



NATIONAL
INSTITUTE
—for—
MEDICAL
RESPITE
CARE

Funding Medical Respite Care

May 14, 2024

NATIONAL
HEALTH CARE
for the
HOMELESS
COUNCIL

The National Institute for Medical Respite Care is a special initiative of the National Health Care for the Homeless Council.

**BACK
TO HEALTH**  **FORWARD 
TO HOUSING**



JOSEPH & MARY'S HOME

A Ministry of the Sisters of Charity Health System

History: Joseph & Mary's Home



2000: Joseph's Home (11 beds) was founded by the Sisters of Charity of St. Augustine (CSAs) Congregation in their spirit of extending the healing ministry of their faith through innovative programs.

2016: Joseph's Home makes the transition from transitional housing to medical respite services.

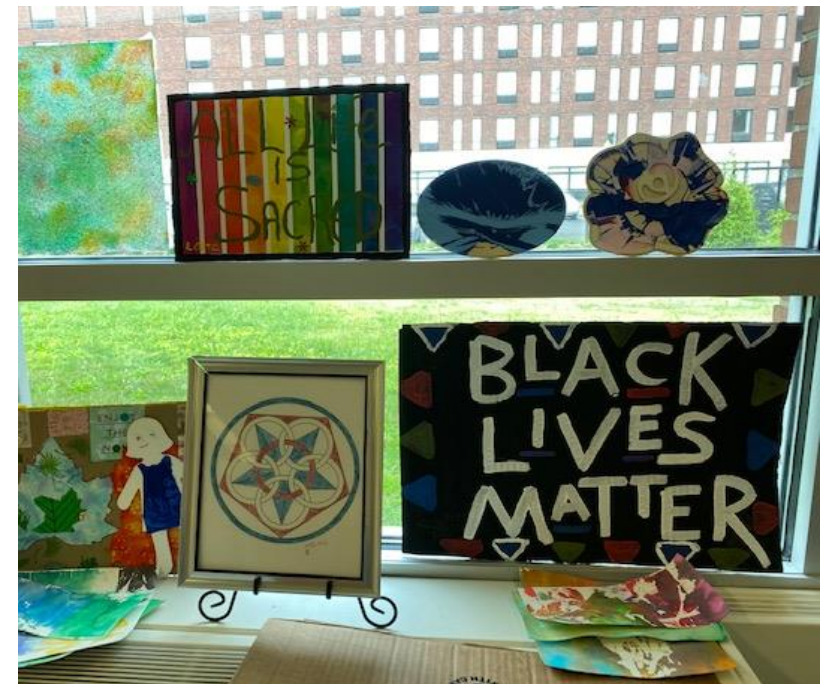
2022: Joseph's Home opens sister-facility, Mary's Home (10 beds), after a successful \$1.5M capital campaign and building renovation, enabling the organization to serve women experiencing homelessness for the first time. **This expansion doubled capacity, staff and services.** In September 2022, the organization's name is changed to Joseph & Mary's Home





2412





Back to Health, Forward to Housing

In a typical year, our outcomes include:

140⁺

adults served

70%

*medically stable
upon discharge*

67%

*exit to a
stable setting*

90%

*of alumni remain
in a stable setting*



Leadership & Staff



Joseph & Mary's Home is a 501(c)3 that is part of Sisters of Charity Health System

Leadership Team

- Executive Director
- Medical Director, contract
- Behavioral Health Director, contract

Program Staff (17 FTE)

- Nurse, case managers, peer support specialists, community health workers, resident support associates



Development Staff



Joseph & Mary's Home

- Director of Fund Development
- Grant Writer, part-time

Provided by Health System

- Gift entry and database management
- Bookkeeping and financial reporting
- Design and communications
- Major gift support from SVP of Fund Development



2023 Revenue



Public Sector Grants & Contracts	\$384,809	22%
Foundation & Corporate Grants	\$590,770	36%
Contributions & Events	\$434,255	27%
Investment Income	\$33,806	2%
Earned Revenue	\$12,194	1%
Transfer from Designated Funds	\$197,384	12%
Total Revenue	\$1,633,218	100%

