



Selfless
Care
Irreplaceable
Dedication
GRIT
Tired
Care
Sacrifice
Inspire
DSPs
Human
Essential
Support
Spirit

ANNUAL REPORT 2021



who **WE ARE**

Founded in 1970, ARRM is a nonprofit association of more than 200 provider organizations, businesses and advocates dedicated to leading the advancement of home and community-based services supporting people living with disabilities in their pursuit of meaningful lives.

OUR *members*

Our membership offers a broad range of Home & Community-Based Services to more than 34,000 Minnesotans living with disabilities. People served include those who live in their own homes, in adult foster care settings, and in other community settings.

Their work supports people with developmental, physical, and intellectual disabilities, as well as brain injury, autism, mental health needs, and more.

what **WE PROVIDE**



Advocacy



Data Analysis &
Research



Professional
Development &
Events



Industry
Communications &
Collaborating

MESSAGE FROM THE *ceo*

Much to our collective chagrin, 2021 looked a lot like 2020. We were so hopeful. With vaccines rolling out and PPE shortages subsiding, 2021 certainly had the potential to leave the woes of 2020 in the rearview mirror and for us all to begin a new chapter. Unfortunately, all we got were supply chain shortages, consumer price increases, and an exasperated workforce crisis pushing every DSP and residential provider organization to the physical and emotional breaking point.

At ARRM, we share in your exhaustion, but we also remain in awe at your unwavering commitment to the individuals you support. Throughout the first year of the pandemic, we were all inspired by the resilience and determination of the disability services industry. As we traveled through the second year, a new theme became apparent to all of us at ARRM – unequivocal **GRIT!**

Every day, we see DSPs, managers and other support staff push themselves to new limits, refusing to let COVID-19 break them. This **GRIT** is what will get us through these challenges, and we at ARRM stand with you to do whatever we can to help lighten the load. We will continue banging down the doors of government to get DSPs the fair wages they deserve. We will continue sharing your story with media outlets around the state so that everyone knows this industry is fueled by the heart and strength of its workers.

The fight goes on and ARRM is here to fight with, and fight for **YOU!**

Together,

Sue Schettle

Sue Schettle
CEO, ARRM



MEMBERSHIP & FINANCIAL SUMMARY

NEW ARRM MEMBERS IN 2021

Bakken House
Debbie's Retreat on the Lake
Gentle Haven
Inspired Home Care Services, Inc
Kristin M Zachman AFC
Lake Country Supported Living Services
Lifeworks Care, LLC
Lotus Care, LLC

McClanahan AFC
Natalie Rankins AFC
Olson Homes
The Way Home
U R Home LLC
Waters Edge AFC
Willow Acres
Winter Family Care, LLC

NEW ASSOCIATE MEMBERS

DCI

Night Owl Support Systems

SafeinHome

A GROWING ASSOCIATION

+11%

organizational
membership growth
over one year

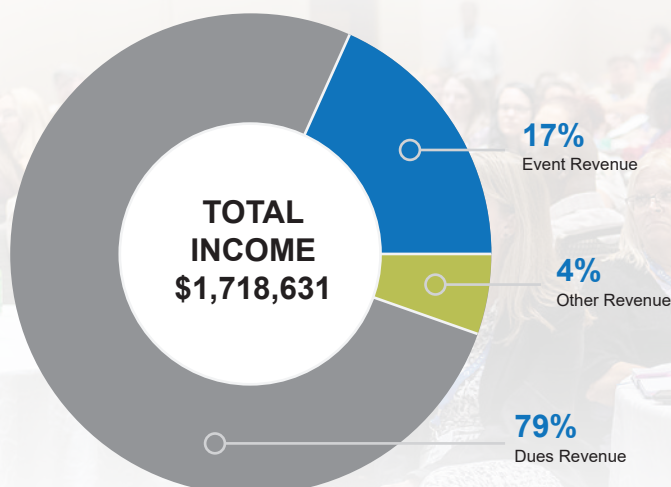


In addition to adding 16 new organizational members in 2021, ARRM also obtained a **99.3% retention rate** among existing members!



