



THE CARING WORKS CAMPAIGN  
PHI'S PHILANTHROPIC EQUITY INITIATIVE

[www.PHInational.org](http://www.PHInational.org)

# caring works





PHI

*My mother has advanced Alzheimer's disease and she has been lovingly and capably cared for by the same home care worker for the past four years.*

*Were it not for this home aide, I would have had to stop working to care for my mother and would have become financially and psychologically devastated.*

—Ellyn D. Kessler, New York  
Family Caregiver

# quality works

*High-quality direct care is a lifeline.*

Millions of older adults and people living with disabilities rely on direct-care workers to help them dress, bathe, eat, and transfer from bed to chair. For them, good direct-care workers are a lifeline. For their families and family caregivers, finding skilled, reliable direct-care workers can mean the difference between being able to get to work or being forced to leave their job to take care of Mom or Dad.

**Quality care doesn't just happen. Help us make it happen.**

**PHI invites you to join the Caring Works Campaign.**



PHI

*I was a single parent... I worked seven days a week for nine years and put two kids through college.*

*You gotta do what you gotta do, but home care workers do important work and deserve better.*

—Muriel Jones, Illinois  
Home Care Aide

# fairness works

*Providing quality care should be a good job.*

Treating caregivers fairly is the only way to ensure quality care. Yet too often providing good care does not pay a living wage. Of the 4 million direct-care workers in America, one third have no health insurance. Half rely on public benefits like food stamps to make ends meet. Nine out of ten are women, many of them supporting young families.

PHI helped to lead the recently victorious campaign to secure overtime and federal minimum wage guarantees for direct-care workers, after decades of exclusion. **Help us continue to support quality care by promoting fair wages and working conditions.**

PHI

*The quality of the PHI staff and leadership is simply astounding. PHI is the right organization to develop the programs and scale up the direct-care solutions we, and the people we love, will all need someday. The John A. Hartford Foundation is proud to be an early supporter of PHI's Caring Works Campaign.*

—Corinne Rieder, Executive Director,  
The John A. Hartford Foundation

# working works

*Direct-care jobs create opportunity  
and drive economic growth.*

Particularly in low-income communities, where that all-important first job can be hard to find, direct-care jobs can offer a gateway to decent employment. In the next 10 years, direct-care workers are expected to become the nation's largest occupational group, adding one million new jobs to the economy.



the Edgewood Centre  
**ANNETTA MARCONI**  
Activities Director  
15+ Years of Service

# Introducing Caring Works: PHI's Philanthropic Equity Initiative

PHI now has an important, time-sensitive opportunity to double its mission impact. To respond to this opportunity, PHI has launched the Caring Works Campaign and is seeking \$9 million in philanthropic equity.

Philanthropic equity is a one-time gift for a specific strategic purpose: to help an organization grow and build its long-term capacity. It is fundamentally different from short-term, programmatic, or annual operating support.

PHI's recognized staff excellence, organizational readiness, and capacity for growth are unique in the field today. Health care reform and dramatic changes to Medicare, Medicaid, and managed care are creating an exploding need for direct-care workers.

Help us show that CARING WORKS.



## A NATIONAL LEADER AND MODEL

PHI offers a rare combination of research, analysis, communications, and advocacy. With a nationally respected staff, PHI is widely acknowledged as the nation's leading source of direct-care practice and policy expertise.

### Examples of PHI's unique position include:

- PHI's \$3 million home care aide training partnership with the UJA-Federation in New York City, with leading funding from the Harry and Jeanette Weinberg Foundation;
- PHI's "Train the Trainer" communications and problem-solving curricula commissioned by THE GREEN HOUSE® Project for their 120 nursing home affiliates; and
- PHI's selection by the federal Centers for Medicare & Medicaid Services to be a prime consultant to the *National Direct Service Workforce Resource Center*.

### Examples of PHI's influential policy and advocacy work include:

- Helping to win an unprecedented policy victory to secure wage parity and increases for New York home care workers;
- Playing a leading role in designing the federal Personal and Home Care Aide State Training (PHCAST) program, established under the Affordable Care Act; and
- Advocating to extend the Fair Labor Standards Act to home care workers. In its decision, the U.S. Department of Labor cited PHI's research more than 40 times.



## HOW WILL PHI USE MY GRANT SUPPORT?



### DOUBLING PHI'S IMPACT

The planned growth will directly improve the lives of workers and consumers nationwide, affecting more than 200,000 direct-care workers and more than 400,000 clients annually.



### BUILDING FOR THE FUTURE

This initiative will fund a plan for strategic development, hiring, and program expansion, enabling PHI to build its program staff to 28 professionals and doubling the number of healthcare employers served.



### MORE WAYS TO HELP

To advance its mission, PHI will launch four new centers: the Center for Direct-Care Research & Analysis; the Center for Managed Care Workforce Innovations; the Center for Person-Directed Services; and the Center for Caregiver Education and Support.



### BECOMING MORE SELF-SUSTAINING

PHI projects that its earned income will more than double under the proposed plan with earned income covering more than half of its projected \$8.6 million operating expenses by 2018.

# About PHI

Paraprofessional Healthcare Institute (PHI) works to transform eldercare and disability services. We foster dignity, respect, and independence — for all who receive care and all who provide it. The nation's leading authority on the direct-care workforce, with offices in New York, Michigan, and Washington, DC, PHI promotes quality direct-care jobs as the foundation for quality care for elders and people with disabilities.

Our nation's growing direct-care workforce now includes more than 4 million home health aides, certified nurse aides, and personal care attendants. PHI works with employers, consumers, labor advocates, and public policy makers to strengthen these jobs, to help unemployed women and their families to achieve economic independence. We develop not only recruitment, training, supervision, and person-centered caregiving practices, but also the public policies necessary to support them.

PHI works with federal agencies, such as the Centers for Medicare & Medicaid Services and the U.S. Department of Labor, and engages with stakeholders and policymakers in more than ten states, promoting higher wages, increased access to benefits, and better training and supervision for direct-care workers. PHI also provides consulting assistance to more than 20 home care agencies and nursing homes and offers entry-level, in-service, and incumbent worker training curricula to strengthen training for direct-care staff.

## PHI Affiliates

Our practice work is anchored in **New York City**, where PHI sponsors a *\$275 million service network* providing high-quality home care, including:

- *Cooperative Home Care Associates (CHCA)*, a South Bronx home care agency owned by its 2,270 employees; and
- *Independence Care System (ICS)*, a nonprofit managed care program that serves 5,080 individuals living with physical disabilities.

In **Philadelphia**, PHI also founded *Home Care Associates*, a 200-employee, worker-owned home care agency and training program.

PHI is the nation's primary source for direct-care workforce news and analysis.

## PHI National and Regional Offices

PHI is headquartered in the Bronx, NY, with a major Midwest regional office based in Lansing, MI. In 2008, PHI established a Washington, DC, office to more deeply engage federal policymakers on health care, aging, and workforce policy issues.





**PHI**

Quality Care  
THROUGH  
Quality Jobs

**To make a contribution or for more information about the Caring Works Campaign, contact:**

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