



“Iowa Braces for a Looming Care Gap: Building a Stable Direct Care Workforce”



2010 Annual Report
to the Community

Iowa CareGivers Association
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Iowa CareGivers Association Mission and Goals

Founded in 1992 as an independent nonprofit organization, the Iowa CareGivers Association's mission is: **"Enhancing the quality of care by providing education, recognition, advocacy, and research in support of direct care workers."**

Direct care workers provide services, care, supervision, and emotional support to lowans of all ages in many settings. They provide services in homes, nursing homes, hospitals, assisted living centers, hospices, facilities for people with disabilities, adult day centers, and other settings.

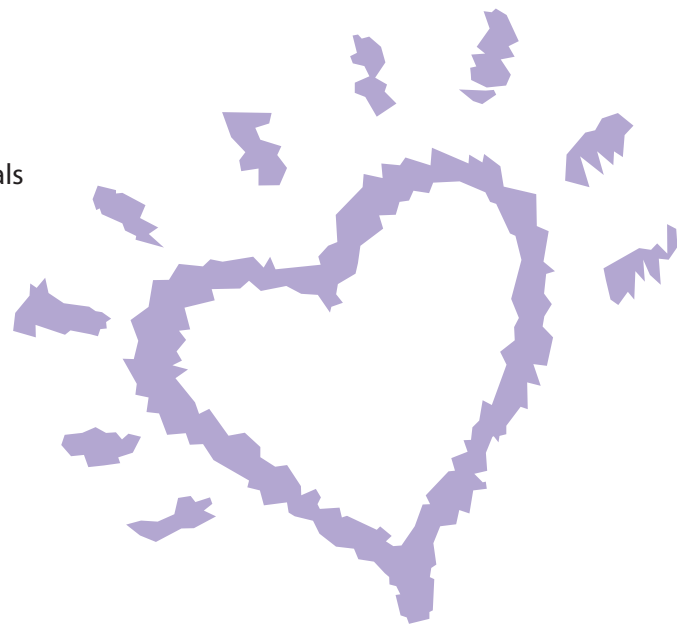
Direct care workers go by many titles, including:

- Certified Nursing Assistants (CNAs)
- Patient Care Technicians (PCTs)
- Medication Aides
- Rehabilitation Aides
- Hospice Aides
- Adult Day Center Workers
- Resident Assistants
- Direct Support Professionals

ICA's goals are to:

1. Increase access to quality care for those who need it
2. Increase the number of direct care workers/professionals
3. Enhance the quality of care

From its humble beginnings in 1992 as one of the first of its kind organizations in the country, the Iowa CareGivers Association has grown to become a nationally recognized and trusted independent voice on direct care workforce issues. Because the Iowa CareGivers Association is independent, it always has direct care workers' best interests at heart.



Dear Friends of Iowa CareGivers Association (ICA),

It is difficult for an annual report to capture the spirit of such a mission driven organization, however, I believe the Iowa CareGivers Association's "Come Care With Me" program does reflect the essence of what the Association is all about.

The Iowa CareGivers Association, in partnership with PHI (a national organization also dedicated to improving direct care workers' lives), launched Iowa's first "Come Care With Me" programs. In these events, elected officials "walk in the shoes" of a direct care worker for a day to experience first-hand the important work they do. These events were made possible through generous funding from the Mid-Iowa Health Foundation and the Northwest Area Foundation.

In addition, the Association was fortunate that Iowa State University Coach Paul Rhoads volunteered to be featured in a television Public Service Announcement (PSA) vividly comparing the contribution of direct care workers to football lineman who are key to the game's success. The PSA not only served to educate the public about the importance of direct care workers but also provided direct care workers with the recognition they deserve.

We are pleased to present this 2010 Annual Report that we believe not only captures the spirit of the organization, but also highlights, for the many direct care workers, health and long term care providers, family caregivers, consumers, advocates, policy-makers, educators, volunteers, and donors, our achievements, challenges, and forward thinking. It is also an opportunity to provide an account of our financial status.

Since its humble beginning, the ICA has begun each year with courage and a leap of faith toward accomplishing our goal to ensure that all lowans receive good care and support when and where they need it. Much of ICA's financial support comes in the form of publicly contracted programs and services that impact the quality of life and care of lowans. Declining economic conditions and political climates are presenting major cuts in public funding. It has also become increasingly difficult to secure private foundation grants and individual contributions for the same economic reasons.

Thank you for your past support. With your help we can take another bold leap of faith! Direct care workers, older lowans, and persons of all ages with disabilities are counting on us!



