



*Live comfortably
in your own home.*

- Registered Nurse On Call
- Companionship
- Personal Care
- Housekeeping & Meals
- Alzheimer & Dementia Care
- Veterans Affairs & Insurance Provider
- Assistance with Outings & Errands
- Facility and Hospital Visits
- Respite Care and Palliative Care



careforce
PERSONALIZED HOME HEALTH CARE

For a **FREE** in-home consultation call
365-3155 or visit www.careforce.ca

A Home Care Worker Cooperative

November 23, 2012

Our vision for the business: our worker's co-op shall stand out in the community as a **centre of excellence in both home health care and a place to work**. We will work together to build a growing, thriving, business in which we can be proud by **consistently delivering quality care** to our clients.

Our vision for the community: we envision a community where all health care practitioners and citizens-at-large **work together** to provide first class care for the people who need it. If we are successful, these people will experience a **higher quality of life**, secure in the knowledge that **the community will be there** to keep them safe, comfortable, and dignified.

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Opportunity Knocks

- Seller looking for an exit strategy
- Seller had a co-op history
- Co-op Developer nearby



Getting Started

- Business and Strategic Planning
- Financing
 - Members' Investment
 - External Financing



Challenges

- Making Decisions
- Technical & Accounting knowledge
- No guarantee of hours employees
- Training, keeping and attracting staff
- Engaging members
- Scheduling - manual or electronic
- Advertising
- Competition
- Focus on priorities and strengths

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Accomplishments

- Growth Feasibility Study
- Branding
- Development & Distribution of marketing materials
- Data Capture
 - Mailing lists
 - Contact lists
 - Evaluate advertising
- Presence in all pertinent websites and publications
- Alzheimer Café's
- Public/group presentations
- Articles in local publications
- Radio ads
- Social Media Presence
 - Website Facebook Google
 - You tube Pay-per-click



Awards & Grants

- Winner 2010 Outstanding New Business
- Nominee 2012 Outstanding Large Business
- \$25,000 – CDI Grant – (re-branding)
- \$10,000 - The Co-operators (website design)
- \$10,000 – NS Co-op Council –Alzheimer Café
- \$10,250 – NS Economic Dev. – Human Resources
- \$ 1,500 - NS Co-op Council – Caregiver Education



Success

- Reputation
- Finding our way
- 2008 - best year in Careforce history
- 2010 - paid out CAIC loan
- 2011 - paid out CWCF loan
- 2011 –LP Dividends \$18,000
- 2012 - LP Dividends \$15,000



Continued Success

- 276% revenue growth since 2008
- 2012 – Budgeted for 1.3 million
- 2012 – Lead for IYC project
- 2012 – Giving back



Current Focus

- Policies and Procedures
 - Review Old/Design New Processes
 - Continuous Process Improvement
 - Document processes
- Training and Orientation
 - CARE
 - Caregiver Achievement and Recognition of Education Program
 - On-line orientation and training
 - Employee skills assessments and evaluations
- Community and Business Partnerships

