



Sunflower House
777 E. Merritt Island Causeway
Merritt Island, FL 32952
Phone 452-4341
sunflowers@cfl.rr.com

Sunflower House

Marketing Division Business Plan



*Brevard's one stop shopping for elder
care and elder caregivers*

A special project of
The Sunflower Coalition of Caregivers, Inc.,
Marcia B. Mario, MA, LMHC, Executive Director

Table of Contents

Mission	2
Services	2
Information Clearinghouse.....	2
Education.....	2
Training.....	2
Support	2
Special Programs.....	3
Meeting Place	3
Location	3
Facility	4
Name	4
Organization	5
Funding Strategy	6
Brochure Display.....	6
Conference Room	6
Unique Sponsorships	6
Sunflower House Gift Shop	7
Staffing	7
Intergenerational Approach	8
Collaborations & Partnerships	8
History & Background	9
Long Range Plans	9

.....

Marketing Division Business Plan

*Brevard's one stop shopping for elder care
and elder caregivers*

Mission

Our missions are:

- To support and assist *all* caregivers (family, professional and volunteer) and those in need of care; (elderly, disabled, chronically ill, special needs children)
- To strengthen the organizations that surround them, (non-profits as well as for-profits) and promote kindness and caring in our community.
- To be Brevard's one stop shopping for elder care and elder caregivers.

Services

Our services are:

Information Clearinghouse

One-stop center for caregivers and others seeking help to locate all services and programs available.

Education

Seminars, conferences, educational handouts

Training

Basic caregiving skills, behavioral problems, etc.

Support

On-going as well as in support group settings.

Special Programs

Seniors vs. Crime, a project of Attorney General's Office to help resolve consumer-related complaints of frauds or scams targeting seniors; all-county Volunteer Center

Meeting Place

For wide-spread community outreach

Location

- Enclosed Shopping Mall
 - Shopping mall located on prime bus routes, easy to access.
 - Safe meeting environment for neighbors, particularly those in low-income areas.
 - Air conditioned in summer/heated in winter.
 - Mall walkers' program is a natural tie-in.
 - Ample parking, easy to find (most people know where local mall is).
 - Tie-in with mall events and activities; partnerships with retail stores; mall marketing office is good referral source for groups, businesses wanting to put on displays, events in our conference center.
 - Our space, 4,400 sq. ft., has inside entrance (between Penneys and Dillards) as well as direct access from outside into our conference room.
 - Easy for vans to pull up with disabled, groups setting up displays or conferences and caterers.
 - Offers high-visibility location for service-providers, related businesses, to present information on services and programs.
 - Research based on "third place" concept of natural gathering places ('home' being first place, 'work' being second place) that have basically disappeared in our society, i.e. corner grocery stores, mom & pop diners, local taverns, etc. Also called "great good places" where people connect with one another. Forms a neutral meeting ground for all ages, races, religions, ethnic groups, etc. without pressure.
 - People come and go at will.
-

•
•
•
•
•
•
•

Facility

- House Concept
- Captures the imagination of the public and allows for multiple groups, individuals and businesses to be involved.
- Interfaces within the shopping mall setting; can be decorated to change with the seasons and special holidays.
- House concept familiar for all ages.
- Takes into account the nostalgia trend of baby-boomers, and elders longing to get back to a simpler, less complex way of life.
- Very important in bringing in people who are fearful of asking a formal service-provider agency for help or admitting they need assistance.
- House concept flexible and adaptable to reflect cultural and ethnic background of people it serves; each subsequent Sunflower House would be unique, designed for and by the community.
- Applications might involve creating a “universal” home with built-in features high-lighting aids for blind, modifications for wheelchairs, kitchen aids for disabled, etc. to create a walk-through educational environment for elders.
- Many opportunities for Home Builders associations to partner in constructing facilities for their communities.
- Research based on “psychology of place” (people tend to act a certain way depending upon surroundings) and the “bee-keepers theory” of community-building, i.e. if you lay down a foundation that is inviting enough, it becomes a natural attraction for bees to create a social hive...so too with people, who are very social beings.

Name

- Sunflower House
- Name designed to offset cultural stigma and denial of death, dying and disability that creates barrier to community education.
- Creates powerful and memorable image to reduce consumer confusion over multiple groups with names involving: elder, geriatric, senior, etc.
- Name is not identified with any one health condition or service or age group that could limit public’s perception of services.
- Use of sunflowers is built-in marketing tool for many events, i.e. we partner with Keep Brevard Beautiful each year at county-wide clean-up in passing out sunflower seeds under tag name: Let’s Grow

Something Beautiful in Brevard. Many applications for crafts, art projects and special events such as Sunflower Social.

