



Together we can bring kids home.

15th Anniversary Campaign.

Coastal Kids Home Care is initiating a landmark campaign to expand in-home healthcare and mental health services to children in the four counties we serve. Our goal is to raise a minimum of \$500,000 over the next two years. This will allow us to reach our goal to purchase and renovate an expanded facility for our compassionate team of providers, and offices to expand mental health counseling and other clinical counseling. Over the next decade this will allow us to provide compassionate services to over 6000 children coping with illness, disability or behavioral health challenges.

Who is Coastal Kids Home Care?

Coastal Kids Home Care is California's only provider of specialized pediatric home health services to children living with illness and disability in Monterey, Santa Cruz, San Benito and Santa Clara Counties. Since 2005, we have provided 64,000 visits to more than 8,800 children. Our mission is to improve the quality of life of children living with illness, disability or mental health challenges – helping kids through expert medical and mental health care and family support. Coastal Kids Home Care provides in-home skilled nursing, respite and shift care, physical and occupational therapy and a pioneering home-based pediatric palliative care program for children with life-limiting illness and those facing the end-of-life.

How is Coastal Kids Home Care funded?

Historically, Coastal Kids Home Care has maintained a ratio of 80% earned revenue to 20% contributed revenue. Earned revenue comes from private employer sponsored insurance plans and Medi-Cal; contributed revenue is from individual and corporate gifts, events and foundation grants. Coastal Kids spends 84% of our funds on programs and 16% on general and administrative support.

Why Coastal Kids Home Care?

According to KidsData there are approximately 12,000 children (ages 0-17) with complex special healthcare needs in the communities we serve – of these we estimate 3000 could benefit from in-home medical care. Currently we are caring for more than 600 children each year, but there are many more who need specialized pediatric home health and mental health services. Coastal Kids Home Care is the only pediatric home health agency in the four counties we serve.

What are Coastal Kids Home Care's programs?

Coastal Kids Home Care offers in-home pediatric care including skilled nursing, physical and occupational therapy and respite/shift nursing for children recovering from short-term illness or injury or those with serious illness like cancer. Our comprehensive home-based palliative care services offer families caring for children with a life-limiting diagnosis the option to care for their child at home with the support of pediatric specialty nurses to oversee, expressive therapists to manage pain and symptoms and social workers and licensed counselors to support the whole family. Coastal Kids Home Care also responds to

community demand for mental healthcare for children through offering bilingual, one-on-one counseling to children and teens.

Why a new facility for Coastal Kids Home Care?

In 2020, Central California Alliance for Health awarded Coastal Kids Home Care a capital planning grant to begin a successful campaign to fund a new facility for our growing team. This grant will provide 75% of our funding for the purchase and renovation of a facility.

A new facility for our agency means:

- Licensed therapists will be able to provide 940 counseling sessions to 80 children and teens with behavioral health needs each year – a 25% increase year over year.
- Shift and respite nursing will expand from 35,000 hours in 2019 to 120,000 hours in 2020 while more than doubling to number of families served – a 242% increase.
- Skilled pediatric clinicians will be able to conduct continuing education (CEU) seminars, expanding the supply of local RNs, LVNs and CNAs with vital experience in pediatrics.
- Pediatric Physical and Occupational Therapists will be able to offer clinic-based therapy to 15 families transitioning from home health or those who would prefer an office setting.
- Pediatric RNs and other clinicians will have the technology to support their home health visits leading to increased services and efficiencies –
 - 50% increase in palliative care admissions in year one, and 20% increase in the years to follow and a 5% increase year over year in home health admissions.
- Leadership, communications and administrative staff will have a facility in which to grow the future pediatric care needs in the communities we serve.

A new facility for Coastal Kids Home Care provides a home for our team of compassionate pediatric providers, from which to travel to the homes of children living with illness, disability and behavioral health needs in our community for years to come.

Why Coastal Kids Home Care now?

There are more than 3,000 children in our communities living with genetic conditions, rare diseases, disabilities and chronic or serious illness who require medical care that goes beyond regular physicals and trips to the pediatricians when they are sick. Their ongoing health problems—physical, behavioral, or developmental—can have significant impacts on their quality of life. For some of these children, their health problems can shorten their lives. Coastal Kids offers a safe harbor, providing expert medical and mental health care for children and support for the whole family – all in the comfort of home.

Key Statistics

- Children with special healthcare needs account for 40% of all healthcare costs despite making up less than 5% of the population of children in the counties we serve.
- Though advances in medical care have extended and improved their lives - obtaining timely, appropriate, and affordable care remains an obstacle.
- Providing medical care for these children is often complicated by social and financial factors.
- Due to high caregiving burdens, their families also experience more stress and difficulties with employment than other families.

- *Children with chronic or serious health issues are more likely to experience anxiety and depression and parents and sibling are more like to report anxiety and depression.*

How many kids does Coastal Kids Home Care serve now?

- 600 children each year receive more than 4400 in-home nursing and therapy visits.
- 50 children with life-limiting conditions access to home-based palliative care services.
- 80 children participate in 940 counseling sessions, helping them to cope with mental health challenges.

How many more will be helped as a result of this campaign?

- 5% increase in the number of children served and 10% increase in visits for children with home health needs.
- 20% increase in the number of children with life-limiting conditions accessing palliative care.
- 20% increase in the number of children accessing counseling to cope with mental health challenges.

What are the ongoing operational expenses associated with Coastal Kids Home Care?

- Coastal Kids Home Care annual budget is nearly \$3.5M of that 84% covers program and staffing, while 16% underwrites administrative and outreach expenses.
- The agency currently operates out of a 900 square foot space, managing a staff of 64 home health clinicians with a core administrative and management team of just 9.
- Other major expenses include technology (clinical, accounting and constituent software and computer equipment), mileage, insurance and financial oversight.

Why is Coastal Kids Home Care seeking a forever home now?

In partnership with the Central California Alliance for Health, Coastal Kids Home Care is seeking a grant in the amount of \$1.2M to fund the purchase of a building

Who is leading the campaign?

The campaign is being led by CKHC Board members Anker Fanoie and Aaron Johnson along with CKHC Executive Director Margy Mayfield, Development Director Kelli Mullen Brown. The complete list of campaign committee members can be found in the case statement.

How much money are you trying to raise? And by when?

Coastal Kids Home Care is seeking to raise \$1.5M over the next year to fund the purchase and renovation of a building. Already \$1M is pledged through a grant with Central California Alliance for Health and an additional \$62,000 has already been donated.

Can I make a pledge and pay my gift over time?

Yes, each gift can be customized to balance your need and campaign impact. Gifts can be paid for over time and we can provide you with information on sample plans for varying sizes of gifts.

Are naming and recognition opportunities available?

Naming opportunities will be available. Please contact Kelli Mullen Brown at 800-214-5439 or kbrown@coastalkidshomecare.org for more information on gift recognition information.