



Heart is Home
COOPERATIVE CARE

Incubation to Independence

Amalia Ramirez, Founder/Manager/Member Owner
Dana Howarth, Board Member/Incorporator
Sabrina Smith, Administrator

How it all started...

- **New Mexico Caregivers Coalition had an idea to start a home care cooperative in the State of New Mexico in early 2015.**
- **Summer of 2015 incorporation papers were signed to start Coop**
- **Grant from Cooperative Development Foundation**
- **Three listening sessions - Rio Rancho, Cuba, Bernalillo**
 - **Met Amalia at the Rio Rancho listening session**

What came next...



USDA Obligation of Funds Ceremony - November 2015

2015

- **There was a core group of caregivers that went through a Home Care Cooperative “Boot Camp”**
 - What is a cooperative?
 - Writing a business plan
 - Leadership skills
- **Awarded a grant from USDA to continue outreach & education for cooperative development**

Decisions, decisions, decisions...

2016

- Tried to start a second branch in Hobbs, NM (Southeastern NM)
- Group of caregivers from both Central NM and Southeastern NM gathered regularly (via conference call) to make business decisions
 - Voted on name & logo for Coop
 - Choose services to offer
 - Set service rates and hourly rates for caregivers
 - Created policies & procedures
- Connected with other cooperatives and national organizations supporting workers and coops



Heart is Home representing at the National Domestic Workers Alliance National Assembly in Maryland - September 2016

Trying to figure things out...



Cooperative Development Foundation Home Care
Cooperative Conference - November 2017

2017

- **Struggled to keep caregivers interested**
 - **2-3 caregivers contracted for part time work**
- **Had a few paying clients**
 - **Private pay and Mi Via Waiver**
 - **24/7 Client in Santa Fe**
- **Admin team paid by grant funding**
- **Continued to learn from others in the Cooperative world**

The startup struggle continued...

2018

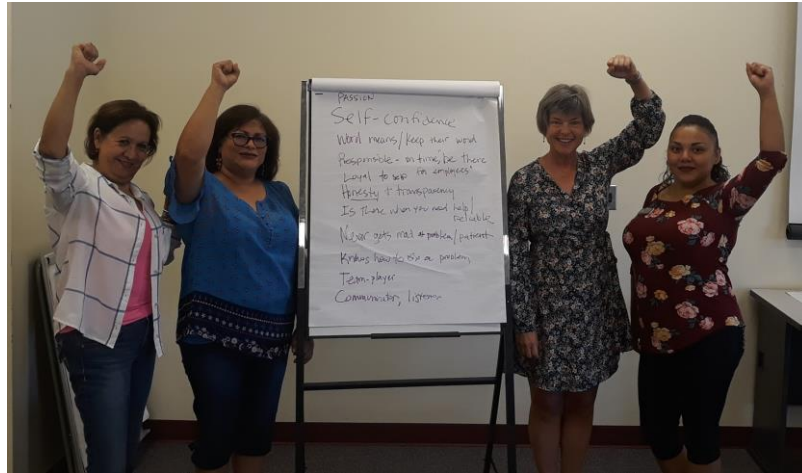
- Amalia starting working in office and getting paid by stipend
- HIH had about 5-7 caregivers and about 5-6 clients
- The Year of Lessons
 - Payment issues
 - Clients
 - Marketing
 - Finding the right employees



Amalia Ramirez, Manager, Member-Owner & Founder of Heart is Home at Cooperative Development Foundation Home Care Cooperative Conference

A huge leap in progress...

2019



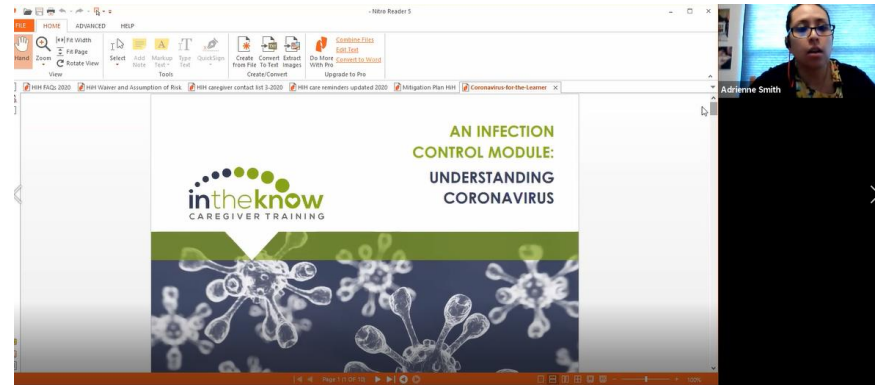
Heart is Home Caregivers at Leadership Development for Caregivers training - July 2019

- Starting hiring employees as W-2 employees
- Formalized Policy & Procedures
- Started paying caregivers a wage for attending training
 - Leadership Development for Caregivers
 - Health and Safety Training for Caregivers
 - CPR/1st Aid
- First Paid Dividend for Member Owners in 2019!

Finally a full fledged successful agency...

2020

- **March 2020 - COVID**
 - Work from home
 - New Administrator
- **Grant funding ended in June 2020**
- **CDF Grant \$5,000**
 - PPE
 - Hazard Bonus for all caregivers
- **New Mexico CARES Grant \$15,000**
 - PPE
 - Raises
 - Member-owners paid to attend board meetings and committee meetings



Zoom training on COVID-19 - March 2020

Through the Eyes of a Founding Member

**Commitment.
It's the
Cooperative
Difference.**



#iamthecoopdifference
Amalia Ramirez
Heart is Home Cooperative Care