

Homecare Cooperatives in Rural Areas

Cooperative Care, Wautoma, WI

22nd Conference on the Small City and Regional Community

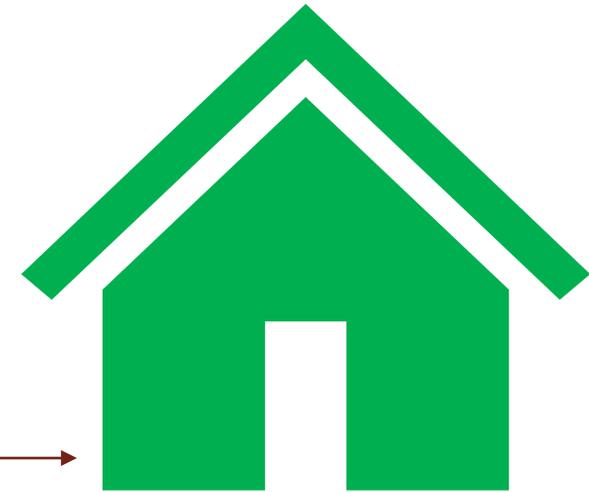
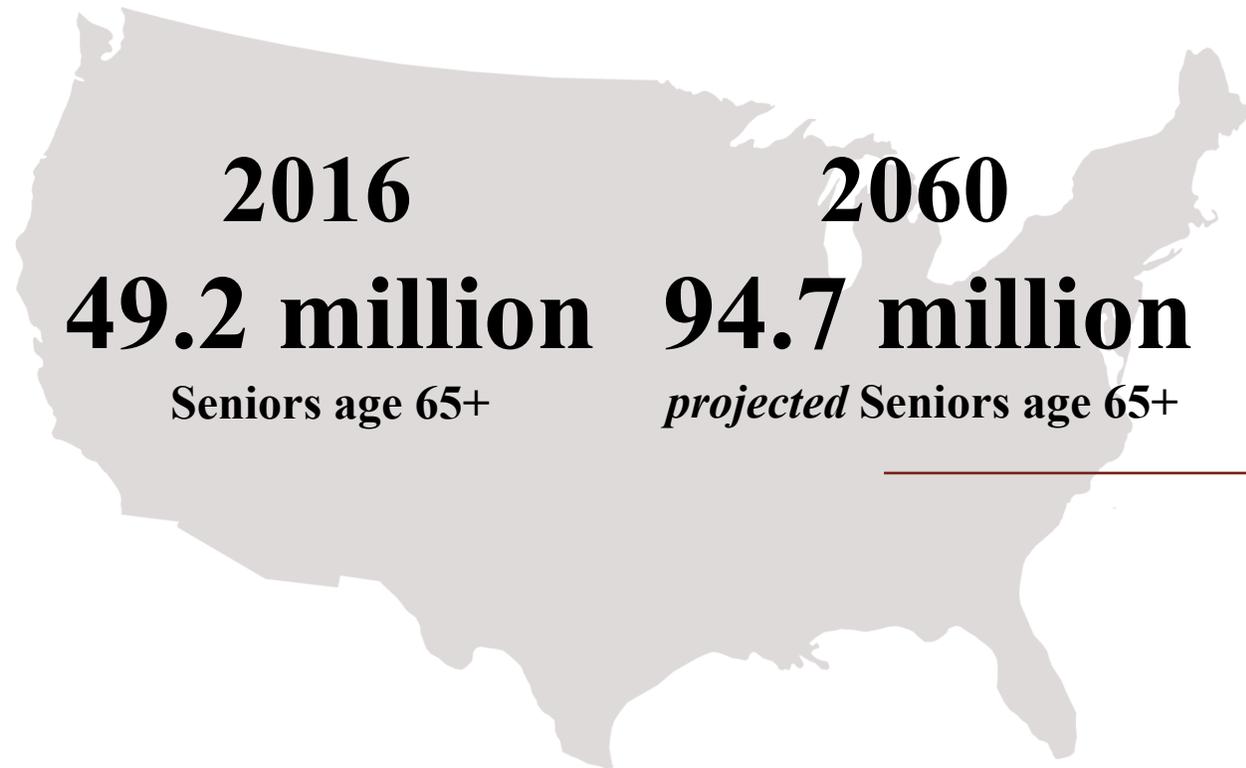
***Stevens Point, Wisconsin
October 17, 2019***

