

Revised 12/19/11

## **Maryland Home & Community Care Foundation**

Call for

# Letters of Intent

**For grants up to \$500,000**

for

## **COMMUNITY-BASED ELDERCARE SERVICES**

**The mission the Maryland Home & Community Services Foundation is to improve the quality of life for Marylanders needing supportive services at home and in the community.**

Established in 1997 with funds from the sale of the Visiting Nurses Association of Maryland, the Foundation has returned over \$2 million of these funds to the community through competitive grants to over one hundred organizations for a variety of services that further this goal.

To enable non-profit organizations to mount larger scale approaches that contribute to its mission, the Foundation has decided, for its final round of grants, to award grants up to \$500,000 by 6/30/12. Grant funds are to be expended by 12/31/2014.

It is envisioned that these grants, while divesting the resources of the Foundation, will leave a legacy of innovative services for Marylanders in need of supportive services at home and in the community.

We invite non-profit organizations **with experience in providing a continuum of care for elders** to submit by email a Letter of Intent by 12/31/11. For more information Linda Safran, Executive Director Maryland Home & Community Care Foundation [mhccfdn@aol.com](mailto:mhccfdn@aol.com).

# Applicant's Commitment to the Project

Because a grant of this size may have major implications for an organization, applicants must demonstrate in the application how the project fits with the organization's strategic plan. The organization will also need to provide evidence that their board has reviewed and approved the proposal and agrees to the goals of the project for which funds are being requested.

To be considered for a grant of this scale, the non-profit organization applicant must be able to document a history of providing the type of eldercare services being proposed. To maximize the outcomes, the project design must include collaboration with other agencies to provide these services.

## Population to be served

The Foundation is seeking proposals originating from non-profit organizations for client-centered programs that will provide home care services by **paid and/or informal caregivers** for **seniors** 55 and older. The care recipients are to have deficits in physical or mental function and require assistance in activities of daily living or in instrumental activities of daily living.

Care receivers must reside in Maryland.

Within these guidelines, the proposal must include evidence of the organization's efforts to serve a diverse population. The array of services may include, but are not be limited to:

- Personal care for persons with deficits in performing activities of daily living or instrumental activities in daily living;
- Homemaker and chore services, including light housekeeping,
- Care management, coordination of support and medical services
- Mental health, access to services
- Home modification to improve mobility of care recipient

- Respite care for informal caregivers
- Support groups for family and other caregivers
- Training for unpaid and paid caregivers as well as agency staff (up to 10-15% of budget)
- Transportation and escort services to medical appointments
- Recruitment and retention of volunteers
- Services rendered must meet the accreditation standards governing the agency.

## Goals and Measurable Objectives

The over-arching goal **is to enable individuals to remain in their home settings as long as possible.** We expect flexibility, creativity and innovation in the design of the project. The project should identify measurable objectives that have been demonstrated to be achievable, such as:

- Improvements in the quality of life of caregivers and care recipients
- Coordination of supportive services available within the community
- Improved access to supportive services
- Reduced use of emergency medical services
- Using technology to deliver services
- Higher levels of skill among caregivers through training

## Evaluation

The grant will be monitored periodically during the term of the grant. The Foundation will engage an Evaluator who will provide the evaluation tool.

# Sustainability

Year 1 7/1/12-6/30/13

To ensure sustainability, by the end of Year One, the organization will have raised from other sources an amount equal to 10% of the total Maryland Home & Community Care Foundation grant. These additional funds are to be held in reserve for use after 12/31/14 for operating costs. (e.g. if the grant is for \$400,000 total, \$40,000 must be raised by 6/30/13.)

Year 2 7/1/2013 – 12/31/14 (Half year)

By 12/31/14, an additional 10% of the total Maryland Home & Community Care Foundation grant amount must also be raised and held in reserve for operating costs after 12/31/14. (e.g. If the total grant is \$400,000, \$80,000 will be available in reserves by the end of grant.)

Having demonstrated this fundraising capacity during the 18 months of grant period, the organization will be in a stronger position to secure from individuals, foundations, corporations, and government sources the other funds needed to sustain the project

It is among our goals that this grant stipulation will strengthen the organization's fundraising capacity for securing additional year funding.

## Resource Development

10-20% of the total grant may be used for fundraising. This may include a portion of staff time or for consulting assistance.

## Fee-based Services

To provide additional revenue, the organization may offer selected fee-based services on a sliding scale. Friends or family members may pay for these services on behalf of the care receiver.

# Schedule

**12/31/11**

Email to [mhccfdn@aol.com](mailto:mhccfdn@aol.com) the Letter of Intent (3 pages maximum) to Linda Safran, Executive Director. Letter must include:

- Mission Statement
- Project goals
- Experience delivering such services and special qualifications of staff

In addition to the Letter of Intent, attach

- Preliminary 1.5-year project budget from 7/1/12-12/31/14
- Organization's most recent complete FY income and expenses

**1/30/12**

All prospective applicants will be notified by email.

Qualified organizations will receive an Application Form and information on evaluation tool to be provided through the Foundation

**2/10/12** Meeting for applicants to review the Application Form, Q&A.

**3/15/12** Applications due

**5/30/12** Applicants will be notified re: grant decisions

**June, 2012** Award luncheon when initial draw will be awarded

**TBD** Grantees will work with Foundation and evaluator during the term of the grant

**TBD** subsequent draws contingent on achieving interim goals

**6/30/13** End of Year 1. 10% total grant must be raised for reserves

**12/31/14** End of (half year) Year 2: Project ends. An additional 10% raised for reserves to sustain project

2115 Conclusion of evaluation