
- **OPEN:**
- Monday - Friday
- 8:30 AM to 5:00 PM
- Meal served at 12:00pm
- General Public Welcome
- **COST:**
- Diners age 60+
- \$3.00 Full Meal donation
- \$2.00 Salad Bar Meal donation
- Diners under age 60 there's a fee
- \$4.75 full meal or salad bar meal
- **ACTIVITIES:**
- Regular activities include but aren't limited to: fitness classes, line dancing, bingo, cards, games, health clinics, art classes card recycle, Readers Theater, computer education, and special events/programs.
- **RESERVATIONS:**
- Call 231-972-2884 by
- 10:00 AM the attending day.

- **BARRYTON**
- **MEAL SITE**
- Senior Building
- 71 Northern Ave., Barryton
- (98) 382-7244
- Glenda Jamison - Manager
- **OPEN:**
- Tuesdays
- 11:00 AM to 1:00 PM
- Meal served at 11:30 AM
- General Public Welcome
- **COST:**
- Diners age 60+ or handicapped
- \$2.00 Meal donation
- Dinners under age 60 there's a fee
- \$4.75 full meal
- **ACTIVITIES:**
- Regular activities include but are not limited to: bingo, and other special programs.
- **RESERVATIONS:**
- Call 231-972-2884 the day before desired attendance.
- (Meal Sites, Mecosta County, Michigan, 2003).

Mission Statement



Photo courtesy of Demand Media, Inc. Retrieved July 26, 2011

Helping Hands adult daycare center is committed to providing effective structured activities and quality services to the geriatric population while promoting independence. Our experienced licensed staff focuses on caring for the whole client's mind, body and soul including support services for the primary caregiver.





Philosophy

Helping Hands adult daycare center believes in guiding senior citizens through their geriatric years while encouraging independence.

- Through the advancement of medical technology, we realize individuals are living longer and it is necessary to provide services for them accordingly.
- We realize that some senior citizens are very active and we support their autonomy.
- We provide technological workshops that are very beneficial since we are currently living in a computer era.
- We understand the importance of maintaining independence and living a quality life while recognizing some seniors need assistance with activities of daily living and supervised care.
- We encourage our clients to participate in social activities, board games, exercise classes, health fairs, technology classes and other services offered.



Philosophy Continued

Our licensed experienced staff is also there to provide emotional support to our clients and their caregivers. We are confident you will be satisfied with our services, which are rendered in a clean, safe, caring and inviting environment.



Goals and Objectives

- **Goal:** to provide safe supervised and medically skilled daycare to the aging population of Mecosta County who are unable to stay alone for periods of time
 - 1. to provide a warm, safe environment for those seniors who need supervision throughout the day.
 - 2. to administer daily medications, dressing changes and other treatments beyond the scope of unskilled care.
- **Goal:** to assist with activities of daily living to an aging population that are no longer able to do so while maintaining their dignity.
 - 1. to keep seniors active and assist them in activities of daily living to encourage independence within their scope of abilities thereby preventing/delaying the need for institutionalization.

Goals and Objectives

Continued

- **Goal:** to relieve caregiver strain through education and respite care
 - 1. to assess needs and offer education on self-care and stress relief to primary caregivers upon enrollment.
 - 2. to offer a monthly support group meeting to provide peer support and sharing.
 - 3. to offer self time to caregivers as needed during operation hours enabling them to
 - A. Retain a job outside of their home
 - B. Allow time away from care giving allowing maintenance of personal relationships and social time
 - C. Obtain respite from 24 hour care needs (seniorresource.com., 2011)

Goals and Objectives

Continued



Photo courtesy of Duncannon Senior Citizens Center, Duncannon Pennsylvania.

Retrieved July 26,2011.

- **Goal:** to improve quality of life for our senior population through increased social interaction within their peer group with opportunities to gather, socialize and celebrate together thereby reducing extended periods of isolation.
 - 1. to host and promote weekly/daily gatherings for games, movies, crafts and music.

Necessary staff and Job Descriptions

REGISTERED NURSE/DIRECTOR

- Oversees all aspects of the daycare insuring all aspects of care are consistent with our mission and objectives.
- Promotion of business
- Assessment of clients
- Plan of care
- Budget/financial responsibility
- Hiring/human resources
- Periodic Job Performance Analysis reviews with staff
- Training and updates of staff education
- Locates and subcontracts food services and housekeeping

REQUIREMENTS:

- Current licensure RN
- Education: BSN minimum
- Experience: nursing experience 2 years minimum, supervisor experience preferred.
- Technical/Computer skills: Familiarity with Microsoft Office or equivalent

FINANCE

- Works with RN director on budget
- Assists with preparing taxes and other financial documents

REQUIREMENTS:

- Experience as a small business bookkeeper

Job Descriptions Continued

LICENSE PRACTICAL NURSE

- Participates in planning, implementation and evaluation of nursing care
- Assists in administering medications
- Treatments such as wound care
- Assists with activities of daily living

