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RCAW Staff

Jim Schroeder, Executive Director
Jonie Bonfield, Linda Zwicker
Project Assistants
6320 Monona Drive, Suite 407
Madison, WI 53716
Ph: (608) 222-2033
Fax: (608) 222-2034
(866) 702-RCAW

Visit us on the web at:
www.respitecarewi.org

Lifespan Respite Network Programs

Western Region

Program Contact: Terri Larson-Baxter
Coordinating Agency: United Cerebral Palsy of WCW
Phone: (715) 832-1782

Northeastern Region

Program Contact: Linda Kimple
Coordinating Agency: Creative Care Options
Phone: (920) 906-5174

Northern Region

Program Contact: Deanna Yost
Coordinating Agency: New Horizons North
Phone: (715) 682-7171 x 35

Southeastern Region

Program Contact: Nichole Hunkins
Coordinating Agency: United Cerebral Palsy of SEW
Phone: (414) 329-4500

Southern Region

Program Coordinator: Karla Jensen
Coordinating Agency: Epilepsy Foundation of SCW
Phone: (920) 356-9870

A Gift to RCAW Is a Gift to THOUSANDS of Wisconsin Families

Budgets are tight for non-profit organizations, and we are no exception. RCAW needs your help to sustain our efforts toward promoting, supporting and expanding quality statewide respite care across the lifespan. Our efforts impact thousands of Wisconsin families caring for a family member with special needs. Please consider a gift to RCAW as a way of showing your support for our ongoing efforts. As we say, you don't have to give until it hurts, just give until it feels good! ■

RESPITE CARE ASSOCIATION OF WISCONSIN
6320 Monona Drive, Suite 407
Madison, WI 53716



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Care
Association of Wisconsin
6320 Monona Drive, Suite 407
Madison, WI 53716



Respite Report

SUMMER
2006

ENGAGING OUR COMMUNITIES:

A Seminar for Wisconsin Respite Care Programs

Thursday, September 28, 2006

9 AM-4 PM • Hotel Mead, Wisconsin Rapids

SPONSORED BY RESPITE CARE ASSOCIATION OF WISCONSIN

The meeting will feature presentations designed for respite care program managers and those interested in starting a respite care program in their communities.

You'll come away with specific information and suggestions you can use to strengthen and build your program. Plan to spend a full day gaining practical tips and suggestions you can use in your community. Take the opportunity to network and share questions and ideas with fellow respite care program managers.

Presenters and Sessions Include

- **Respite Care in Wisconsin—The Language We Use.** Because we are defined by our words, this session will clarify the importance of the language used in communicating to policymakers, community leaders and others about the importance of respite care for Wisconsin families.
- **Building Partners through Community Collaboration.** A nationally recognized expert in the area of Community Collaborations, Jeanan Yasiri, president, Jeanan Yasiri Solutions will explain the value of community collaboratives, how to assemble community partners for the work we do and share examples of successful community

collaborations. The session will also feature an interactive component to help you develop practical opportunities for collaborations in your local communities.
www.solutionsbyjeananyasiri.com

- **Recruiting and Training Respite Care Providers.** As we know, Wisconsin families are the backbone of our long-term health care system, but who will take care of the caregiver? Attend this session to learn practical, proven strategies for developing and supporting respite care providers.
- **The Nuts and Bolts of Fundraising.** Andy Robinson has presented and engaged organizations across the nation to challenge their assumptions about "where the money is"—and the answers will surprise you. Specializing in consulting for community-based nonprofits, he will show that the vast majority of charitable funds come from individual donors, not foundations or corporations. You'll come away with practical, time-efficient strategies you can use to raise money in your community. www.andyrobinsononline.com

Registration materials will be available online and mailed mid-July. For more information, contact the Respite Care Association of Wisconsin at (608) 222-2033.

Email at info@respitecarewi.org

Or visit our website; www.respitecarewi.org ■



Respite
Care
Association of Wisconsin

PRESIDENT'S C O L U M N

We mark time every day. From counting the days before summer vacation to using minutes on a cell phone to birthdays to filing taxes by April 15, our days are filled with the hash marks that add up to life.

This year we acknowledge a profoundly important global event and its impact on caregivers around the world.

