

FOCUS

Volume 3, No. 1 ♦ Winter 2006



community health care services foundation, inc.
*the premier educational resource
for home care and hospice*

inside:

Most everyone would like grant funding.

- ♦ where can you find it?
- ♦ who can help?



Multimedia streaming: A big part of the future for CHC

Over the past few years home care industry needs in education have been changing and therefore the face of education has been changing at CHC. There has been increasing demand for ways to educate professional and paraprofessional staff that are easy to use, cost effective and minimize time spent out of the office.

Some of the new models CHC has been using have been very well received. In 2003 CHC—targeting paraprofessional education in particular—began offering free audio conferences six times a year in the form of the Home Care Community Forum. CHC receives tremendously positive feedback from these audio conferences and associated workbooks and continues to offer these programs (*to register for the Forum please visit www.chcforum.org*). The 2006 Forum Series is sponsored by Fidelis Care New York, a managed health care plan offering Family Health Plus, Child Health Plus and Medicaid programs to New York residents.

Last year CHC opened another new door to education by offering programs in webinar format which were also received with accolades. The key feature of a webinar is that it allows for interaction between speaker and participants even though the session is presented virtually. Participants are able to see the PowerPoint

By Allison Manny

Director of Development & Education

presentation on their computer monitor, listen via phone or computer speakers, and ask questions either by typing on the computer or over the phone.

CHC is soon introducing yet another new and exciting technology this year—multimedia video streaming.

Streaming is a term that will be heard much more in the near future when it comes to home care education. Basically, streaming is a technology used for playing audio and video files (either live or prerecorded) from the Internet. Users can download the audio/video file directly from the Web for immediate play as opposed to time-consuming downloads of large files that play from their hard drive.

Unlike with a webinar, participants will be able to see the presenter as well as any visual aids they may use, such as PowerPoint slides, flip charts and physical demonstrations.

Benefits of video streaming for the user include:

- ♦ Accessing the program when it is convenient for the user, not at a predetermined time set by the producer.
- ♦ Viewing the program in the office, home, or wherever there is Internet access.
- ♦ Pausing and rewinding the presentation to review content.

Continued on page 4

We'd love some grant funding . . .

By Charissa Ashman
Administrator of Grants
& Demonstrations

. . . but where do we find it?

Many organizations find it difficult to invest in worthwhile projects that enhance operations or the communities they serve. Budgets are tight, reimbursement is limited and other priorities take precedence. While grants take a lot of time to research and prepare, the end result is well worth the effort. Many organizations compete for the same dollars, so it is important to become familiar with a variety of funding sources and their requirements. Where do you look? What questions do you ask? What is required?

Types of funding sources

It is important to explore multiple funding options available to your organization since some projects may require funding from more than one source. (Most foundations will not fund projects requesting 100 percent funding.) Grants are awarded by two types of funding sources:

Private: money raised and administered by private organizations such as corporations and foundations.

Government: money raised through taxes and administered by federal, state and local agencies.

Corporations donate via “giving programs” and company-sponsored foundations. They may be national, regional, state, or local in scope. Generally, corporations donate cash, products or manpower. When funds are requested from a corporation, keep in mind that they are interested in creating public awareness; promoting their products and increasing profits; assisting employees and their families; and training the future workforce.

There are three types of foundations:

Independent: Established to aid social, educational or charitable activity and endowed by one or a small handful of sources (an individual, a family or a corporation). Decisions are made by the donor, board or trust officer, giving is discretionary and generally limited geographically to a local area.

Generally, they do not raise funds or seek public financial support in the way of public charities (like community foundations).

Community: Publicly supported organization making grants for charitable purposes in a geographic area. Contributions come from many donors and decisions are made by a diverse board representing the community.

Corporation-Sponsored: Endowed by profit-making corporations with giving related to corporate activities or communities where the corporation operates.

Foundations are interested in the well-being of communities and often seek projects that test new strategies and disseminate beneficial information to other organizations. Foundations may be national, regional, state or local in scope.

Local government grants tend to be small and are generally found through contact with a city or county planning department. State government grants are administered through a state agency and most state agencies list grant opportunities on their web pages or, in the case of New York, in the *New York State Register* (www.dos.state.ny.us/info/register.htm).

Federal government grants are the most complex, competitive and lengthy, but they offer larger awards and fund for multiple years. There are a number of ways to locate government grant sources, but the daily *Federal Register* (www.gpoaccess.gov/fr/index.html) is a good source.

Locating private grants

Internet search engines (Google, Yahoo) are a great and cost-effective way to begin a funding search. Type in key words (e.g., health grants, telemedicine grants, training grants) and good information results. Of course, there are numerous published directories and electronic resources to locate private grants and here are a few resources:

Foundation Center (fdncenter.org/funders/grantmaker/index.html) has links to more than 4,800 grantmakers organized by type. The Foundation Center also sells products designed to locate additional grantmakers.

Egrants.net (www.egrants.net) is a searchable Internet database of grants, contracts and fellowships in health care and medicine and a daily email notification service that informs users of new grants and contracts in their areas of interest for a fee.

Chronicle of Philanthropy (www.philanthropy.com) is published biweekly (24 issues/year for \$72) and the Chronicle's Guide to Grants is an electronic database of all corporate and foundation grants listed in the *Chronicle of Philanthropy*.

Research Associates (www.grantexperts.com) offers specialized directories and publications to locate grants.