REQUIREMENTS:

- Current licensure LPN
- NCLEX-PN (National Council of State Boards of Nursing, Inc., 2010).
- Experience: patient care as normally acquired during 2 years minimum direct patient care.
- Nursing home experience preferred

CERTIFIED NURSING ASSISTANTS

- Works with the LPN to provide assistance with activities of daily living
- Promotes independence within clients abilities
- Works with activities director in assisting clients with planned activities
- Light housekeeping

ACTIVITY DIRECTOR

- Works with the supervision of the RN director to coordinate daily activities to stimulate body and mind while promoting socialization
- Keeps updated calendar for clientele and families
- Communicates available programs to clients and families and encourages participation

REQUIREMENTS:

- Bachelor's Degree in human services, special education, psychology, social work or other related field. Two years of social services experience working directly with individuals with developmental disabilities.
- Senior services experience preferred

Job Descriptions Continued

SPIRITUAL LIAISON

- Provide spiritual guidance and support to clientele on an as needed basis
- Works with RN and social work to provide spiritual support and respite services

REQUIREMENTS

- Local pastor or divinity student

VOLUNTEERS

- Assist clients with activities and meals
- Light housekeeping

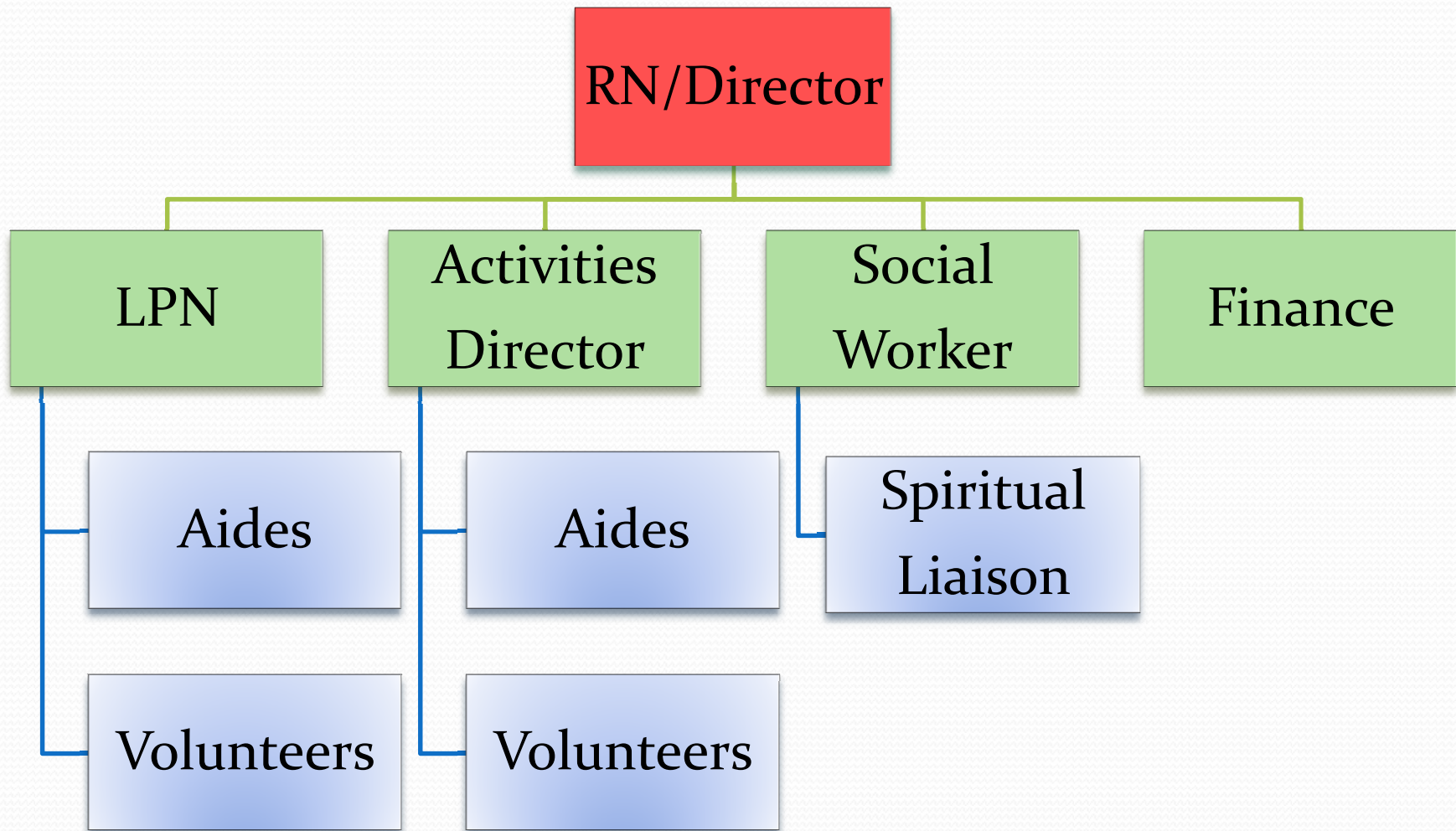
REQUIREMENTS:

- Interview

All positions will be subject to background checks to ensure the safety of our clients.



