Senior Population Will Double

2016: 49.2 million Seniors age 65+
2060: 94.7 million projected Seniors age 65+

87% wish to age at home

AARP 2014 survey

Statistics from 2019 PHI report *US Home Care Workers: Key Facts*
What is Home Care?

Personal care
bathing, grooming, transfers, toileting, feeding, ambulation

Home care
Meal preparation, house cleaning, home maintenance, laundry, shopping, transportation, medication reminders

Cooperative Care, Wautoma, WI
Supply of Home Care Workers

Fastest growing occupation in US

- 2.3 million workers currently
- 1+ million new jobs anticipated

Statistics from 2019 PHI report US Home Care Workers: Key Facts
Dismal Labor Force Conditions

Wisconsin statistics

- $11.43/hour median wage
  - Inconsistent work hours
  - Resulting in $14,200 annually

- 1 in 2 caregivers rely on public assistance
  - 1 in 4 lives below poverty line

- 84% of workers female
  - 37% are people of color
  - FLSA finally extended nationally to caregivers 75 years after enactment

Cooperative Care, Wautoma, WI

Statistics from 2019 PHI report US Home Care Workers: Key Facts
So with all this demand...

Why are wages so low???
Who pays for home care?

- **Public Pay**: 75.00%
- **Long-Term Care Insurance**: 10.6%
- **Out of pocket**: 10.00%
- **Other**: 4.40%

Data analysis by The ICA Group using the 2018 Home Care Pulse Benchmarking Study.
LABOR FORCE CRISIS!

82% average annual turnover of home caregivers

Home Care Pulse; 2019 Home Care Benchmarking Study
What if caregivers own and control their livelihoods via worker cooperatives?
It all started as a welfare to work social enterprise...

in the 1980s, in the south Bronx, NYC
Nation’s first RURAL homecare co-op!

Cooperative Care, Wautoma, WI
Spotlight: Cooperative Care, Wautoma, WI

“We are a local, caregiver-owned home care cooperative providing high quality home-based care for the elderly and disabled, while providing fair wages and benefits to the people caring for them.”
Solution!

LABOR FORCE CRISIS!

30% average annual caregiver turnover in homecare cooperatives

2018 survey of caregiver co-ops by The ICA Group
Home Care Cooperatives offer

- $1.84/hour more in wages
  - plus benefits
  - plus patronage refunds (profit sharing)

- Reduced reliance on public subsidies or charity

- More control
  - schedules
  - working conditions

Cooperative Care, Wautoma, WI
Home Care Cooperatives across the US

12 Operational Coops in 8 States  |  7 Start-Up Initiatives in 6 States & D.C
Want to learn more?

The Nonprofit Quarterly *Tiny Spark*
30 minute podcast: 9-28-18 post

Homecare Cooperative Initiative
[https://www.cdf.coop/homecare-cooperative-initiative](https://www.cdf.coop/homecare-cooperative-initiative)

Co-op basics
[https://uwcc.wisc.edu/](https://uwcc.wisc.edu/)

*Stacy Hodge of Cooperative Care and client Richard, a Korean War vet
Photo courtesy of Tiny Spark*