Betty Grandquist

Betty Grandquist, Chair
Iowa CareGivers Association Board of Directors

Direct Care Worker Leadership Council 2010 Accomplishments

As members of the Iowa CareGivers Association's Direct Care Worker Leadership Council, we are given a unique opportunity to advise the Iowa CareGivers Association and Board on direct care worker issues and serve as spokespersons for our profession. Members of our Council are selected from applicants who have completed the Iowa CareGivers Association's Direct Care Worker Leadership Training. The activities listed below are examples of how we have become equal partners in seeking, finding and implementing solutions to many issues:

- Educated legislators during our 2010 Direct Care Worker Day at the State Capitol.
- Served on Iowa's Governor-appointed Direct Care Worker Education Task Force, Advisory Council and the Dependent Adult Protection Advisory Council.
- Represented direct care workers at forums, town hall meetings, and other meetings.
- Represented direct care workers and the Iowa CareGivers Association at various national events, including
 - Traveled to Washington, D.C. to participate in the Eldercare Workforce Alliance's Day at the Capitol.
 - Traveled to Portland, Oregon to attend the Northwest Area Foundation's Grassroots and Groundwork Conference.
- Participated in the "Come Care with Me" experience to educate elected officials about the profession of direct care.
- Hosted, volunteered, and participated in the Iowa CareGivers Association regional conferences, annual conference, leadership programs, and annual meeting.
- Presented information about Iowa CareGivers Association and the direct care profession to direct care workers and the community at community colleges and other local community sites.
- Participated in interviews on radio, television and in newspapers.
- Wrote articles, letters, and poems for the Iowa CareGivers Association newsletter and other publications.
- Met with Coach Paul Rhoads, Iowa State University Football Program, regarding his public service announcement paying tribute to direct care workers.
- Engaged in several other leadership activities such as distributing materials about the Iowa CareGivers Association and direct care issues, giving presentations, and promoting the Iowa CareGivers Association, its programs, and the profession of direct care.

DID YOU KNOW?

84% of Iowa CareGivers Association 2010 program attendees agreed that their participation increased the likelihood that they will remain in the field of direct care.

DID YOU KNOW?

94% of Iowa CareGivers Association 2010 conference and program attendees rated the program "excellent" or "very good."

Direct Care Worker EDUCATION – Programs

In 2010, more than 707 direct care workers attended educational programs sponsored by the Iowa CareGivers Association.

- The annual Direct Care Worker Educational Conference, "Hometown SuperHeroes," was attended by 252 Direct Care Workers.
 - Half of 2010 Conference registrants were attending for the first time.
 - Nearly three-fourths of Conference attendees have worked in the direct care field for over 5 years.
 - More than 75% of Conference registrations were paid by employers.
- So that more direct care workers throughout the state can participate in the Iowa CareGivers Association's educational programs, the Iowa CareGivers Association expanded its 2010 offerings to include 3 regional educational conferences in Mason City, Dubuque, and Sheldon (in partnership with Northwest Iowa Community College). There were 282 attendees.
- The Iowa CareGivers Association's Direct Care Worker Leadership Training Program encourages direct care workers to become spokespersons and role models for the profession. The Iowa CareGivers Association conducted 3 Leadership Training Programs, resulting in 65 new leadership graduates.
- The Iowa CareGivers Association's goal is to continue to involve and support graduates of the Iowa CareGivers Association's Leadership Training program. A special Leadership Graduate "Lessons in Leadership" educational session was held in Des Moines, with 44 attendees.



Direct Care Worker EDUCATION – Website and Newsletter

- The Iowa CareGivers Association continued to upgrade its website to better communicate with direct care workers and others concerned with direct care issues. The website features:
 - Current descriptions of the Iowa CareGivers Association’s programs.
 - Information about direct care issues and ways to take action.
 - Capability to register and pay for Iowa CareGivers Association programs.
 - Online surveys to capture rapid opinions on key issues.
 - The Iowa CareGivers Association newsletters, reports, and other resources.
 - Links to Facebook and Twitter Social Networking Pages
- With the redesign of our website, we had over 8,000 users view over 21,000 pages of information, compared to 6,500 users and 18,500 pages viewed in 2009. The dramatic increase is due to a combination of items including the capability of doing online registrations and sending out alerts through the social networking sites to notify individuals of dates to remember, breaking information or news that you should know.
- The Iowa CareGivers Association produced 4 quarterly issues of The Hub newsletter, disseminated to approximately 6,500 recipients.
- More than 75% of the Iowa CareGivers Association Conference attendees who read The Hub indicated the content is very useful.

