



Corporate Leadership Council Partner Proposal 2011-2012

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Partnership



The Corporate Leadership Council collectively affects the lives of family caregivers through shared wisdom and expertise in providing funding, services and programs to this audience. All members of the Corporate Leadership Council are committed to NFCA's mission of empowering family caregivers to act on behalf of themselves and their loved ones and to remove barriers to health and well-being.

Membership in NFCA's Corporate Leadership Council provides your company the opportunity to:

- Align with a cause that resonates with your employees and customers;
- Benefit from ongoing marketing exposure to family caregivers;
- Learn about the latest ideas and trends in family caregiving; and
- Participate with colleagues within the Council to share and discuss ideas, and discover new ways to collaborate.

NFCA's Reach:

During the year, NFCA, together with its Corporate Leadership Council Members and nonprofit partners, will reach hundreds of thousands of family caregivers through:

- **Online, Print, and Radio Promotions.**
E-Mail newsletter, blogs, online bulletin boards, online caregiving coordination service, and partner recognition pages.
- **Family Caregiver Education.**
NFCA's *Take Care!* newsletter, regularly updated website, on-demand webinar series and educational teleconference series provides ongoing education to family caregivers. Welcome packets for new Family Caregiver members, including the complete Education and Empowerment series of educational pamphlets.
- **National News Media.**
From January 2010 – June 2010, NFCA appeared in 481 articles and news stories nationwide, reaching a potential audience in excess of 140,000 readers and viewers.
- **Expansion of Volunteer Network.**
Currently operating in 44 states and Puerto Rico, our volunteers are bringing NFCA messages and materials closer to home with a personal touch. This program will grow exponentially in 2012 with the introduction of a new program.

Value:

Make a real difference in the lives of family caregivers who play a major role in the care and safety of their loved ones, many of whom are your customers and employees. By joining NFCA's Corporate Leadership Council, you have the opportunity to:

- Benefit from ongoing marketing opportunities.
 - Increase reach to target audiences through online promotions and select outreach.
 - Benefit from local and national media exposure through alignment with NFCA.
- Enhance employee relations by providing support materials and resources.
- Collaborate with other like-minded private sector companies around a cause that touches every aspect of your business and your life.
- Have the opportunity to stay apprised of the issues that are facing family caregivers to ensure that messages, positioning, and services are in line with the needs of this important segment of the population.
- Regularly access experts in family caregiving

Family Caregiving In America

Caregiving is an inherently difficult role, replete with the emotional strains of watching a loved one deteriorate physically and/or mentally while trying to balance work and home responsibilities, and finding needed services and supplies with little or no guidance. These challenges are inflamed by extreme stress, emotional overload, and a sense of isolation.

Caregiving is still primarily a woman's job and many women are putting their career and financial futures on hold as they juggle part-time caregiving and full-time job requirements. This is the reality reported in *Caregiving in the U.S. 2009*, a comprehensive examination of caregiving in America. This study of the legions of people caring for adults, the elderly, and children with special needs reveals that 29% of the U.S. adult population, or 65.7 million people, are caregivers, encompassing 31% of all households. These caregivers provide an average of 20 hours of care per week.

Caregiving in the U.S. 2009 findings:

- American caregivers are predominantly female (66%) and are an average of 48 years old. Most care for a relative (86%), most often a parent (36%).
- Seven in 10 caregivers care for someone over age 50.
- 28% of high burden caregivers report that caregiving has had a negative impact on their health.

Caregiving in the U.S. was conducted for the National Alliance for Caregiving in collaboration with AARP. The study replicates similar studies conducted in 2004 and 1997 and includes, for the first time, a sampling of those caring for children as well as those caring for adults over the age of 18.

In April 2011, NFCA conducted a survey of its membership in partnership with CLC Founding Partner Allsup, Inc.