FINANCES OVER TIME

	2019	2020	2021
Revenue	\$1,517,822	\$1,343,411	\$1,718,831
Expenses	\$1,473,696	\$1,245,028	\$1,607,364
Change in Net Assets	\$44,126	\$98,383	\$111,467



FINANCIAL *highlights*

Association income increased 27.9% in 2021, largely due to:

- The DHS Innovation Grant
- Strong events and education revenue
- Membership base growth

Among increased expenses for the association was a structured buyout of ARRM's office lease in September.

EVENT *highlights*



551 ATTENDEES

ARRM
**BUSINESS &
FINANCE
FORUM
2021**

167 ATTENDEES
(Summer)

88 ATTENDEES
(Winter)

safely GATHERING AS AN INDUSTRY

EVENTS AND EDUCATION HIGHLIGHTS

Disability Services Day at the Capitol

With access to the State Capitol restricted due to the pandemic, Disability Services Day at the Capitol went virtual, bringing together more than 625 disability advocates to rally and meet with their state legislators. While the virtual event didn't have the same energy of more than 1000 advocates in-person in the State Capitol rotunda, attendees continued to show off their handmade rally signs and show their support for their support staff and one another at a critical time.

After the rally, individuals served, Direct Support Professionals and other advocates met with more than 150 state legislators, demanding that they prioritize funding for disability services in the 2021 state budget.

FORWARD Annual Conference

ARRM's cornerstone summer event returned in 2021, marking the first in-person event for ARRM since Disability Services Day at the Capitol in March 2020. Despite possible attendee apprehension regarding COVID spread, every health precaution was taken and more than 550 paid attendees and exhibitors gathered at Mystic Lake Center in Prior Lake for two days of marquee learning and networking. New in 2021 was a restructured agenda, with the summer Business and Finance Forum occurring on day one of the two day event, and Forward Annual Conference filling out the second day. The conjoined format of these two events boosted BFF attendance to more than 160 attendees.



STAYING ENGAGED *virtually*

ARRM's slate of virtual offerings continued and grew in 2021, offering members new opportunities to advocate on behalf of the disability services industry, and stay up-to-date on topics like COVID-19.

'Q&A w/ DHS & MDH'



24 calls
throughout 2021

4,906

total attendees



*204 Attendees per
Call Average!*

District Dialogue

chat with your legislators



Five events
covering nine
legislative
districts

150+ residential
providers
educating
legislators on
state of the
industry



Melissa Wiklund

Chris Dettling

Marcus Skallm...

Franzen

Kenneth Bence

Steve Elkins

ONLINE *governing*

Much like the 2020 session, COVID-19 kept the doors to the State Capitol locked and the public excluded while state legislators worked to set a two-year state budget.

With limited access to legislators, ARRM fought to ensure HCBS Waiver providers were not forgotten and that any budget agreement provided necessary resources to a strained and exhausted support industry.

increased FUNDING HELPS PROVIDERS NAVIGATE COVID

The economic uncertainty of 2020 had many fearing a looming budget deficit during the 2021 session, just as legislators were tasked with approving a two-year state budget. The infusion of federal dollars from the American Rescue Plan Act (ARPA) and a positive budget forecast in December 2020 changed the direction of the session and allowed for critical funding investments to not only move forward but be moved up in their start date.

With Minnesota's allocation from ARPA and other funds, ARRM successfully lobbied legislators to make critical financial investments in disability services including:

- Move up scheduled 9.4% DWRS increase from July to January 2022
- Launch grant opportunities to address workforce shortages, support rural providers and increase assistive technology access
- Appropriate money for bonus payments for frontline workers
- 5% increase for ICF services and adjustment to the 'Services During the Day' rate
- Reimbursement funding for DSPs and PCAs for providing support for short-term hospital stays



**SUPPORT
OUR
SUPPORTS**
#SeeOurDSPs



CONGRESS MOVES TO KEEP AMERICANS *afloat*

Throughout 2021, the federal strategy to combat COVID-19, and subsequent policy to fund those measures, provided rapid relief to many Americans and organizations struggling to weather a pandemic-ravaged economy. For disability services, funds provided via the American Rescue Plan Act provided a vital safety net.

There were also proposals seeking to massively expand America's social safety net, primarily through President Biden's cornerstone legislative initiative - the Build Back Better Act.