Direct Care Worker RECOGNITION

- We recruited Iowa State University Football Coach Paul Rhoads, to produce 30 and 60 second public service announcements (PSAs) in which he pays tribute to direct care workers and compares them to his football linemen. The PSAs have been highly praised by both statewide and national audiences.

The Iowa CareGivers Association presented the following awards:

2010 ICA Leadership Award Recipient: **Tracy Hoveland, a CNA for 13 years**

“I want others to understand how important the profession is, and how it supplies hands-on care and compassion for individuals in need. The leadership work I did through ICA helped me to communicate that message to others. I really grew and got out of my comfort zone, and realized what a resource we are for each other.”



Margaret Swanson Legacy in Giving Award: **CNA Deb Bush**

The Margaret Swanson Legacy in Giving Award is named for former board chair Margaret Swanson, whose life was personally touched by direct care workers when she lost her daughter, Chris. Margaret recalls the tender care Chris received from direct care workers when she was in a coma.

Margaret, a long time community activist and ICA board member, recently made a significant gift to ICA that enabled its first endowment fund.



From Margaret Swanson for Whom the Legacy in Giving Award was Named:

“As I thought about the award and what it does mean to me...if I was able to do a little bit for you, I am glad because each and every one of you have done so much for me. Learning about caregivers and how faithful they are and how proud they feel about their work. I hope you all know what it means to me and many others. Thank you so much and I am so proud of all of you.” Margaret recently passed away suddenly, leaving a void in our community, but a void that will be filled by the memories of her love and generosity.

From Deb Bush, Legacy in Giving Award Recipient

“The award was a surprise, and while it’s been many years of hard work, she says that each day flies by quickly, with something new to learn. But it’s the people who have really kept me motivated. Every day it’s easy to get out of bed, because you know someone out there is waiting for you, and looking forward to your support.” Deb retired at the end of 2010 after 44 years in direct care.

- Initiated the “From the Heart Award,” which is presented to organizations and individuals who have supported the Iowa CareGivers Association and its work in one or more ways. Presented awards to:
 - The Madrid Home for being a good employer by demonstrating support for their direct care staff and for their participation in Iowa’s first “Come Care With Me” event.
 - Paul Rhoads for helping produce a public service announcement paying tribute to direct care workers, comparing frontline direct care workers to his football linemen.
 - Dean Lerner, outgoing Director of the Iowa State Department of Inspections and Appeals, for his support of direct care workers.
- Featured and recognized direct care workers in each issue of the HUB newsletter and on the Iowa CareGivers Association website.

Direct Care Worker ADVOCACY

“Touched by a Caregiver” Theme Touches Policymakers

- The Iowa CareGivers Association’s 2010 Day at the Capitol was attended by 42 enthusiastic direct care workers who educated policy-makers about who direct care workers are, what they do, and the challenges they face...such as not having access to health care coverage and their need for more standardized education and training.



Advocacy efforts of direct care workers and their supporters produced results in 2010 that included:

- Expansion of health care access to uninsured direct care workers.
- Advancement of efforts to establish a Board of Direct Care Workers by 2014 that will bring professional status to the workforce.
- The Iowa CareGivers Association researched and produced the following issue briefs in support of direct care workers:
 - “In Their Own Words: What Direct Care Workers Say About Providing Spiritual Care Through End-of-Life”
 - “Education and Training Standards for Direct Care Workers”
 - “The Need for Data Collection in the Direct Care Workforce”
 - “Social Justice and the Direct Care Workforce”
 - “Improving Continuing Education Opportunities for Iowa’s Direct Care Workers”
 - “Iowa Braces for the Care Gap: Building a Stable DCW Workforce”

Direct Care Worker RESEARCH

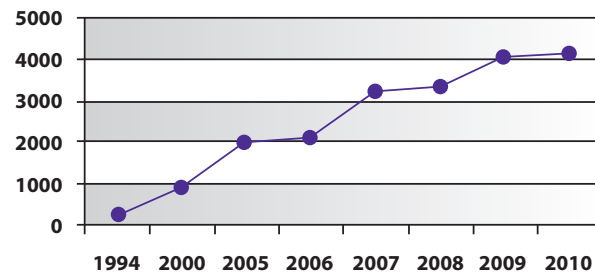
- The Iowa CareGivers Association contracted with the Iowa Child and Family Policy Center to conduct a statewide survey of direct care workers' wages and benefits. The findings are being used to help inform policy and practice decisions related to direct care worker recruitment and retention initiatives. Visit us at www.iowacaregivers.org to view the findings.
- The findings of the research project, "Spiritual and Relational Care Through End-of-Life," were presented at the Mayo Spiritual Care Research Conference. The Iowa CareGivers Association, Des Moines University, and Hospice of Central Iowa cooperated in the research project, which was funded by the Mid-Iowa Health foundation.

