

Why Care About Care Cooperatives?

Better Jobs = Better Care: Opportunities & Strategies to support Care Cooperatives

July 19th, 1pm-2pm EDT



Thank you to all our speakers:

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 **ICA** GROUP

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CENTER

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- ✓ Connect to a Powerful National Network
- ✓ Amplify your Impact
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**Business
Ownership**

**Financial
Health**

**Employment
& Income**

Education

Health

Housing

**The Wealth
Gap**

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Q/A

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Chat



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Q&A



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SPEAKERS



Katrina Kazda
(moderator)

ICA Group



**Aquilina Soriano
Versoza**

Pilipino Workers
Center of Southern
California (PWC)



Myra Glassman

CoRise
Cooperative



Rachel Wick

Blue Shield of CA
Foundation

Types of (Paid) Care

Home Care: supportive care provided in the home to seniors and people with disabilities.

- Personal Care and Companionship (PCA's)
- Home Health Care (HHA's)
- Private Duty Nursing (RN's, CNA's, LPN's)

Child Care

- Center Based Care
- Family Child Care (FCC): licensed care in the home
- Nanny Care



Home Care Supply & Demand



Photo Credit: Rachael Porter, PHI Caregiver Stories

800,000+ seniors on
Medicaid waiting lists
for home care
support

85% of agencies
turning away clients
due to staffing
shortages



Photo Credit: Paola Mendoza, Care Can't Wait

Child Care Supply & Demand

Between December 2019 And March 2021



8,889

CHILD CARE
CENTERS



6,957

LICENSED FAMILY
CHILD CARE (FCC)
PROGRAMS



Compensation

Wages for childcare workers have only increased 82¢ since '12

Home care wages rose only 19¢ from '09 to '19



Equity

62% of care workers are people of color, over 90% are women

Black childcare workers make 78¢ less per hour than white childcare workers



Stability

44% of home care workers live in low-income households

53% of care workers are enrolled in safety net programs

Bad jobs exacerbate inequality



A Job Worth Owning

Care Cooperatives:

- ✓ Respect and value care workers as professionals & experts
- ✓ Place workers at the center of business decisions
 - ✓ Prioritize improved working conditions
 - ✓ Support caregivers to provide better, more consistent care
 - ✓ Offer career advancement
 - ✓ Build individual and community assets and wealth