Revenue Strategy



I. Grants

II. Appeals & Mailings

III. Events

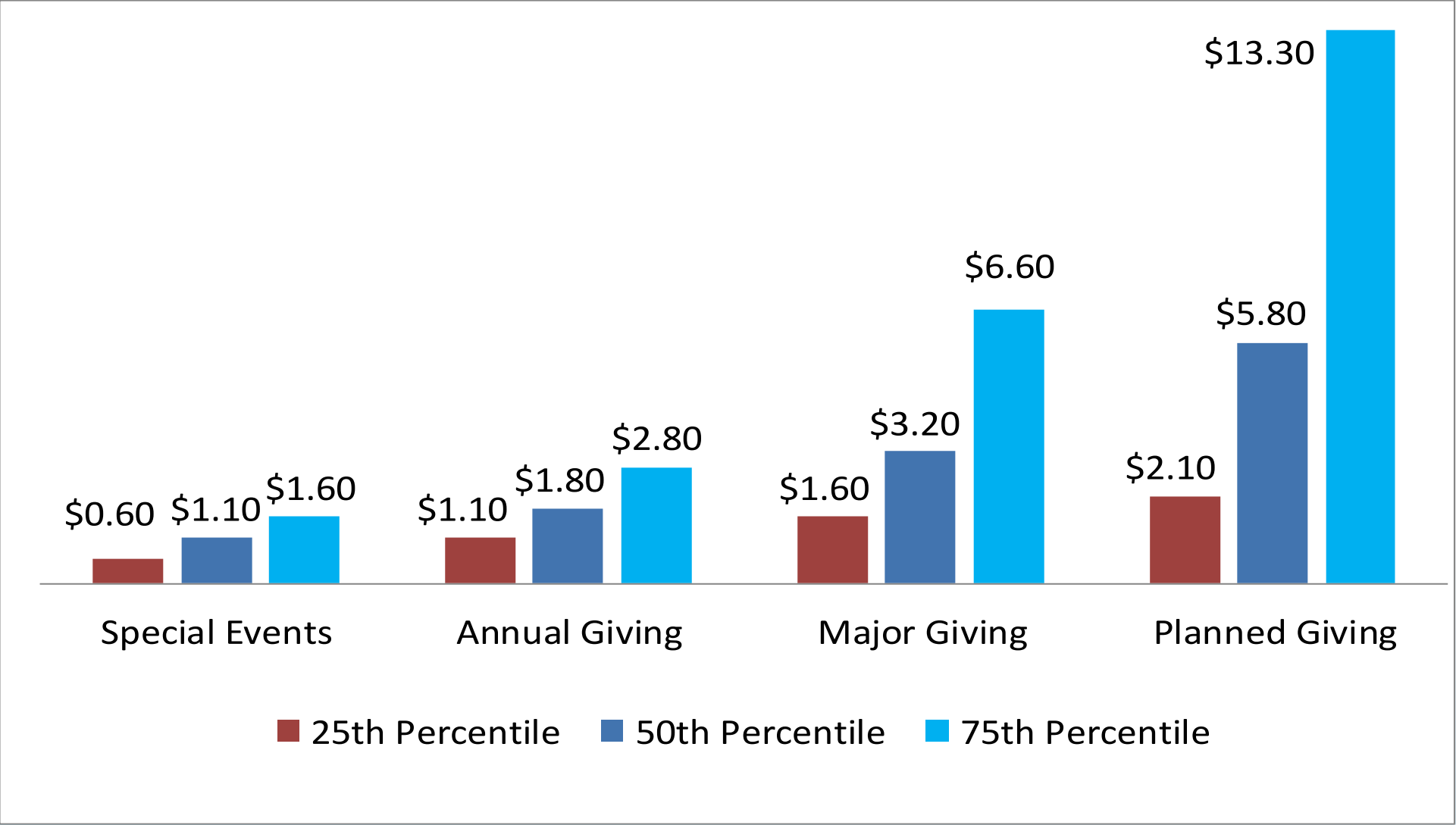
IV. Major Gifts

- 2020-2021: Mary's Home capital campaign raised \$1.55M
- 2023-present: A New Home for Healing campaign raised \$1.5M, goal \$2.5M

V. New Strategies for Earned Revenue



Fundraising Return on Investment (ROI) for \$1.00 Expense





JOSEPH & MARY'S HOME

March 22, 2024

Dear «Salutation»

At Joseph & Mary's Home, spring is a time of spiritual and physical healing for those who come to our organization in need, no matter their faith. Please consider making a gift of \$«Ask1», \$«Ask2» or \$«Ask3» to Joseph & Mary's Home today. Your gift will provide people experiencing homelessness with a place to heal and renew their hope. People like Latasha, Bernard, Stanley and Elaine.

"I'm feeling hopeful about finding an apartment," says Latasha, who was referred to Joseph & Mary's Home after a series of emergency room visits. "I was sick and just wanted to receive care. It is peaceful here. I love spring, the nice weather, seeing the birds. It's a good feeling to be outside."

At Joseph & Mary's Home, all residents receive a private, safe room with a key. Our 24/7/365 facilities offer medical supervision, nutritious meals, nursing care and medication management. Staff also coordinate with community partners and housing providers to help residents begin the next stage of their journey toward long-term healing and stable housing.

For Sister Catherine Walsh, CSA, who volunteers at Joseph & Mary's Home, Easter and the Lenten season is a holy time to celebrate new life with the risen Christ. It's a time to embrace that we are all the resurrected people. We are tied together.

"In the art room, we are doing spring crafts, making flowers and using bright colors. The gardens around our properties are starting to come to life, and will need care. The cleaning of our buildings is part of the healing environment we are creating. Even cleaning the windows so that the sunshine comes in more clearly, and we can see the outside more clearly – this is part of getting well."