- Multiple applications increase participation and awareness for high consumer recognition. Name blends in with retail stores in shopping mall setting, creates customer excitement...important factor in enlisting future shopping centers to participate.
- Keeping Sunflower House name from county to county allows each new house to build upon publicity and outreach efforts of all others in network, allowing each to build upon basic concepts.
- Research based on advertising and marketing principles in creation of new-product entry into marketplace. Re-packaging old age in positive, life-affirming approach. Outreach campaign to consumers focuses on upbeat, can-do attitude, pro-active in health and wellness. Uses “spoonful of sugar” approach in dealing with negative factors.

Organization

- 501 (c)(3) Non Profit
 - A new, *neutral and non-competitive* entity within the health and long-term-care community needed to act as a connecting agency.
 - Reduces political in-fighting and antagonisms.
 - Encourages wide-spread community buy-in as it is not perceived as pet project of one main service-provider to exclusion of others. All benefit.
 - All non profits invited to become involved in committees, display brochures, and old meetings and support groups at no charge.
 - Creates equal-opportunity setting for all non-profits to showcase services and programs. Related for-profit businesses and consumers included in Board of Directors.
 - Helps off-set fragmentation of services and duplications as multiple groups come together; organized around new paradigm that is all-inclusive: caring for others. Includes all ages, all services, all religious beliefs, all backgrounds, all educational levels, etc.
 - Research based on two systems of care: Formal Systems of Care (agencies, service-providers, hospitals, etc.) and Informal Systems of Care (family members, friends, neighbors, volunteers.)
 - New non-profit entity links together and integrates both systems of care into stronger, more effective unit. Increases consumer participation, promotes better communication within and between two systems of care, and encourages program development to meet needs.
-

•
•
•
•
•
•
•

Funding Strategy

- Focuses on each community's responsibility to "care-for-their-own".
- Generates new sense of commitment for each county to "do-it-ourselves" rather than rely on outside sources.
- In addition to usual sources of funding such as fund raisers, individual contributions and grants, Sunflower House is designed to be self-sufficient within the community. Some of our funding strategies follow.

Brochure Display

- *Related, for-profit* businesses (nursing homes, assisted living facilities, home health agencies, companion and homemaker services, durable medical equipment companies, funeral homes, etc.) are invited to display their brochures for \$25 per month (\$300 per year) as a way to show support for their community and assist consumers in learning of their services.
- Our prime, high-visibility location, plus on-going programs and special events aimed at their target market, (and the presence of their competitors' brochures) are also incentives. It is estimated that if 50% of these businesses joined us, all operating costs would be covered for one full year.

Conference Room

- Designed for wide-spread community outreach and education.
- Most programs free to public.
- Planned series of programs for professionals will offer Continuing Education Units for a charge.
- Use of room for Health Fairs, related special events and meetings are on a fee or donation-requested basis.
- Referrals from mall marketing office on people requesting space for events and displays offer additional benefits.

Unique Sponsorships

- Pieces and parts of Sunflower House are named in honor of people who contributed to them: Sherry's Kitchen, Ken's Caregiver Library, etc.

- In addition to monthly sponsorships where banners, signs are displayed recognizing businesses and corporations), we have a wall entitled “It Takes A Community” filled with photos and names of groups who’ve helped build Sunflower House.
- Other ideas planned: a large mural in our conference room (painted by a local teen group) depicting major contributors’ businesses and local landmarks; framed photographs with personal stories of caring in honor of or in memory of individual contributors.

Sunflower House Gift Shop

- Planned to be stocked with items for special needs individuals as well as sunflower theme items made and donated by community.
- Partnerships involve durable medical equipment companies as well as retail merchants within our mall.

Staffing

- Volunteers
 - Sunflower House is staffed and run entirely by volunteers and is open Monday through Friday 10am to 6pm and Saturday from 10am to 4pm. RSVP (Retired Senior Volunteer Program) are strong supporters.
 - We also draw on the large, mall-walker population, and the equally large population of shoppers who come to the mall, as an on-going source of new volunteers.
 - Volunteers undergo training and orientation and are considered the ‘family’ that turns our house into a home. All are invited to participate in committees, and join in periodic brain-storming sessions to improve our services.
 - Recognition is on-going and supplemented with a volunteer newsletter as well as formal dinner or luncheon awards ceremonies.
 - Volunteers range in age from 18 to 96 years old and with various disabilities. They come from all economic and social backgrounds. Most have had some experience as caregivers, either as family caregivers, professional caregivers or volunteer caregivers.
 - Together they have become a unique support system both for the public they serve and for one another.
 - Research based on motivation theory, trends in volunteerism, volunteer management, educational and learning theory, Maslov’s hierarchy of needs, social psychology, and many books on developing sense of community.
-