Margaret M. Bau

Cooperative Development Specialist



Senior Population Will Double



87% wish to age at home

AARP 2014 survey

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*



Cooperative Care, Wautoma, WI

Dismal Labor Force Conditions

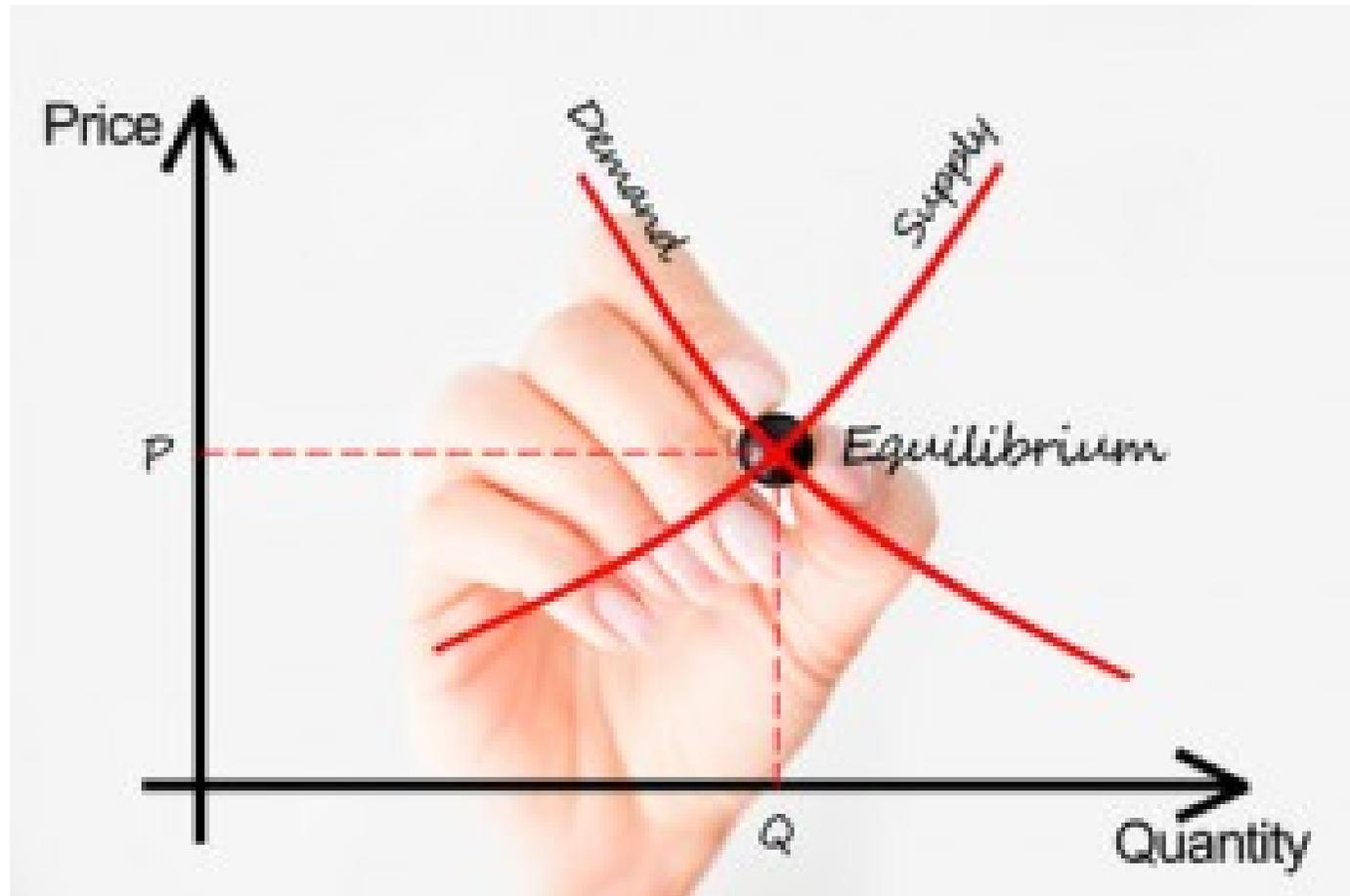
Wisconsin statistics



Cooperative Care, Wautoma, WI

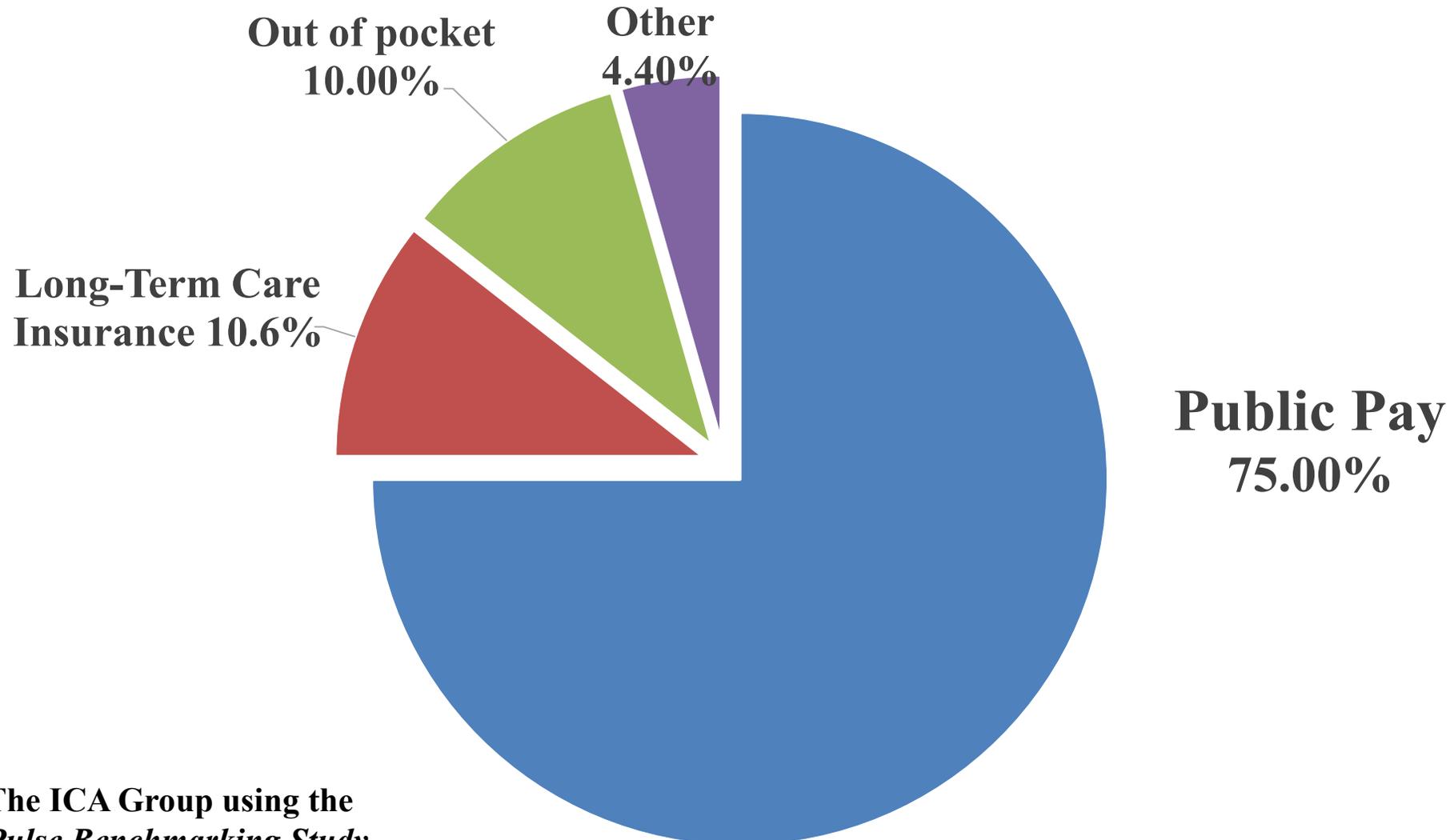
- **\$11.43/hour median wage**
 - Inconsistent work hours
 - Resulting in \$14,200 annually
- **1 in 2 caregivers rely on public assistance**
 - 1 in 4 lives below poverty line
- **84% of workers female**
 - 37% are people of color
 - FLSA finally extended nationally to caregivers 75 years after enactment

So with all this demand...



Why are wages so low???

Who pays for home care?