Nearly 25 years after the first reported cases of the deadly disease, today there are more than one million Americans living with HIV (25 million worldwide) and every year an additional 40,000 Americans become infected with the virus, tragically most of the victims are under age 25 (source: United States Department of Health and Human Services, Centers for Disease Control and Prevention).

From our aging parents to the stressed-out single parent living next door to the co-worker whose wife is diagnosed with breast cancer, Americans are rapidly becoming a nation of caregivers.

But are we prepared to handle the world in which we find ourselves? Do we have the resources, the respect and the systems in place to ensure caregivers have the tools to be America's long-term care system?

RCAW executive director Jim Schroeder's column presents a solid case for supporting Wisconsin's caregivers—a modest amount of funding to provide respite care across the lifespan. It's one simple, proven tool that is the most requested service by families in need. The concept of "taking a break" is so freakishly simple that I wonder if that is the reason it baffles some lawmakers. Something so effective must be complicated, with lots of systems and checks/balances, forms and filings in triplicate...right?

Lifespan respite—providers, caregivers, lawmakers and health care professionals—needs to move past the dialogue of "if" and start talking about "when lifespan respite is available statewide."

Until then, you have my pledge that RCAW will continue to demonstrate the fiscal and emotional value of respite care, and we will continue to advocate for statewide access to this critical resource.

Because Wisconsin's families are worth it. ■

—Nichole Hunkins

Companies Align Giving with *Business Objectives*

A new report conducted by The Conference Board has found that companies are progressively positioning their giving and other philanthropic activities to match their overall business goals and corporate branding needs.

The alignment of charitable programs with business objectives and corporate reputation was cited by almost half of the survey participants as the biggest change in their function during the last five years.

Even the increasing number of natural disasters and associated relief efforts did little to change this trend. Less than one quarter of survey participants named responding to natural disasters as one of the three biggest challenges they face in 2006.

More than two-thirds of responding companies reported that **volunteerism will grow in importance** as a management priority. However, nearly a third also said that **measuring the results and outcomes of their philanthropy will be the biggest challenge they face.**

The pendulum is now swinging back to performance and accountability from programs and agencies. Corporate giving, whether at the national level or in hometowns, will often require organizations to create (or maintain) an appropriate infrastructure to ensure the funds are both used correctly and are tied to measurable outcomes.

Forty-two percent of survey participants listed diversity as the program area that will be more important in 2006, which can create great opportunities for lifespan respite agencies to "tell their story" of broad access to service.

Among giving decisions related to diversity, 22 percent of companies surveyed listed Latino organizations as being more important to their giving programs this year, while 17 percent cite African-American organizations as being more important.

What time of year is best for fundraising?

December is by far the best time to raise funds for most charities, according to the Associate for Fundraising Professionals. Ranked order is December, followed by November and October as the best time to raise funds. January is listed as the single WORST, but when survey participants were given an opportunity to rank, July was chosen as the worst when combined as the first, second or third choice.

What are the barriers to success?

As a part of the study, when fundraisers were asked to select three issues that most negatively affected their fundraising efforts in 2004, interesting answers emerged—the overwhelming response was "too many non-profits and increasing competition for the charitable dollar." More than 40 percent of fundraisers see this as a huge challenge to their success; and with more than one million non-profit organizations in the United States, it is easy to see why.

This means development work needs to be refined, targeted and measurable, but does NOT have to be complicated. For concrete strategies for effective fundraising, plan to attend "Engaging Our Communities: A Seminar for Wisconsin Respite Care Programs" sponsored by RCAW on September 28 in Wisconsin Rapids. ■

Twenty-Five Years in the Making: Family Centers in Madison

The colors are careful, the design is thoughtful and the impact is powerful. Stepping into the foyer of the newly completed, \$2.5 million capitol project that is the Family Centers building, it is clear the focus is children and families.

For more than 25 years, the Family Centers collaborative project in Madison has been working to strengthen families by assisting stressed parents and providing a safe harbor for children at risk for abuse and/or neglect. Affectionately nicknamed, "The Big Four,"

Family Centers is home to four agencies:

- Respite Center (608-244-5730) provides 24-hour crisis childcare, short-term respite care and parent support.
- Family Enhancement Program (608-241-5150) is an outreach program that delivers parent education and support.
- Exchange Center for the Prevention of Child Abuse (608-241-3434) offers home-based programs providing families with

United Way Agency Asks, "Who Are Caregivers and Are We Doing Enough?"