NFCA's findings include:

- NFCA members are heavy burden family caregivers, providing an average of 5.9 IADLs and 2.6 ADLs daily.
- 84% are very or somewhat concerned about taking care of their personal health. Not enough respite care/down time (84%), meeting monthly financial needs (76.5%) and feelings of isolation (75%) rounded out the top NFCA member family caregiver concerns.

Your company can leverage its position on NFCA's Corporate Leadership Council to **make a tangible difference in the lives of family caregivers.**

NFCA's Strategic Priorities

NFCA's mission is to

empower family caregivers to act on behalf of their loved ones and remove barriers to health and well-being.

NFCA envisions

an America in which family caregivers lead full and productive lives, free from depression, pain, isolation, and financial distress.

NFCA impacts the lives of family caregivers by

■ Educating Family Caregivers

NFCA helps hundreds of thousands of family caregivers relieve their isolation, develop skills for finding help, advocate for themselves and their loved ones in healthcare settings, and understand the complex family dynamics that caregiving creates. Family caregivers recognize NFCA as a trusted voice whose spokespeople walk in their shoes and truly understand what it means to be a family caregiver. Through print publications, the web, phone, media, and in face-to-face interactions in communities, NFCA is there for family caregivers.

■ Building Community

NFCA has been very successful in growing its community of family caregivers. This growth is a result of our own outreach, and that of our nonprofit, foundation, and private sector partnerships. For NFCA, community happens in multiple ways – through direct contact with our state-based volunteers, through the interactive elements on our website such as the family caregiver story project, and through the very popular on-line forum. Community, and the support found therein, is one of the greatest sources of comfort for family caregivers.

■ Advocating for Systemic Health Care Reform

NFCA has a demonstrated ability to inform public policy decisions. Legislation such as the National Family Caregiver Support Program and the Lifespan Respite Act has been enacted. There is an unprecedented opportunity to fundamentally change the way healthcare is provided and paid for, and NFCA is a strong and active participant in these discussions.

■ Appreciating Family Caregivers

In 1994, NFCA launched the first ever celebration of family caregiving declaring National Family Caregivers Week. Recognized by President Clinton when he signed the first proclamation in 1997, the week soon became a month. In the 2009 National Family Caregivers Month proclamation, President Barack Obama stated, "The true strength of the American family finds its roots in an unwavering commitment to care for one another." Every year, NFCA coordinates National Family Caregivers Month as a time each year to thank, support, educate and empower family caregivers.

Partner Benefits

NFCA works with each prospective member of the Corporate Leadership Council to develop a benefit package that meets both the partner's and NFCA's strategic goals. Typically, partner benefits provide several opportunities for recognition, outreach, and opportunities for collaboration. Benefits will continue for a 12-month period, with emphasis around National Family Caregivers Month.

Members of the Corporate Leadership Council enjoy TWO different types of benefits: Annual and Custom.*

Annual benefits include* :

■ Alignment with Family Caregiving

- Use of the "Corporate Leadership Council" logo for use on select materials and websites
- Listing on the NFCA website as a member of the Council. Your logo will link visitors to the landing page of your choice (subject to approval).
- Recognition in a listing of the complete Council in the Fall 2010 issue of *Take Care!* Newsletter, both the print and electronic versions. The Fall issue highlights NFC month activities.
- Recognition on the 2010 printing of the Education and Empowerment series of educational materials.
- Listing on the NFCA website resources section with link.

■ Access to Family Caregivers

- Submit an article for our quarterly newsletter *Take Care!*
- Reach family caregivers with a time sensitive message through the monthly E-letter
- Partners are eligible to place a tool in the family caregiver toolbox (new web site feature coming soon) – ask for details of this exciting new opportunity!

■ Collaboration

- Participate in the Council Roundtable. The Council Roundtable provides a forum to share ideas, discuss trends in caregiving, and discover new ways to collaborate. There are 3 Council meetings per year, two via teleconference, and one in-person meeting, held in Washington, DC.