Organizational Chart





Advertising and Promotion

- Local- The Pioneer Newspaper @ a cost of \$26.70 for a minimum 3 day ad (The Pioneer Group, n.d.).
- National- Geriatric Nursing (Elsevier, Inc.,2011) @ a cost of \$2550/month for 1 month for a Quarter Page Ad (4 colors/no bleed necessary).
- Internet- craigslist.com free for employment ads in MI(Craigslist, Inc., 2011).
- pamphlets, flyers, and yellow pages advertisements in our local phone book

See example flyer on next slide.

Flyer /Advertisement

Helping Hands A Leader in Adult Daycare Center Seeking an Activity Director



We are seeking an energetic, enthusiastic, and experienced individual to coordinate activities for our senior clientele. Responsibilities include the following: plan, and facilitate group activities while providing social, emotional, and spiritual needs to our elite clientele. The activity director is directly supervised by the Registered Nurse.

Bachelor's Degree in human services, special education, psychology, social work or other related field. Requirements include the following: minimal two years experience in the areas of social services, psychology or developmental disabilities. Preference given to applicants with senior services experience.

We offer a competitive salary with excellent benefits including paid time off, health, dental, vision, and life insurance effective immediately.

**Qualified Applicants only Please:
Helping Hands Human Resource Office
5555 Bridge Street, Mecosta County
No Phone Inquires Please
Or apply on line
Attention: Mrs. Smith RN, Director
www.helpinghands.com**



Mission Statement

"Helping Hands adult daycare center is committed to providing effective structured activities and quality services to the geriatric population while promoting independence. Our experienced licensed staff focuses on caring for the whole client's mind, body and soul including support services for the primary caregiver".

Budget

Derived from annual salary estimates from Indeed.com, 2011, Meals on Wheels, 2007, Charter Business , 2011 and S. Cicerone, personal communication, July 15, 2011)

Helping Hands Expense Sheet

Position	Annual	Monthly	Weekly	Benefits	
RN	\$53,000.00	\$4,416.66	\$1,019.23	\$17,666.66	
Social Worker. Half time	\$20,500.00	\$1,708.33	\$394.23	\$6,833.33	
Activity Director	\$46,000.00	\$3,833.33	\$884.62	\$15,333.33	
Licensed Practical Nurse	\$34,000.00	\$2,833.33	\$653.85	\$11,333.33	
Aide	\$23,000.00	\$1,916.66	\$442.31	\$7,666.66	
Book keeper	\$6,000.00	\$500.00	\$134.62	\$0.00	
Tax services	\$1,000.00	\$83.33	\$19.23	\$0.00	
crafts& supplies	\$2,400.00	\$200.00	\$46.15		
office supplies	\$3,600.00	\$300.00	\$69.23		
phone/TV/Internet	\$1,439.88	\$119.99	\$27.69		
linens	\$0.00	\$0.00	\$0.00		
laundry	\$0.00	\$0.00	\$0.00		
Breakfast/10@3.50	\$9,100.00		\$175.00		
lunch/10@5.00	\$13,000.00		\$250.00		
snack/10@3.00	\$7,800.00		\$150.00		
Start up expenses	\$4,000.00		\$76.92		
fixed expenses	\$0.00				
Total	\$224,839.88		\$4,343.08	\$58,833.31	
sum of annual expenses + Benefits					\$283,673.19
divided weekly					\$5,455.25
hourly for 60 hours/wk					\$90.92
10 patients/hr@\$10/hr					\$100.00
				Profit Per Hour:	\$9.08
				Annual Profit:	\$28,329.60



Budget

- Based on an annual cost of \$224,839.88 including salaries, supplies, meals, and bookkeeping and based on a 60 hour week the cost to operate is \$90.92/hour.
- Averaging 10 clients/hour @ \$10.00/hour with allow an income of \$100.00/hr
- Net profit of \$9.08/hr or \$28,328.60 annually for unexpected expenses and future purchases.
- Fixed expenses are dependent on receiving a federal **Capital Support grant** to cover building expenses (Go For Free Government Money.com, September 9, 2010).

Summary

Positive Impact on the Community

- Meets the needs of the growing senior population of Mecosta county in a structured, safe, and caring environment.
- Promotes Independence and Socialization
- Offers respite care
- Cost of \$10.00/hour well below projected cost of \$64.00/hr.
- Provides local jobs and stimulus to economy



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