The United Way of Dane County's Self Reliance and Independence Community Solution Team addressed the "elephant on the table" by asking the question, "Are we doing enough to support our caregivers?"

This past spring, UWDC conducted an online survey, inviting donors, partner agencies, service recipients and interested community members to share their perspectives. Of the 818 who responded to the survey, more than one-third had personal experience with caregiving.

The survey investigated three different ways to support caregivers—the results are:

Training—the community prioritized the following three training topics:

- When and how to seek out alternate living arrangements (such as senior housing, assisted living, etc.).
- Emotional and mental health needs of the people they are caring for.
- Taking care of their own emotional and physical needs as caregivers.

Services—the community prioritized the following three services:

- Information and referral about available community resources, volunteers and opportunities for social interaction.
- Adult day care so family caregivers are able to maintain their jobs.
- Respite care to allow caregivers "a break."

Paid/professional caregivers (such as people who work for respite services and in-home health professionals) also play key roles in helping seniors and people with disabilities remain independent, and prioritized the following three issues:

- Ensuring that all paid/professional caregivers are appropriately /adequately trained.
- Providing subsidies so unpaid/family caregivers can afford to utilize the services of paid/professional caregivers.
- Increasing the pool of trained paid/professional caregivers.

While this survey was conducted in Dane County, it is in all likelihood fairly reflective of the state of caregiving and respite in Wisconsin. ■

Calendar of Events:

Board of Directors Meeting

August 3, 2006 - Johnson Creek

November 2, 2006 - location TBD

intensive support, parenting education and connects community resources for additional support.

- Parental Stress Center (608-241-4888) manages the Oasis Program, providing group therapy to people affected by incest or child abuse; Families United Network offers support groups to strengthen parenting skills; and Parent Stressline, a crisis hotline for parents and caregivers who are experiencing stress.

Each agency has a distinct mission yet all are mutually bound by a common vision, to support and strengthen families. The staff and volunteers at Family Centers are enthusiastic and dedicated, but there is an extraordinary measure of personal pride and professional value achieved in a facility worthy of the mission.

Congratulations to "The Big Four" on a remarkable project and continued excellence for the next 25 years. ■

EXECUTIVE DIRECTOR'S C O L U M N

Let's Make Wisconsin Number One in Supporting Family Caregivers

Wisconsin was the third state in the nation to adopt legislation establishing a Lifespan Respite Care program, following Oregon and Nebraska. Wisconsin can be proud to have been among national leaders in making a commitment to support family caregivers through the Lifespan Respite model. Unfortunately, while Oregon and Nebraska have provided funding to implement Lifespan Respite throughout their states, Wisconsin has lagged behind.

The defining characteristic of Lifespan Respite is a statewide, coordinated approach to ensure respite services for all who need it. Local networks are established through this coordinated approach, providing a single point of contact for families to access respite regardless of age, income, race, ethnicity, special need or situation. Providing a single point of contact for families to access respite is crucial to assisting families in helping themselves.

Respite is the most frequently requested support service for families caring for a family member with special needs. Respite is first and foremost a preventative strategy that strengthens and protects the health and well-being of the family and allows them to continue providing loving care at home. It is an important component of a continuum of comprehensive family support and long-term care services. Demographic and social trends will lead to even greater needs.

Wisconsin has five Lifespan Respite Networks serving seven of our 72 counties. In those seven counties, families are given the support needed to remain intact and healthy. The Lifespan Respite Networks in those counties leverage the relatively small amount of funding they receive to raise more funds locally, to recruit and train paid and volunteer respite care providers, and to support more families caring for a family member with special needs.

Oregon funds its Lifespan Respite program at more than one million dollars annually. Nebraska funds its program at more than \$500,000 per year. Wisconsin's funding for Lifespan Respite has been stuck at \$225,000/year since the year 2000. Meanwhile, Maryland, Michigan, Oklahoma and Montana are working to develop Lifespan Respite Care programs. It's time for Wisconsin to step up and fully support a program that works, saves money, and gives families and caregivers what they say they want and need. ■

—Jim Schroeder