■ Benefits for your employees

- Caregiving Coordination Service. Council Members can license a co-branded or branded version of NFCA's online employee caregiving coordination service through Lotsa Helping Hands at a discount. This service is designed to support employee caregivers, and those around them, with coordinating the daily tasks that become a challenge during times of medical crisis, caregiver exhaustion, or when caring for an elderly parent or other loved one over an extended period. The service will include resources from, and links to, NFCA. (www.nfca.lotsahelpinghands.com)
- On-demand webinar. Offer your employees the opportunity to benefit from our proven curriculum: *Communicating Effectively with Healthcare Professionals*.

*not all benefits accrue at all membership levels, see chart below

Custom benefits **may** include:

- **Access to Experts**

Partners can benefit from access to experts in family caregiving. NFCA senior staff is available to advise your programming and education efforts to ensure best possible messaging and communication with family caregivers.
- **Access to Family Caregivers**

Partners can benefit from access to family caregivers. In addition to the quarterly newsletter and monthly e-letter content benefits, NFCA can distribute surveys to members on your behalf. Partners can also provide content for a condition-specific educational page on the NFCA web site.
- **Advocacy**

NFCA can work with your company on policy issues of mutual concern, customize messaging and advise on current family caregiving policy issues.
- **Custom Content**

NFCA can work with your company to co-create educational materials designed to reach a specific audience.
- **Volunteer Network**

As appropriate and reasonable, partners may distribute approved educational materials to family caregivers through our growing network of state-based volunteers who spread the NFCA message to both family caregivers and professionals in their communities. Partners may elect to sponsor the volunteer network or co-brand the delivery of NFC month educational materials.
- **Web Content**

Partner's benefits may include use of our proven content on the partner's web site. NFCA can edit our content assets to address your audience and programmatic goals.

Chart of Annual Benefits

	Founding Partner	Family Partner	Caring Partner	Friend	Supporter
<i>Limited Exclusivity</i>	\$100,000 <i>1 opportunity per industry segment</i>	\$50,000 <i>5 opportunities per industry segment</i>	\$30,000 <i>unlimited</i>	\$15,000 <i>unlimited</i>	\$7,500 <i>unlimited</i>
Alignment with Family Caregiving					
Corporate Leadership Council membership and use of NFCA Logo Marks	NFCA & Council logo	NFCA & Council logo	NFCA & Council logo	Council logo only	Council logo only
Listing on NFCA website	CLC member & Resource List	CLC member & Resource List	CLC member & Resource List	CLC member & Resource List	CLC member & Resource List
Listing on select print and e-publications. Prominence and branding may vary	logo	logo	prominent listing	name only	name only
Announcement of CLC Membership in Take Care! Newsletter	Introduction plus NFC Month listing	Introduction plus NFC Month listing	Introduction plus NFC Month listing	NFC month Listing	NFC month Listing
Access to Family Caregivers					
Advertorial-style article in Take Care! Newsletter with link	2 articles	1 article			
Monthly E-Letter	3 messages with link	2 messages with link	1 message with link	listing with link	
Website Toolbox	2 tools	1 tool	1 tool		
Collaboration					
Leadership role in Council Roundtable	X	X			
Participation in Council Roundtable	X	X	X	X	X
Custom Benefits	X	X	X	X	
Employee Benefits					
Discounted branded or co-branded version of NFCA's Lotsa Helping Hands employee caregiving coordination service	10% discount	10% discount	5% discount	5% discount	5% discount
On-Demand Webinars	Free for 2 weeks twice a year	Free for 2 weeks			

CLC Partners FY2011



Founding Partner



Partner Participation

The Corporate Leadership Council increases the overall capacity of NFCA to fulfill its mission. NFCA accepts financial support from corporations to increase the dissemination of information and education to family caregivers, the professionals and organizations that serve them, and the public. NFCA's employs corporate resources to develop, produce and implement NFCA mission-related programs, materials and activities.