Elevating Care Together



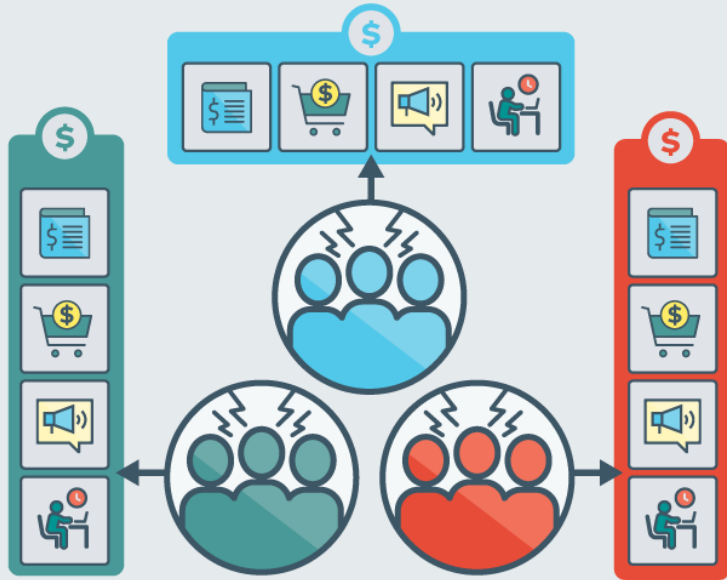
25+

worker-owned *care* cooperatives
across 12 states
employing over 2,500 workers

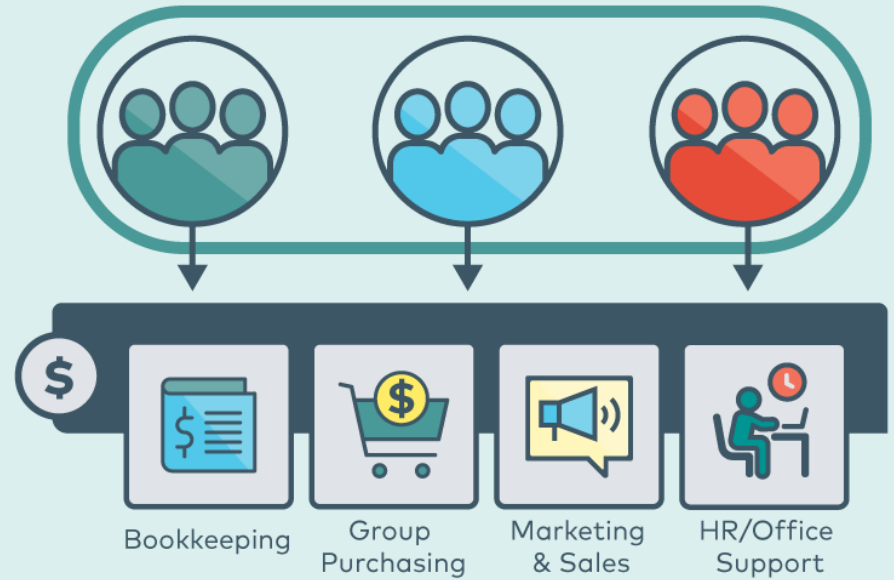
15+ new care co-ops under development



Cooperatives are often isolated with limited access to the products, services, and supports that foster growth.



Plugging into an established network of experts and services stabilizes cooperatives and creates opportunities for growth.

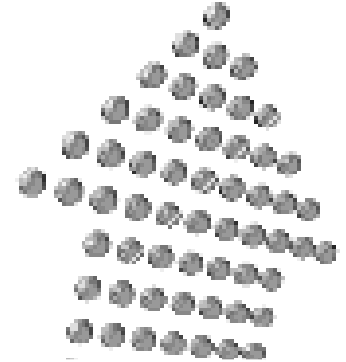


Steps to build the worker owned care economy

Strengthen Existing
Care Cooperatives

Grow the Number
and Size of Care
Cooperatives

Push for Large Scale
Industry Change





Aquilina Soriano Versoza

Executive Director



PILIPINO WORKERS
CENTER

Pilipino Workers Center of Southern California: Building Homecare Cooperatives for Immigrants

Challenges and opportunities facing immigrants who are creating democratic social enterprises in the homecare industry.



Pilipino Workers Center of Southern California



Transforming our LTSS Industry

Policy Campaigns:

CA Domestic Workers Bill of Rights
+ Immigration Reform + Public
LTSS Programs

Wage Theft Enforcement

COURAGE Homecare
Cooperative Incubation

Leadership Development

Workforce Trainings

COURAGE DESIGNED TO CREATE:

Quality Long Term
Support & Services
that Center
Independence and
Dignity

Quality Jobs that
Center Collective
Leadership and
Dignity

Immigrant Homecare Working Conditions

- 1 Immigrants, and especially undocumented immigrants, are often working in the informal sectors facing wage theft, unsafe working conditions and unstable working conditions.
- 2 In California, it is common for live-in immigrant homecare workers being paid \$5 or less per hour with no overtime. We have seen cases as low as \$2 per hour.



COURAGE

Worker/Owner: Fatima

At first, I was making only \$1500 per month for working around the clock caring for 6 to 18 individuals at small residential care facilities. I then worked as a one-on-one, live-in caregiver where I was working 5 to 7 days a week around the clock, mostly lightly sleeping next to clients to help respond to any needs throughout the night. I earned \$400-\$600 per week which is just about \$3-\$5 per hour with no overtime. No sick leave and of course no pay for any leave - the common saying of “No Work, No Pay.”

In 2017 I became a member of COURAGE Homecare. This is the first time I experienced earning as a caregiver with all of my labor rights intact. We would mostly work in shifts to be able to provide 24 hour care for clients who need it, but because of the pandemic I am working 3 days a week around the clock, but now I earn over \$5000 for working three days with overtime compensation. This is more than I was making in 3 months for working 5 days a week before.



COURAGE Homecare Agency



7

About 5 years of independent formation and operation

16

Filipina immigrant Worker Owners

\$16

\$16 per hour wages with overtime benefits, holiday pay, paid sick leave and workers compensation coverage.

