



200 Genesee Street • Utica, NY 13502

Toll Free: 1.877.844.9848

P: 315.733.9848 • F: 315.733.0247

email: NYWBC@aol.com

InnovateHER 2016 Competition Winner

- (i) Company Name: **Daughter for Hire, LLC**

Winning Team: **Kathleen Rutishauser and Denise Flihan**

Address: **500 Brett's Way
Whitesboro, New York 13492**

Phone: **(315) 725-2955**

Website: **www.Daughter-for-Hire.com**

Email: **info@Daughter-for-Hire.com**

- (ii) Host Organize: **Women's Business Center of New York State**

Address: **200 Genesee Street
Utica, New York 13502**

Phone: **(315) 733-9848**

Email: **nywbc@aol.com**

- (iii) Daughter for Hire provides non-medical care services to senior citizens in Oneida and Herkimer counties. They provide the types of services that allow senior citizens to remain living in their own homes and aging in place.

STATEMENT OF SUPPORT FOR DAUGHTER FOR HIRE

Daughter for Hire solves a problem for women and families. Understanding that most seniors want to age in place, in their own home, Daughter for Hire and its caregivers provide the services that fill the gap between what the senior is able to do at an advanced age and what needs to be done in order to maintain the senior's independence and safety. Daughter for Hire makes it possible for the family to continue to work and raise their families knowing that their parent is safe and their needs are being taken care of. When the family visits with their loved one, that time can be spent as child and parent, and grandchild and grandparent, rather than as caregivers. Also knowing that their family member is safe and happy brings peace of mind to the families of Daughter for Hire clients. Most important is the seniors are able to stay at home rather than going into a group living facility which makes a difference in the outlook and general happiness of these seniors.

The services provided by Daughter for Hire have a direct and measurable impact on the lives of seniors and their families in all communities. The backdrop of the demographics are that women comprise half of the workforce which leaves them pressed for time, their children are busy with sports and activities, and many children of seniors no longer live in the same city as their aging parents.

The predicament is time and the ability to be available to help their parents. If this were as simple as it may once have been decades ago, a stay at home mom can assist a parent with most of their needs. The issues that working or out of town families face with their aging parents are the ability to make sure that the parents are safe, the family's lack of time or proximity to ensure that medications are taken correctly, the ability to get their parents to their medical appointments and to assist with their loved one's daily needs.

Finances complicate the matter further. Not only do the children of seniors face the emotional pressures of wanting to take care of their parents, the reality of the situation is that the children cannot normally survive without their salaries, and the parents in many cases have limited financial resources which limit their choices further.

Daughter for Hire has the potential for commercialization. It was formed as a result of there being no clear cut solution for the owner's own senior family members in their area. What was originally going to be a forty hour per week job for one of the partners, turned into a profitable company employing 38. The demand for senior companion care services has been strong since Daughter for Hire began, with sales increasing significantly quarter over quarter. By next year, Daughter for Hire is on target to hire more employees for a total of 70 employees and they plan to expand into Saratoga County. They are also looking into developing a franchise model in order to franchise Daughter for Hire.

Based on data from the 2000 U.S. Census, there are approximately 50,000 people aged over 65 and above in Oneida and Herkimer counties in New York State. According to New York State Plan on Aging, 27% of that population has the resources for long term care. That equates to an approximate target market of 13,500 seniors in our geographic market.

One of their 2015 goals that they are working on since 2014 is to partner with a statewide homecare company which would enable them to receive reimbursement for the remaining 36,500 individuals who are covered by Medicare and Medicaid. This partnership would increase their available prospect pool by almost three times.

As evidenced by the growth in sales from 2013 to 2014 (116%), and their 202% growth in client base for the same period, there is demonstrated need in this area. As Daughter for Hire continues to gain market share, they will look to other markets within a radius of two hours to expand.

Daughter for Hire's business is scalable to take advantage of the increasing in their neighboring communities. As new clients are brought on board, they will hire accordingly. Our service model can be replicated in different markets for easy expansion, their ability to meet with their clients in their own homes, in any geographic area, diminishes the need for a physical location. The effectiveness of their brand development has led to requests for franchising opportunities.

Daughter for Hire's services fill a specific need in the marketplace because the issue that most seniors face as they age, is that they want to stay in their own homes for as long as possible, if not until the end of their lives. Daughter for Hire can assist with this issue with a little help or with a lot of help. As many seniors get older, they often times give up driving and physically are less able to maintain their homes, and deal with the challenges of everyday life. Tasks that they at one time took for granted, such as grocery shopping, changing the bedding, going to the basement to do laundry, and remembering to take their medication can become difficult, if not impossible to do. Daughter for Hire can assist with all of these services and they can solve the "daily problems", as well as to have an impact on the senior's safety, and overall satisfaction with life.

Daughter for Hire fills a need with both the senior and the family. They help the senior to live day to day in the comfort of their own home, and they give the family peace of mind that their loved one is safe and well care for when they cannot be with them.

A handwritten signature in blue ink, reading "Donna L. Rebisz". The signature is fluid and cursive, with the first name "Donna" and last name "Rebisz" clearly legible.

Donna L. Rebisz, Director of the Women's Business Center of New York State