

Fanny Moncada builds her new business on personal experience

Posted by Village Mill under Business, All Stories

By Lynda Raines

Copy Editor

Poplar Grove resident Fanny Moncada started her franchise business, Home Helpers[®], based on the need for a little extra help in her own bustling household.

Moncada and her husband Julio had been married for a decade when they adopted two infant daughters within two years. Before becoming parents, Fanny and Julio enjoyed busy careers and traveled often. As they quickly discovered, parenting two small children had its own set of challenges. “I had no one to help me when I adopted my babies,” Moncada says.

The Moncadas’ daughters, Sofia and Isabella, are now 6 and 7 years old, and as of December, Julio’s elderly mother has become part of the family.

The delicate balancing act of raising active small children while also tending to the needs of an elderly parent can deplete the precious resource of time in even the most organized of people. Moncada defines herself and Julio as members of “the sandwich generation”—those who are caring for both young children and elderly parents.

The Moncada family now has weekly and weekend companions for Julio’s mother, which, Moncada says, gives the family the gift of time. “It gives us the freedom to enjoy her company. Her needs are being taken care of.

While researching information about care for elderly parents, Moncada discovered Home Helpers and knew she wanted to pursue a career helping others.

Home Helpers

Cincinnati-based Home Helpers was founded in 1997 and is the nation’s leading senior care franchise specializing in non-medical and personal care and companionship for seniors, new mothers, those recovering from illness or injury, and individuals facing lifelong challenges. Home Helpers has over 750 franchise branches in the U.S. and Canada. In her Home Helpers business, Moncada trains compassionate caregivers and matches them with clients in need of help for a few hours or a whole day.

Companionship services, activities for the body and mind, and day-to-day tasks include: bathing, dressing, feeding, and personal hygiene; scheduling and transportation to doctor's appointments; helping with errands; grocery shopping; caring for pets, picking up prescriptions; visiting friends and neighbors; reading mail and writing letters; playing cards and games; scrapbooking; visiting the library; watering plants; taking care of laundry and ironing clothes; preparing meals; making the bed; arranging for home repair and lawn services; and other daily tasks.

Julio Moncada handles the financial aspect of the business. "He is good at that," Moncada says.

Strict Screening of Employees

"Home Helpers Compassionate Caregivers are employees, not subcontractors," Moncada says, "and the guidelines and requirements for Home Helpers employees are very strict."

Moncada screens each potential Home Helpers employee, including conducting a background check and a department of motor vehicles driving records check. "Our employees must also be multi-lingual," Moncada says.

Moncada says the growing diversity in Brandermill and other areas has created a need for multi-lingual employees in many industries. Moncada's own home is bi-lingual—she and her husband and their daughters speak English and Spanish, while Julio's mother speaks only Spanish.

A Win-Win Situation for the Community

An in-home consultation concerning the specific needs of a prospective client is conducted so that Moncada can provide a tailor-made match with a caregiver.

Moncada says her business educates people on how to care for aging parents and those who need care in the Brandermill community.

Moncada feels her business provides the answer for many who are struggling to balance a "sandwich generation" family and also offers an option for those who may have other needs that necessitate a non-medical caregiver.

"We want to fill the need of clients as well as those of people who need jobs," Moncada says. "I want to educate people on how to care for aging parents. I want to help people who don't know where to start."

Home Helpers is located at 3505 E. Boundary Terrace, Suite B. For more information about Home Helpers, please call Fanny Moncada at 744-1416 or visit the website at www.HomeHelpers.CC.