Bernard was referred to Joseph & Mary's Home after an asthma attack from exacerbated COPD. He is grateful for a private room where he can rest. Spring begins a season of anniversaries of the passing of his longtime partner his mother and the loss of close friends.

"I'm getting rest. Getting back to my normal self. I have a surgery coming up and I am going to all my doctor appointments. I got to trust God. I believe he's been protecting me. I just want him to heal my feelings. I think I got a broken heart," says Bernard.

(continued on next page)

A Ministry of the Sisters of Charity
2412 COMMUNITY CENTER
CLEVELAND, OH 44115

I am proud to support the men and women healing at Joseph & Mary's Home.

- \$ [Ask1] \$ [Ask3]
- \$ [Ask2] Other: \$

Do not include my name in public lists or reports.

Please make checks payable to Joseph & Mary's Home. Credit card and other giving options on request.

Thank you for your generous support!

[Address see]
[Address Line 1]
[Address Line 2]
[City], [State] [ZIP Code]

Joseph & Mary's Home

BACK TO HEALTH, FORWARD TO HOUSING

A referral to Joseph & Mary's Home can be a lifeline. Without a safe place to rest and heal, adults experiencing homelessness can find themselves stuck in a spiraling cycle of instability – moving from the streets to emergency departments and back.

Joseph & Mary's Home uses a team-based approach to ensure that medically-fragile adults experiencing homelessness become holistically healthier. Founded in 2000 by the Sisters of Charity of St. Augustine, the ministry has offered hundreds of men and women with an acute medical condition the opportunity for a second chance at health, wellness and independence.

Holistic Health Approach

In a typical year, our outcomes include:

140+
adults served

70%
medically stable upon discharge

67%
move forward to safe and stable housing

90%
of alumni exited to and have remained in a stable setting

THE JOURNEY

JOSEPH & MARY'S HOME NEWS :: SPRING 2024

Sliding Into Homelessness

JOSEPH & MARY'S HOME ADAPTS TO SERVE A GROWING POPULATION OF OLDER ADULTS EXPERIENCING HOUSING INSTABILITY

Gary "Sarge" Cooper is 73-years old and a resident at Joseph & Mary's Home. He has been in and out of shelters for two decades while trying to make ends meet. An Army Reserve veteran, Sarge has held many jobs throughout his lifetime that range from managing food service at a corrections facility to truck driving. He is emblematic of a growing trend in the United States: an increasing number of older adults are finding themselves without a stable place to live.

In Cuyahoga County, one in four adults experiencing homelessness is age 55 or over. Nationally, older adults are the fastest-growing segment of the homeless population. Researchers predict that by 2030, the number of people 65 and older who are experiencing homelessness will almost triple.

The reasons for housing instability for many of these older adults vary, but climbing housing costs combined with

fixed incomes, unemployment and medical issues play a big role.

For Sarge, medical issues worsened his housing instability. In late 2022, he was in emergency shelter at the City Mission in Cleveland. He had a leg injury that had him in and out of several local hospitals for surgery and treatment. During the course of his treatment at Cleveland Clinic, he was diagnosed with cancer. His caregivers referred him to Joseph & Mary's Home to have a place to safely recuperate while receiving chemotherapy.

Sarge – and other older adults experiencing homelessness – have unique needs compared to other populations experiencing homelessness. At Joseph's Home, Sarge uses a rollator and has a private room on the first floor, steps away from the dining room and common area. Unlike traditional shelters, he is grateful to know that he has a



"Joseph's Home is unique in that it is smaller and more personal than traditional shelters. They have the right staff to address your personal medical and other needs."

– Gary "Sarge" Cooper

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JOSEPH & MARY'S HOME

Events



- What is the ROI?
- Perseverance in Hope Luncheon
 - Keynote
 - Alumni testimonials
 - Elevate community awareness
- Health System stewardship event for major donors
- No longer organize winter Happy Hour or do raffle baskets



Engage Board & Volunteers

- Establish expectations during initial discussions
- Volunteers can open more doors than you alone
- Be specific about ways to help
 - Host a table at fundraising event
 - Solicit sponsorships
 - Schedule a breakfast or lunch to introduce individuals
 - Host a gathering
 - Write thank-you notes
- Provide materials for them to be successful!



Revenue Needs, Growth & Opportunities



- Annual budget has increased from \$830K in 2021 to \$1.6M in 2023.
- In last five years, annual fund giving has increased by 119%.
- An endowment was established in 2018 with \$100k and is now at \$686K.
- Pathways Community Hub revenue has grown by 76% in two years and is projected to more than double between 2023 and 2024.
- Negotiating first MCO contract in 2024 and establishing personnel credentialing and workflow to bill Medicaid.
- In 13 states, Medicaid waivers are being sought to add medical respite as a benefit.