Corporate partners must demonstrate a commitment to:

- ethical business practices
- safe products and/or services
- customer service and satisfaction
- employee health and well-being
- community service

Corporate partners should be able to demonstrate:

- a focus on reaching NFCA's primary audiences
- a favorable image among key audiences
- a history of creating long-term partnerships with nonprofit organizations

NFCA will not engage in corporate relationships with the following:

- Tobacco companies (This exclusion may not extend to otherwise qualified subsidiaries.)
- Companies providing products or services that could be perceived as dangerous, unhealthy, or environmentally unsafe (e.g., extreme sports equipment, firearms, or chemical agents)
- Food companies with an unhealthy public positioning (e.g., fast food restaurants, candy companies, junk food companies)
- Alcohol companies
- Companies with web sites that display advertisements for pornographic web sites (even if not under their direct control, such as with 'banner exchange' services)

Additional criteria for exclusion may include:

- unfavorable reputation in the marketplace
- recent negative press
- current or pending legal investigations

NFCA applies the following criteria when evaluating corporate relationships:

- **Independence:** NFCA will exercise independent judgment in all its decision making related to any corporate relationship.
- **Mission-related benefit:** The relationship must provide a meaningful mission-related benefit to the particular constituencies of NFCA or the general public.
- **Adherence:** The relationship must adhere to all applicable state and local laws and regulations.
- **Consistency:** NFCA will not enter into a relationship with a product or corporation that is inconsistent with NFCA's principles, public positions, policies or standards.
- **Privacy:** Corporations with which NFCA has a relationship must agree to protect the privacy of NFCA members who participate in any corporate sponsored program and must agree not to sell the names of NFCA members to another entity.
- **Endorsement:** As a general rule, NFCA will not provide official endorsements of products or services, such as clear public statements from NFCA attesting to the value of a particular product or service.

NFCA Board of Directors

OFFICERS

JIM PAGLIA, President/CEO (Owner)

In's & Out's, LLC.

Chesterton, IN

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ANDREA COHEN, Co-Founder and CEO

HouseWorks

Boston, MA

Secretary

ELIZABETH PEARSON, President, Managing Attorney

Pearson & Bernard PSC

Covington, KY

Treasurer

DIRECTORS

ERIC S. BERGER, CEO

Home Health Advocacy

Washington, DC

HAL CHAPEL, Co-Founder and CEO

Lotsa Helping Hands

Sudbury, MA

RUBEN KING SHAW, Chairman and CEO

Mansa Capital, LLC

Boston, MA

CHERI LATTIMER, President

CMI

Little Rock, AR

SUZANNE MINTZ, President and CEO

National Family Caregivers Association

Kensington, MD

DEAN STEPHENS, President and COO

Healthline Networks

San Francisco, CA

Click here for additional information about the members of NFCA's Board:

http://www.thefamilycaregiver.org/about_nfca/board_and_staff.cfm

Honorary Board

HONORARY BOARD MEMBERS

In addition to our voting board, NFCA's honorary board includes:

Senator Charles Grassley (R-IA)

Senator Barbara Mikulski (D-MD)

Ken Dychtwald, PhD - President/CEO The Dychtwald Group

Irene Pollin, MSW – Founder/Chairman

Sister to Sister: The Women's Heart Health Foundation

Senator Olympia Snowe (R-ME)

Judy Woodruff – Senior Correspondent for “The News Hour with Jim Lehrer”

Dana Reeve – (Deceased) Honorary Board Member 2000 - 2006

SPECIAL ADVISOR

Cynthia (Cindy) Fowler, NFCA Co-Founder

Vice President, Graves Fowler Creative

Sacramento, CA

Staff

Suzanne Mintz, President and CEO

Lisa Winstel, Chief Operating Officer

Christal Willingham, Director of Finance and Program Administration

Elizabeth Fernandez, Administrative Specialist

Mark Gibbons, Executive Assistant

Sandy Rogers, Newsletter Managing Editor

Joni Blymire, Graphic Design