What it takes to build homecare coops



- Worker Training
 - Workforce Development
 - Coop management
- Legal Support
- Marketing Support
- Learning Cohort
- Public +Private Funds for coop launch + growth
- Worker-friendly Technology + Systems
- On-going technical support



Potential

- Significant job quality improvement
- Significant improvement in quality of LTSS
- Build a powerful voice for policy change

Challenges

- Building scalable models
- Shaping policy to prioritize this model of high road employment
- Winning more public investment in bridging affordability gap



Myra Glassman

Vice President,
SEIU Healthcare IL/IN/MO/KS



The Problem

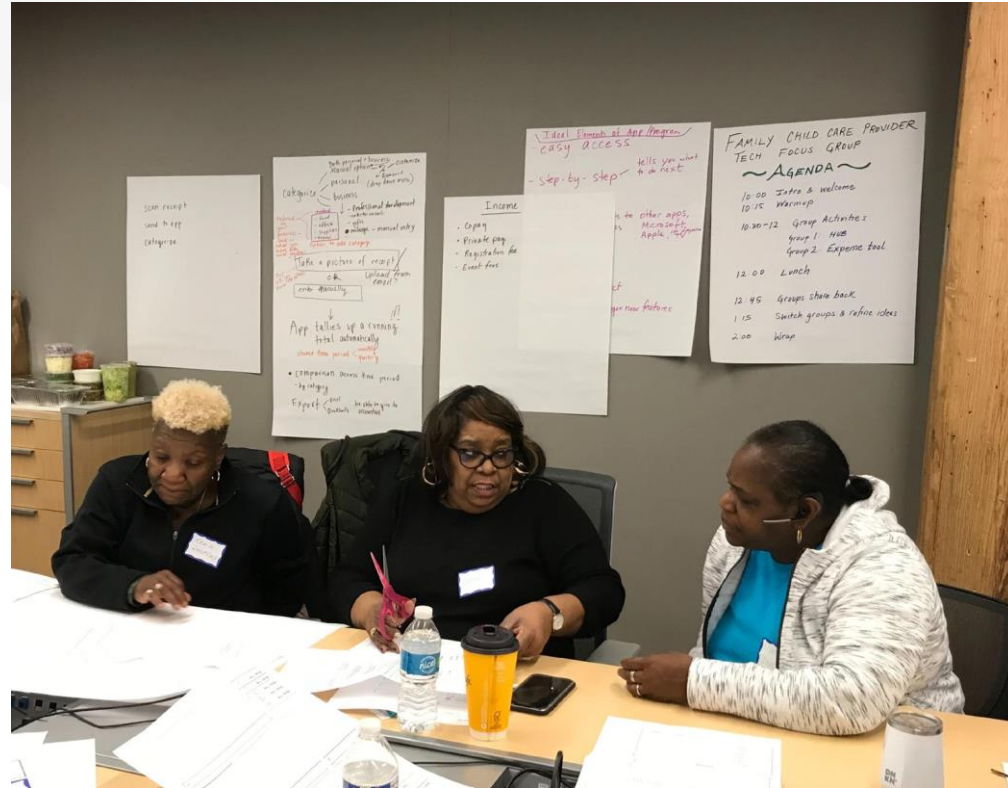
Family child care providers are **essential** but not **supported**.



The solution

A cooperatively owned, union aligned business that makes sure providers are:

- **Compensated**
- **Supported**
- **Respected**



Theory of Change - Our plan to win



Provider Wealth

- SEIU negotiates the rate, CoRise makes sure providers are paid quickly, correctly, and transparently.
- Save providers time and money with wraparound business services & TA



Provider Voice

- Provider-members shape CoRise, creating an organization that works for us.



Provider Power

- CoRise and SEIU are independent, but work together to fight for providers
- SEIU helps CoRise scale

Value Proposition & Impact



Less Stress, More Income

By transforming the public payment system to work for home based providers



Providers stay in business

Home based providers – who are primarily Black and Latina women - have the support they need to stay in business, and make a decent living



Families keep quality care

Low-income families continue to have care that meets their needs



Rachel Wick

Senior Program Officer

blue  of california
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Q & A



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