HCP Grant Center (www.nyshcp.org/members/grants) provides weekly postings of grant opportunities, links to a number of funding sources and monthly grantwriting articles for members of the New York State Association of Health Care Providers (HCP). Not a member? Follow this link for more information: www.nyshcp.org/join.shtml.

Key items to look for

The single most helpful document to obtain from foundations and corporations is their annual report. Also be sure to *thoroughly* study and refer to the funding guidelines listed on a foundation's website. Here are some things to look for:

- ◆ What is the philosophy and mission?
- ◆ Who is on the Board of Directors?
- ◆ Are there geographic limitations or preferences?
- ◆ What are the range and average size of grant awards?
- ◆ What organizations have received funds and for what types of projects?
Hint: It is helpful to contact some of these organizations to inquire about their projects and what they had to do to be funded.
- ◆ Are there application guidelines and when should we apply?
- ◆ What is the best method for contacting? Hints: If they do not welcome calls then don't call; if deciding to call anyway, get to the point quickly!

Locating government grants

The following websites will assist in locating Federal grants:

Federal Register ListServ. Go to the *Federal Register* main page (www.gpoaccess.gov/fr) and click on "Sign up" to receive the free daily table of contents via email.

Catalog of Federal Domestic Assistance (CFDA). This website (www.cfda.gov) provides access to a database of all Federal programs available to state and local governments; Indian tribal governments; domestic public, quasi-public, and private profit and nonprofit organizations and institutions; specialized groups; and individuals.

Grants.gov allows organizations to electronically find and apply for more than \$400 billion in Federal grants. An organization may also register to receive email notification of grant opportunities. Hint: A number of federal agencies are requiring organizations to complete an online application using *Grants.gov*: To do so, the organization registers to create an account (www.grants.gov/assets/OrganizationRegCheck.pdf) and receives approval to submit applications, a process which could take up to one month to complete.

When soliciting clarification about grant announcements, responses by government contacts tend to be conservative because RFPs are bound by law. Email is the preferred method of contact but this is generally specified in the RFP. Be concise and to the point. Remember, keep copies of all correspondence and strictly adhere to the RFP guidelines. If there is a bidder's conference, grant workshop or Q&A period, participation is strongly suggested.

Upcoming educational events

To register for an event, visit www.chcforum.org or call 518/463-1167, ext. 817.

Home care safety: Real stories, real lessons

February 28, 2006
Webinar, 11 am - 12:30 pm EST

Free for all SIT participants
\$165 HCP Members
\$265 Non-Members

Find out how to protect your agency against catastrophic workers' compensation claims. You must be on guard against accidents that can seriously harm your employees and cost your agency a bundle.

Public Policy Roundtable: Medicaid Fraud

March 22, 2006
8:30 am - 12 pm EST
Free for all HCP members

Medicaid fraud has received tremendous attention from government and the media in the past year. Home care providers need to know what regulators have in mind.

Forum #24: Cardiac Patient Care

March 30, 2006
Audio conference, 3 pm - 4 pm EST
Free for all registered Forum participants

The special needs of the cardiac patient in a home setting will be examined. What activities are permissible or should be avoided? What about diet and exercise? What does the caretaker need to watch out for?

Streaming . . .

Continued from page 1

- ◆ Training multiple staff with the same expert and no additional expense.
- ◆ Minimizing employee time out of the office and the expense of travel.

Best of all, it's easy to use!

How does streaming work?

A small buffer space is created on the user's computer and the data starts downloading into it. As soon as the "buffer" is full (usually a matter of seconds), the file will begin to play. As the file plays, it uses up information in the buffer but while it is playing more information is being downloaded. The result is a continuous and smooth presentation to the eye and to the ear—it's just like being there!

CHC is continuously looking for better, cost-effective ways to provide the solid education needed by home care agencies. CHC will continue to offer educational programming in the many formats already in place while adding multimedia video streaming to the mix.

We have a winner!

CHC conducted an extensive survey of customers at the end of 2005 that revealed interesting and helpful information about customer needs and wants.

Thank you to the large number of customers who participated in the survey. The winner of the iPod Shuffle in the raffle conducted among participants was Sue Dunnigan of Visiting Nurses Association of Albany, Saratoga and Rensselaer. Congratulations, Sue!

Allison Manny joins CHC

Allison L. Manny was recently appointed Director of Development & Education for CHC and is responsible for the development, and coordination of educational programming, trade show events and other related activities.



Manny was previously Assistant Director for Conference & Event Services at Bridgewater State College in Massachusetts. At the College she worked with faculty and staff to develop noncredit programs and conferences and was also responsible for logistics and management of various College special events. Prior to Bridgewater, she was Production Manager for Brede Exposition Services.

Manny received a Bachelor of Arts degree from Siena College in Loudonville, NY.



FOCUS

Community Health Care Services Foundation, Inc.
99 Troy Road, Suite 200, East Greenbush, NY 12061

Tel: 518/463-1167

Fax: 518/463-1606

chc@chcforum.org www.chcforum.org

Focus is published quarterly. Copyright © 2006 Community Health Care Services Foundation, Inc. All rights reserved. No part of this document may be reproduced in any form without written permission.

First Class Mail
U.S. Postage
PAID
Albany, NY
Permit #507



99 Troy Road, Suite 200
East Greenbush, NY 12061