2010 Organizational Enhancements and Capacity Building

- Continued to streamline the database so that the Iowa CareGivers Association can effectively target supporter communications while reducing costs.
- Developed and conducted structured Board recruitment and orientation, resulting in a more active, visible, Board.
- Continued the Iowa CareGivers Association's strategic planning session with the Board and Leadership Council.

The number of Direct Care Workers and supporters signed up with the Iowa CareGivers Resource and Outreach Center has doubled in the past five years.

Direct Care Workers and Supporters Signed Up With Iowa CareGivers



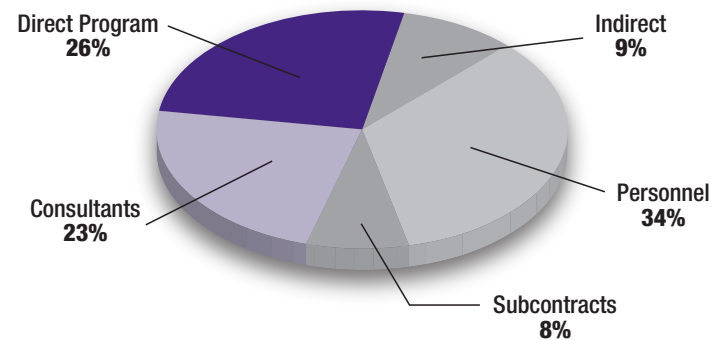
2010 At a Glance and Future Projections

The Iowa CareGivers Association (ICA) continued to exhibit good financial management in 2010. But good management alone is no answer to the unpredictability of the economy and political climates.

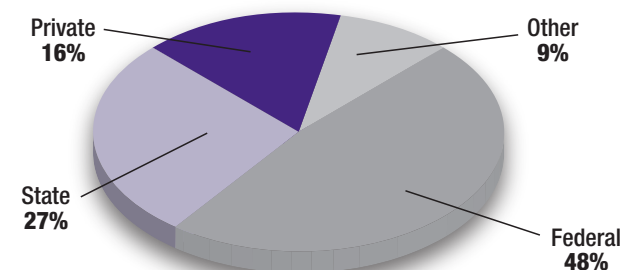
A downturn in economic conditions have created significant challenges including major cuts in publicly funded contracts for essential services to our communities. Difficulty in securing private foundation grants and individual contributions exists for the same reasons.

Retaining existing and securing new sources of financial support will be critical in the next few years.

2010 Investment in Iowa CareGivers Programs and Services (\$671,796)



2010 Sources of Income (\$705,295)



Contributors of Time, Talents, and Financial Resources

We are deeply grateful to the individuals, volunteers, and financial supporters whose leadership and generosity continue to make our achievements possible. Together, we have advanced quality care by supporting direct care workers through education, recognition, advocacy, and research.

Partners and Donors Contributing \$1 - \$99

Anonymous Donor
 Corrine Batey
 Rayanne Burns
 Deanna Clingan-Fischer
 Connie Cochran
 Bonnie and John Forker
 Vicky Garske
 Becky and Wes Groff
 Connie Hadden
 Tracy Hoveland
 Suzanne R. LaPlante
 Kathy Leibold
 Dr. Louise Lex
 Fran Mancl
 Michael McLaughlin
 Julie McMahon
 Marlene Moorman
 Northwest Iowa Community College
 Kathy and Joel Olah
 Arliss Rahe
 Shirley Renfro
 Ruth Roghair
 Lin and Lawrence Salasberry
 Doris Shultz
 Xiaoling Song
 Connie Stevens
 Betty Stone
 The Renaissance Group, Inc.
 Pat Underwood
 Kay Vanags
 Mary Jane Venteicher
 Margaret and Jon Vernon
 Dr. Tom Walz
 Beth Woolway

Partners and Donors Contributing \$100-\$499

Karl Andersen
 Nancy and Stephen F. Anderson
 Heidee and Jim Barrett-McConnell (Contribution for conference scholarship in memory of Emma McConnell, made by the Emma McConnell family)
 Tom Carpenter
 Community Care Center
 Di Findley (In memory of Jimmy T. Stevens and Jacob Addison Swearngin)
 Representative Ro Foege
 Betty Grandquist
 Green Hills Retirement Community