•
•
•
•
•
•
•

Intergenerational Approach

- Sunflower House actively works to involve children and youth as both current care givers and as the caregivers of the future.
- Our house was built by 11th and 12th graders part of a dual enrollment program with our local community college. Students from 5 area high schools participated.
- Our upcoming mural will be painted by teens.
- Current programs under development include a Care Clowns School that will combine classes on elder sensitivity, tolerance and aging, with clowning techniques, make-up and costume design for junior and high school students. These Care Clowns will then go into the community, in nursing homes, adult day care centers, etc., to perform...and develop new and meaningful relationships with elders. Our own clown, Suzy Sunflower, currently goes weekly to a local hospital to spread laughter and cheer to children and staff alike.
- Research based on widening gap between generations, lack of understanding between generations, breakdown of traditional family unit, increase in grandparents-raising grandchildren, social/economic factors in retirement; critical shortage of current and future caregivers.

Collaborations & Partnerships

- Sunflower House works in close collaboration with the elder services network, the health and long-term-care network, and with many others in our community working to help others.
- We work together with Senior Help line and Brevard's 211 phone system in spreading the word on these services.
- Recent collaborations and partnerships include: Space Coast Center for Independent Living (an art show/fund raiser for artists with disabilities); Community Services Council (passing out over a thousand Caregiver Directories; sub-contracting for a series of basic skills classes for family caregivers); the local Alzheimer's Association and Memory Disorder Clinic (seminar on Memory Loss; monthly support group for caregivers); SHINE program (Seminar on Medicare & Health Insurance); VOAD--Volunteer Orgs.Active in Disasters, Kiwanis Club, Fl. TODAY newspaper, Office of Emer. Mgt. (Hurricane & Disaster Preparedness Day); Brevard Cultural Alliance, United Way (Seniors & Kids Arts & Crafts Day), Seniors vs. Crime Project from the Attorney General's Office (weekly assistance for

victims of frauds and scams); Grandparents-Raising-Grandchildren (seminars and meetings); and many, many more.

- We work to strengthen and coordinate existing services and avoid duplication of efforts.

History & Background

- Sunflower House is the first-of-its-kind in the Nation.
- Ideas and concepts have come from many sources, including California's network of resource centers, the Ronald McDonald House network and other state and national programs.
- Our guest speaker at our grand opening was the Florida State Representative of the National Family Caregiver's Association, Connie Ford Siskowski.
- The Sunflower Coalition of Caregivers, Inc. was incorporated December 2000; obtained advance ruling as a tax exempt 501(c)(3) organization in July 2001 and opened the doors of Sunflower House in October 2002.
- Start-up funding came from the Community Foundation of Brevard, the Sendler Family Trust, Boeing Company and many in-kind donations.
- Founder and Executive Director is Marcia Mario, former Senior Geriatric Counselor at Circles of Care, Inc. a large mental health agency in Brevard. She recently resigned to lead Sunflower House full-time as a volunteer. She also has an extensive background in advertising and public relations. Ms. Mario was a family caregiver for her mother and now is caring for her mother-in-law.

Long Range Plans

- To keep services close to those who need them, a Sunflower House is planned for shopping malls in North and South Brevard as well as the current, Central Brevard location.
 - As our population ages, transportation will become an even greater challenge, with more and more people relying on public and private services.
 - Once the core programs and services have been established, replicating this within the county will be fairly easy. Each Sunflower House would have both county-wide information on programs and services, and also very limited, local programs (for example, in churches and synagogues).
-

•
•
•
•
•
•
•
•
•

- Within the State, long-distance caregivers need only access the Sunflower House located in each county to obtain detailed and up-to-date information on services and programs, connect to support networks and obtain volunteer assistance for their loved ones.
- As the Sunflower Network is established, a program called Caregiver-to-Caregiver will be able to link long distance family members with family members of residents in nursing homes, and assisted living centers, etc.
- Future programs that are planned for this model include creation of a neighbor-to-Neighbor Services Program that will be organized through our local network of pharmacies and designed to assist people to remain independent at home; a trained Nursing Home Volunteer Auxiliary designed to decrease depression and boredom, reduce use of medications, and prevent incidents of neglect and/or abuse; a general Family Council of family members of nursing home residents drawn from the facilities within the geographic area of each Sunflower House.