American Rescue Plan Act: Written into law on March 11, 2021, the American Rescue Plan Act (ARPA) promised widespread relief to almost every American. Included in the legislation was a one-time, \$1,400 stimulus payment for those making under \$75,000, or married couples making under \$150,000. For workers in the disability services sector, this payment represented a large-scale cash infusion to a workforce with languishing wages. For organizational providers, another impactful provision within ARP was the 10% temporary FMAP increase. This increase, which lasted for one year, brought in over \$400 million dollars to Minnesota and came with specific rules and regulations as to how the state can spend the money. Throughout the remainder of 2021, the state only spent part of the full allocation, leaving considerable dollars remaining for future relief.

Build Back Better Act: Despite being a signature priority for the new administration, Congress was unable to garner the votes necessary to advance President's Biden Build Back Better Act. Included in this landmark legislation would be an additional \$150 billion to Home and Community-Based Services.

LETTING OUR DATA TELL *our story*

Three large-scale surveys conducted in 2021 assisted ARRM in shaping and delivering our narrative to key stakeholders.



2021 Industry Report

- 33% Response Rate
- 8.4% increase in wages
- Vacancy climbs to 19.3%
- Housing expenses lead to \$26m loss



Residential Setting Closure Survey

- 66 Responding Orgs
- 54% of C/FRS said their org reduced capacity
- 25% noted closures are permanent



Staffing & Workforce Crisis Survey

- 49 Responding Orgs
- People Supported by C/FRS Dips 2.4%, Day Services Down 41.4%
- Low pay cited as most common identified reason for staff departure (20.7%)

improving CARE THROUGH POLICY

COVID-19 and Minnesota's political climate put an added emphasis on the need for compelling data, interactive resources, and advocacy in unusual channels.

With the legislature moving up planned DWRS rate increases, ARRM developed a series of rate estimation calculators to assist members in more accurate organizational budgeting.

Waiver Reimagine moved into its second phase, which is focusing on:

- Reshaping the four current disability waiver programs into a two-waiver structure
- Transitioning to individualized budgets for people who use disability waivers
- Increasing access to and options for self-directed services

ARRM's policy analysis and advocacy moved into the courtroom, with ARRM pushing back on a proposed DHS rule change to the random sample extrapolation procedure used to recover potential overpayments. If adopted, this would have exposed residential providers to an unknown financial liability at a time when organizational budgets were already strained due to COVID-19.



strategic COMMUNICATIONS PRIORITIES



INCREASE
FOLLOWING AND
ENGAGEMENT



SIMPLIFY EMAILS IN
CROWDED INBOXES



ENHANCE
ASSOCIATION BRAND



GROW MEMBERS-ONLY
COMMUNITIES

digital burnout

FUELS COMMUNICATIONS FATIGUE

As digital burnout spiked throughout 2021, ARRM sought new ways to connect with members, the public, and key stakeholders. Traditional mediums like Facebook and email struggled as inboxes and news feeds became flooded and time availability became constrained.

One significant area of growth during a challenging era for communications was the rollout and utilization of the member-only communities on the new ARRM.org website.

NEW ARRM.ORG WEBSITE

Launched in May 2021, the new ARRM.org website offered a unique user experience that allows members to interact and collaborate amongst themselves in a controlled and secure setting.

713

User Accounts
Created

13,214

Unique Visitors per
Month (Logged
Daily)

96

Discussion
Threads Created
on Open Forum

330

Open Forum
Responses



Facebook
Following

713

New Likes

30k

Avg. Monthly
Page Reach

(▼ 8% from 2020)

19

Engagements
per Post

(▼ 27% from 2020)



Emails
Delivered

275,787

21.3% Open Rate

(▼ 13% from 2020)

15.4% Click Rate

(▼ 21% from 2020)

