

Make an informed choice

the
not-for-profit
difference
in services for seniors



A COMMITMENT TO CARING



THE ONTARIO ASSOCIATION OF NON-PROFIT
HOMES AND SERVICES FOR SENIORS



THE NOT-FOR-PROFIT

Caring for an elderly loved one can place a terrible strain on the family. But where do you turn when you can no longer cope? Who can you trust when you need help?

From *Meals on Wheels* delivering freshly prepared food to seniors in their homes, to registered nursing care for residents in long term care homes, the not-for-profit sector is dedicated to providing the services that help people make the very most of their lives.

In Ontario, long term care services are provided by not-for-profit organizations as well as for-profit operators. Both are funded by the provincial government.

But there are fundamental differences.

It is important that you understand these differences so when the time comes, you will be able to make an informed choice about the care of your loved one.

NOT-FOR-PROFIT MEANS:

- RE-INVESTMENT IN CARE
 - STRONG COMMUNITY SUPPORT
 - CHOICE FOR ONTARIANS
 - LOCAL ACCOUNTABILITY
 - INNOVATION AND EXCELLENCE
-

“...profit seeking diverts funds and focus from clinical care... we believe it unwise to entrust such vulnerable patients to profit seeking firms.”¹

Not-for-profits believe that services in the community should be governed by the people who live in and care about that community.

Not-for-Profits: Re-investment in Care

Not-for-profits use every surplus dollar to enhance and expand their services and operations.

With long term care homes specifically, both for-profits and not-for-profits are funded by the government and they essentially receive the same amount of money.

But there is a difference.

Not-for-profit operators that generate a surplus re-invest these monies to enhance or increase the level of service provided to residents. Additionally, not-for-profits typically contribute additional resources to their operation to further enhance the level of care and service provided.

For-profits, on the other hand, generate surpluses but they are allowed to keep them and withdraw these funds as profit for investors. These profits take money out of the long term care system which is funded through taxpayer dollars.

Recent Canadian research reported that for-profit long term care is more expensive, increases administrative and regulatory costs, and leads to pressure to lower standards.²

Not-for-Profits: Local Accountability

Not-for-profits are accountable to the public through elected representatives and charitable boards. This is a key element in ensuring the appropriateness and effectiveness of the programs and services delivered. We serve local people, with and through local people.

Our accountability is strengthened by greater transparency, including open councils and regular community meetings.

DIFFERENCE

Not-for-Profits: Strong Community Support

Not-for-profits are deeply rooted in the cultural, religious and geographic communities we serve. We have a proud history of caring. We are a dynamic sector that is at the heart of cities, towns and villages across Ontario.

Grassroots support of not-for-profits comes in many forms, including active involvement by local volunteers and generous financial contributions from friends and neighbours.

Every year, our professional caregivers are supported by tens of thousands of people – young and old – who volunteer their time. This creates strong linkages between not-for-profit providers and the larger community, and ensures they are sensitive to local needs.

The benefit of volunteerism is one of the added values of not-for-profit care, and one of the reasons that not-for-profits remain a cherished resource in the communities they serve.

Not-for-Profits: Innovation and Excellence

From the complex care requirements of the frail elderly to the needs of more independent seniors, not-for-profits have been at the forefront of innovation in service delivery.

Leaders in developing and delivering programs that meet the specific needs of people, we believe in service tailored to the individual. Those we care for deserve more than a one-size-fits-all approach.

The not-for-profit sector is where you will find a wide range of services and programs – Alzheimer day programs, supportive housing, caregiver education and support, respite care, foot clinics, community lunch programs, seniors' fitness programs, drop-in centers, music therapy, creative arts programs, friendly visiting, computer training and much more - developed for seniors living in the community and designed to enrich their lives and help them remain in their own homes for as long as possible.

Not-for-Profits: Choice for Ontarians

Not every senior will need long term care. But many will require at least some level of support. In fact, about half of Ontarians now believe that they or a loved one will likely need this support or service in the next 20 years.

For this reason, the public wants to be sure that there is a strong not-for-profit sector in place.

In fact, research shows that a majority of Ontarians want to maintain a balance between not-for-profit and for-profit delivery of these services.

In addition to government funding, not-for-profit homes annually contribute over \$100 million in extra funding toward their homes.

Not-for-profits are leaders in making services available to seniors living in the community to help them remain in their homes for as long as possible.



39 per cent of Ontarians prefer to have all homes operated solely by not-for-profit organizations. In comparison, only three per cent favour a purely for-profit system.

THE NOT-FOR-PROFIT DIFFERENCE

Now That You Know

Now that you know about the not-for-profit difference, you can make an informed choice. When you visit organizations, ask if they are operated on a not-for-profit basis. Ask to see the mission statement to find out what they are about and what they are trying to achieve.

There is a wealth of information at your fingertips. OANHSS offers an online resource centre where you can find current information about not-for-profit homes, housing and services for seniors available in your community.

We're here for you.

OANHSS – Leaders in Long Term Care

OANHSS members offer the most diverse and comprehensive network of care and support services in the province.

The Ontario Association of Non-Profit Homes and Services for Seniors (OANHSS) is a provincial, non-profit, charitable organization. For over 85 years we have been representing municipal and charitable long term care homes, seniors' housing, and community agencies that provide care and services on a not-for-profit basis throughout the province.

Make an informed choice



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Visit www.oanhss.org
for information on services and
connect directly with providers
in your area.



1 Does Investor Ownership of Nursing Homes Compromise the Quality of Care? *American Journal of Public Health*, September 2001.

2 Without Foundation: How Medicare is Undermined by Gaps and Privatization in Community and Continuing Care. Canadian Centre for Policy Alternatives, November 2000.