

A Helping Hand



A Helping Hand is the newest Outreach Member in the FUEL Business Incubator.

"I designed my business around my inspiration, my mother, who was 94 years old and still living in her own home," owner Barbara Massie said. "Because she lived out-of-state, finding non-medical caregiving services proved to be very challenging and limited. At the time, I was looking for a career change, and because of my own experience with my mother in finding assistance, I realized there was a shortage and a definite need, and it paralleled my desire to help others."

Barbara started her business in November 2017 with a goal of providing the level of care she would give to her own mother. A Helping Hand offers in-home, non-medical caregiving services, such as companionship, general errands, transportation to and from appointments, light housekeeping and assistance with meals. Services are tailored to the individual client's needs.

Barbara and her staff provide services at the client's home or to assist in transitioning to an assisted living or nursing home. They can continue services after placement in a facility, if requested, because of the special bond built by caregivers.

Services can be provided daily, weekly, or as frequently as desired. Each relationship begins with a complimentary one-hour consultation. Clients are not committed to a long-term contract. Serving not only the elderly, Barbara and her team also assist working parents and families who need a break in providing care.

Barbara matches her employees to her clients to ensure the best care and nurturing. "It's a comfort thing," Barbara said. "I have to pair personalities to the person who needs assistance and then introduce them gradually to develop comfort and trust. I stay interactive with all clients and their ever-changing situations. I want to be sure everyone's needs are being met. My desire is to help people stay in their homes as long as they possibly can or want to.

"This is the most rewarding and challenging experience throughout my career. I've been fortunate to become an Outreach Member of the FUEL Business Incubator in January. The incubator setting works wonderfully for me because I don't need a storefront at this time, yet I periodically need a conference room and a place to meet with potential clients or their families. I also appreciate the mentor services that FUEL provides as well as other benefits."