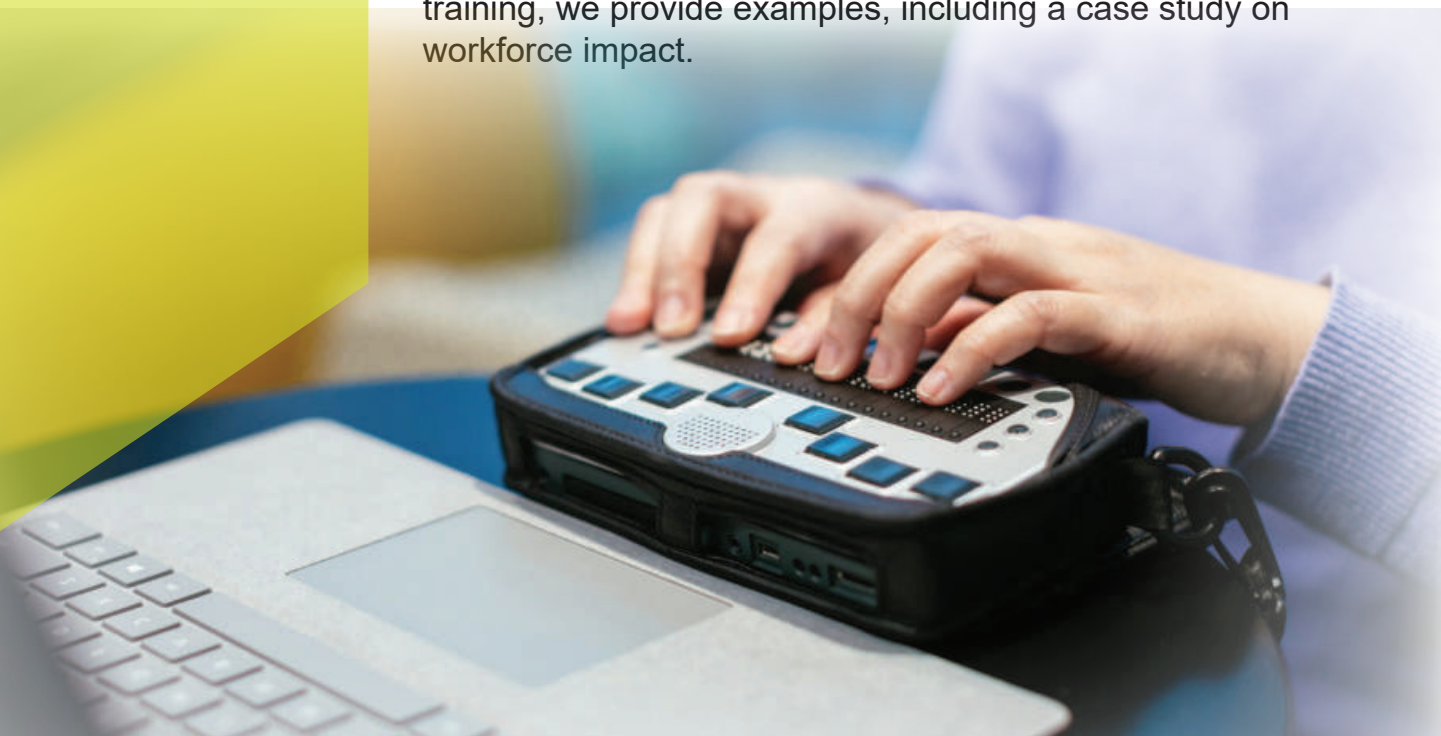
innovation grant **SUPPORTS** **ASSISTIVE TECHNOLOGY GROWTH**

In 2021, ARRM and its Technology Resource Center were awarded the highly competitive Innovation Grant from the Minnesota Department of Human Services. The grant application focused on increasing the use of technology, both in Remote Supports (RS) and Assistive Technology (AT) for people living with disabilities. In January, ARRM hired a contract program manager to coordinate AT trainings for county/lead agency case managers across the state, service providers, and individuals living with disabilities and their families. ARRM worked closely with providers and vendors who make up the Technology Resource Center Work Group to offer 10 web-based training sessions to county case managers.

The trainings were originally designed to be offered in-person in each region and tribal jurisdiction. Because of COVID, all trainings transitioned to being offered via Zoom with live presentations from qualified, experienced Assistive Technology professionals.

As a result of ARRM's TRC trainings:

- Case managers increased the use of remote monitoring and Assistive Technology.
- County case managers in each region completed the TRC curriculum, including staff from 57 Minnesota counties and two counties in Iowa, as well as 25 lead agency organizations.
- Providers participated in Tech 101 training. As part of the training, we provide examples, including a case study on workforce impact.



WHO WE *are...*

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