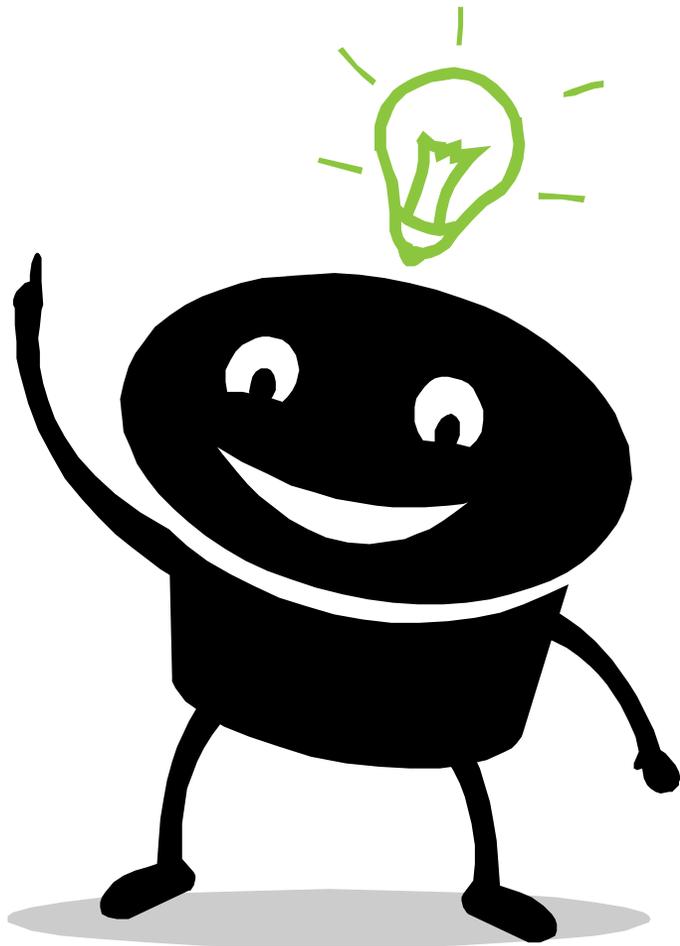


Data analysis by The ICA Group using the
2018 Home Care Pulse Benchmarking Study

LABOR FORCE CRISIS!

82% average annual turnover
of home caregivers





**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***

A woman with long dark hair and glasses, wearing a black t-shirt, is pointing upwards with her right hand towards a whiteboard. She is in a meeting room with other people in the background. The room has a wooden floor and a door. There are some colorful sticky notes on a whiteboard in the background.

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



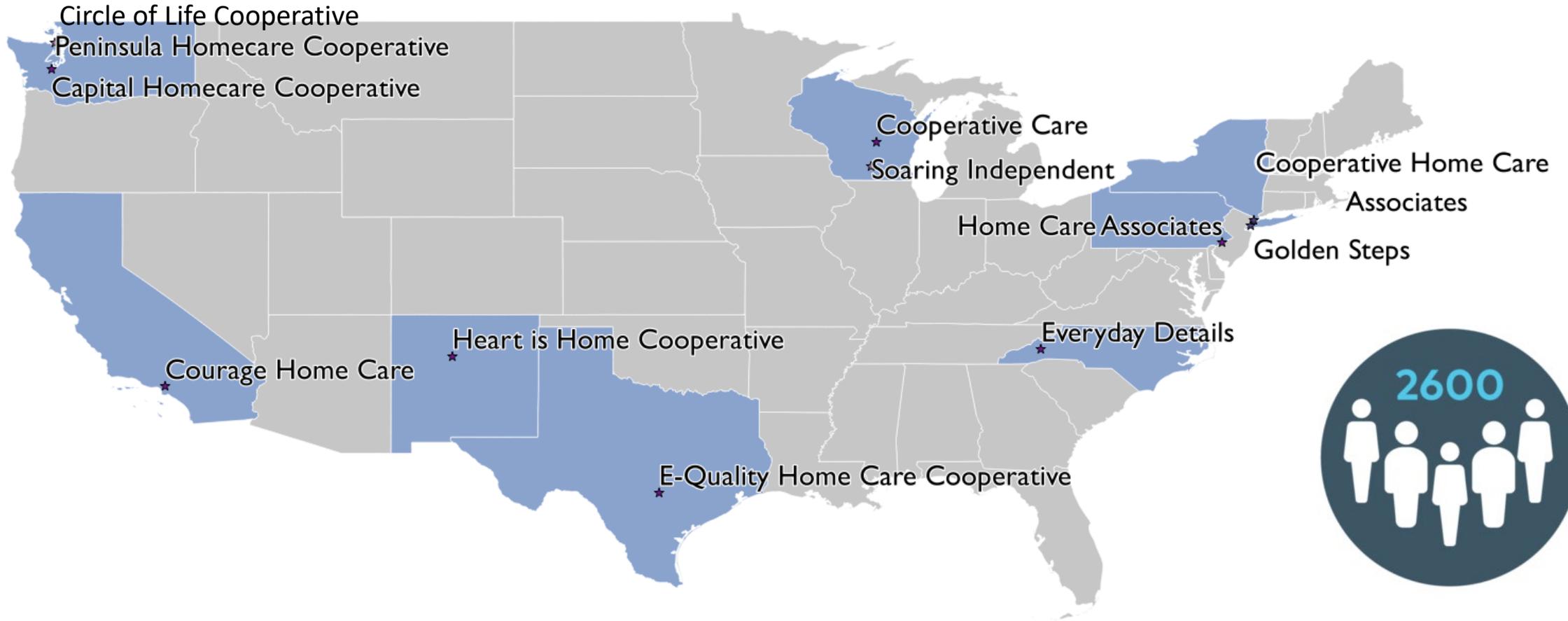
Home Care Cooperatives offer



Cooperative Care, Wautoma, WI

- ✓ **\$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**

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?



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

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

<https://tinyspark.org/podcasts/crisis-in-home-health-care-will-soon-affect-you/>

Homecare Cooperative Initiative
<https://www.cdf.coop/homecare-cooperative-initiative>

Co-op basics
<https://uwcc.wisc.edu/>



Rural Development
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