



Community Health Care Services Foundation, Inc.

*the premier educational resource
for home care and hospice*

Approach the grantmaker prior to applying

By Paul Mastrodonato



As important as a well-planned and carefully written grant application is, it's equally (if not more) important to place significant emphasis on approaching and developing relationships with grantmakers in advance of applying. Why? Because the easiest and best way to obtain a grantmaker's advice and assistance is BEFORE applying – not after, when you've already made "the ask."

In most cases, you've been researching and learning about the grantmaker, not the other way around. So,

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What's the Forum all about?

CHC's Home Care Community Forum has been delivering free education for home care paraprofessionals since 2003. While hundreds of home care agencies and thousands of paraprofessionals have taken advantage of Forum programs, there are still many in the home care industry, particularly outside of New York, who are unaware of the opportunities presented by Forums. Allison Manny, CHC's Director of Development & Education, explains the program.

What is a Home Care Community Forum and who is the target audience?

Home Care Community Forums, referred to as "Forums," are a series of ongoing audio programs that provide essential training and information on a wide variety of topics designed to meet the specific needs of paraprofessionals delivering care in the home or community-based setting. These one-hour audio programs are also accompanied by a corresponding workbook. Paraprofessionals attend Forums, but we also have many supervisors and trainers who attend so that they can use the information in their ongoing training programs.

Can Forums be used to meet in-service requirements for paraprofessionals?

Yes, definitely, and CHC encourages their use for that purpose.

How much does it cost to participate?

What makes these programs unique is that they

are available at NO COST! Every other month CHC broadcasts a new program that has a corresponding workbook. Anyone can register at no cost. About a week before the program, registrants receive information, via email, to download the workbook and the phone number to call to hear the audio program.

How can I register?

Visit www.chcforum.org/forum, click on "Register Now" and provide your contact information. Another great thing about Forums is that once you register for the program, you will be registered for all future Forums and you will automatically receive the workbook and call-in information a week before every new broadcast.

Are previous programs still available?

Yes, once you register on the CHC Web site and get the user name and password, you can download all of the previous workbooks. Anyone can download the audio for each program for about four months after the initial broadcast. After that time, that audio program may be purchased on CD. Members of the New York State Association of Health Care Providers (HCP) receive a discount.

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Forums: what's it all about . . .

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Are the Forums available in languages other than English?

Yes. CHC has translated nine of the programs into both Spanish and Russian—this includes the audio as well as the workbooks.

If the programs are free, how are the costs of production paid for?

A grant from the New York State Department of Labor provided funding for the first ten Forums. Since then CHC has sought sponsors and has been successful in receiving support for many of the Forums.

Forum topics

Here is a sampling of the 38 Home Care Community Forums now available. The 39th Forum is scheduled for September 18.

Check the Web site for a full list of Forum audio conferences that you can order on CD with accompanying workbook: www.chcforum.org/forum.

- HIPAA for Home Care Workers*
- Caregiver in the Home: Professional Boundaries*
- Dealing with the Loss of Your Patient*
- Safety for You and Your Patient*
- Diabetes and Your Patient
- Falls, Slips and Back Injuries
- Dynamics of Aging: Understanding Change*
- Basic Life Skills*
- Keep Your Heart Patients Healthy and at Home
- Pediatrics & Home Care
- Working Independently and Fostering Teamwork
- Cancer Changes Everything
- Paraprofessionals and Wound Care
- Advancement Opportunities for Paraprofessionals
- Caring for Patients Who Are Dying

**available in Spanish and Russian as well as English*

How do you decide on topics for the Forums?

We select topics that are meaningful to the work that paraprofessionals do and provide important training and education to help paraprofessionals improve the quality of care they deliver. We rely on feedback from participants and from industry professionals and also use ideas from the annual CHC survey.

What is the best way to incorporate these programs into my current educational offerings?

CHC has found that agencies utilize these programs in a variety of ways. If they have gathered a group to listen to the initial broadcast, they often discuss any questions after the presentation.

Some agencies have their trainers listen to the initial broadcast and then use the workbook as a guide to teach the topic themselves. Others will provide employees with a copy of the workbook and ask them to review it on their own then come back to discuss questions they have and take the post test.

The feedback we have received is that the materials are an invaluable asset to agencies' libraries and can be used over and over again.

Anything else people should know about the Forums?

Forums can be an easy, inexpensive way to provide quality education to employees. Providing the paraprofessional with pertinent education is likely to increase the quality of their work and their job satisfaction which is a big factor in retaining employees.