John and Terri Hale
 Howard Hammond
 Dr. Stanley and Jean Haugland
 Home Instead Senior Care
 Hospice and Palliative Care Association of Iowa
 Sandi Koll
 Bob Mann
 Marian Home
 Mary and Don McLaughlin
 Debi Meyers
 Midlands Living Center
 Becky and Jim Miles Polka
 Charlotte and Gus Nelson
 Owen J. Newlin
 Rebecca and Tom Newton
 Northcrest Community
 Marilyn and Don Paulson
 Sibley Nursing and Rehab Center
 Linda and Bruce Simonton
 Maribel and Terry Slinde
 Shirley Sorenson
 Roger and Shirley Stetson
 Paul Storbeck
 Dr. Roberta Wattleworth
 Mary Ann and Bill Young

Partners and Donors Contributing \$500-\$999

American Medical Directors Association-Iowa Chapter
 Kim Downs
 David and Barbara Hurd
 Iowa Association of Homes and Services for the Aging
 Colleen and Robert Jolly
 Mayflower Community

Partners and Donors Contributing \$1,000-\$4,999

AARP Iowa
 ABCM Corporation
 ActivStyle Inc.
 Iowa Foundation for Medical Care
 Lifespace Communities, Inc.
 State Public Policy Group

Partners and Donors Contributing \$5,000-\$9,999

Iowa Health-Des Moines

Partners and Donors Contributing \$10,000 and Above

Northwest Area Foundation
 Margaret Swanson

Public Grants and Contracts

The state and federal governments seek ways to ensure that older Americans and persons with disabilities receive good care and support when and where they need it. Our capacity to serve the growing demand...what some have referred to as a "tsunami of need" ...is reliant upon our capacity as a state to attract and retain a stable direct care workforce. As a contractor or grantee, the Iowa CareGivers Association played a critical role in seeking, finding, and implementing solutions.

Funding secured by Senator Tom Harkin in 2010 supported the Iowa CareGivers Resource and Outreach Center and its programs. These programs have proven to be effective in providing workers the support they need to remain in the field and do a good job.

Public funding sources include the Iowa Department of Public Health and the US Department of Health and Human Services Health Resources Service Administration. The Iowa CareGivers Association has also been instrumental in helping to secure additional private foundation and federal grants to support Iowa direct care workforce initiatives.

Private Foundations

Delta Dental of Iowa Foundation \$3,000

For an educational program on oral care at the Iowa CareGivers Association conference, free oral care screenings, and a survey of direct care workers regarding their access to oral health care/insurance.

Mid Iowa Health Foundation \$30,201

Provided matching dollars for a Northwest Area Foundation grant to:

1. Conduct "Come Care With Me" events that provided elected officials an opportunity to "walk in the shoes" of direct care workers.
2. Conduct a direct care worker wage and benefit survey.
3. Begin to link direct care workers with various asset building programs and educational resources in the targeted counties of Polk, Warren, and Dallas.

Northwest Area Foundation \$100,000

Provided funding to:

1. Replicate the PHI National "Come Care With Me" program which gives elected officials an opportunity to experience first hand what direct care workers do on a daily basis.
2. Conduct and disseminate the findings of a direct care worker wage and benefit survey.
3. Begin to develop strategies linking direct care workers with various asset building programs such as the Earned Income Tax Credit (EITC) and hawk-i. Additional support was provided by Mid Iowa Health Foundation.



"Then Lt. Governor Elect Kim Reynolds providing oral care to Rachel Pender during a Come Care With Me event."

The time and commitment of a small number of highly qualified and devoted staff are supplemented by a significant number of volunteer hours donated by the ICA Board of Directors, Direct Care Worker Leadership Council, Conference Planning Committee, office volunteers, and various experts. At least 1,750 hours were donated, which does not include time donated by speakers at various conferences and other ICA events.

In-kind contributions of meeting space, printing, and other services are essential to the Iowa CareGivers Association's sustainability. Below are but a few of the organizations that have contributed significant time and product:

AARP Iowa	Iowa Department of Inspections and Appeals	The Printing Station
B & G Productions	Iowa Health Des Moines	North Iowa Community College
Des Moines University	Paul Rhoads, Iowa State Football Coach & Staff	Northeast Iowa Community College

2010 Iowa CareGivers Association Direct Care Worker Leadership Council

Renee Bernier
 Vicki Erickson
 Diane Frerichs
 Vicky Garske
 Tracy Hoveland
 Becky Johnson
 Kathy Leibold
 Sherry Oswald
 Cindy Ramer
 Laura Schroeder
 Laura Stein
 Jeffrey Weinstock
 Anthony Wells

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 Maribel Slinde, **Vice Chair**
 Tom Carpenter, **Treasurer**
 Mary Ann Young, **Secretary**

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Advisors to the Board

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 Margaret Swanson