To submit a Forum topic, contact Allison Manny at 518/463-1167, ext. 829, or email your topic, a brief outline and your contact information to manny@nyshcp.

Any organization interested in supporting these unique programs through sponsorship should contact Jim Mahoney at 518/463-1167, ext. 808 or mahoney@nyshcp.org.

Approach the grantmaker . . .

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It's your job to provide information and educate the grantmaker as to why you believe your program or project is a "good fit" with their interests, and to obtain any possible advice before applying. This is as true with government grantmakers as it is with private ones.

Of course, some grantmakers are easier than others to access and communicate with before applying. Nonetheless, whether through letters of introduction, phone calls, or email messages, grantseeking involves matching and "selling" the results and impact of what your organization does with the results and impact a grantmaker is interested in and wants to "buy." To that end, grantseeking is all about a partnership: your organization has a program but needs money; grantmakers have money but need programs.

Here are some basic tips for approaching grantmakers prior to applying:

Do your research. Before making contact, learn the grantmaker's funding history—what kinds of organizations do they tend to give to, how much, and for what. This will not only help you tailor your approach, but it will show sincerity and that you care about more than just money.

Paul Mastrodonato is President of Nonprofit Works (www.nonprofitworks.com), a Saratoga Springs-based firm specializing in training courses and workshops.

Introduce your organization. The goal is to begin a dialogue. Inform the grantmaker that you've conducted preliminary research and that you're trying to go further. Suggest that you realize a match between their priorities

and your organization is important—and that you don't want to waste their time. This helps take the grantmaker off the defensive and be more willing to have a discussion with you.

Show your respect and sincerity. You might do this by asking their guidance in terms of the amount and likely use of funds, and the best time for them to receive and consider your application. Also, ask if they can share any updates regarding their priorities and application process.

Cultivate a relationship. If it appears that there is a "match," ask if you can send some basic information about your programs and funding needs, invite them to visit, or ask if you can visit the grantmaker to run a few scenarios by them.

And here's a radical idea that many grantmakers find appealing: ask how your organization can help the grantmaker accomplish its funding goals. This shows that you recognize that the grantseeker/grantmaker relationship is supposed to be a partnership, and not a one-way street.

The bottom line — approaching a grantmaker and seeking to develop a relationship in a professional manner must be done before you submit an application. Otherwise, you're just asking for money.

For assistance through CHC with grants, contact Gayle Farman at 518/463-1118, ext. 816, or farman@nyshcp.org. Or visit www.nyshcp.org/members/grants.



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Upcoming educational events

Fingerprint Training

Sessions scheduled across New York State in 2008. Half-day onsite seminars: "Nuts & Bolts of CHRC" and hands-on fingerprint training.

August 27—Rockland County

September 17—Long Island

October 15—Syracuse

November 6—New York City

Forum #39: Caring for Patients With Limited Vision

September 18, 2008

3 pm to 4 pm

Audio conference featuring Cheryl Palma, Northeastern Association for the Blind.

HCP Annual Conference & Exhibition

October 26-29, 2008

Montreal, Canada

"Passport to Home Care" features top home care experts, innovative solutions and networking opportunities.

How to Measure Quality of Service in Your Private Pay Business

December 4, 2008

11:30 am to 12:30 pm

Webinar featuring Sue Niewenhaus, OASIS Certification and Competency Board

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



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Three FREE video-streaming paraprofessional training programs now available in English and Spanish.

PROGRAM

1

Home Health Aides & Paraprofessionals — General All-Hazard Emergency Preparedness and Public Health Emergencies

The role of paraprofessional in an emergency, general all-hazard emergency preparedness, personal protective equipment and biological, chemical and radiological agents.

PROGRAM

2

Home Health Aides & Paraprofessionals — Pandemic Flu and Other Public Health Emergencies

Pandemic flu, communicating risk to others, what to expect in the home and psychological support and consideration.

PROGRAM

3

Community Volunteers and Paraprofessionals — Working Together in Public Health Emergencies

Introduction to home care, types of home care patients and workers; how volunteers can help home care patients and how they should prepare for such an emergency.



Presented by

CHC is a non-profit 501(3)(c) affiliate organization of the New York State Association of Health Care Providers, Inc. (HCP).

Visit www.chcforum.org/prepare to view these video-streaming programs, or to download the audio mp3 files and workbooks.

These programs have been made possible by a grant from the New York State Department of Health and the Health Resources Services Administration # 1U3RHS075580102.