



NATIONAL FAMILY CAREGIVERS ASSOCIATION

OVERVIEW NFCA'S CORPORATE LEADERSHIP COUNCIL

THE CORPORATE LEADERSHIP COUNCIL

Building on the success of our nonprofit corporate partnership efforts, the National Family Caregivers Association (NFCA) is pleased to introduce – for the first time – a new campaign for Corporate Partners, called the Corporate Leadership Council (the Council). For 15 years, NFCA has provided services and education to family caregivers, and much of this effort has been made possible by the support of America's business community. This year, through the Council, we are partnering with companies across the country to engage with them in new and exciting ways.

Membership in NFCA's Council provides companies the opportunity to:

- Align with a cause that resonates with their 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.

FAMILY CAREGIVING IN AMERICA

There are more than 50 million family caregivers in America, providing more than 80% of all long-term care services.¹ One quarter (25%) of these family caregivers commit more than 20 hours each week to caregiving.² A typical family caregiver is a 46-year old woman, who is married and caring for her mother, who does not live with her.³ 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 difficulties are often compounded by extreme stress, emotional overload, and a sense of isolation.

NFCA reaches hundreds of thousands of family caregivers through online, print, and radio promotions; the national news media; and the expansion of our volunteer network. Ultimately, we wish to impact the lives of family caregivers by:

- Enhancing the capabilities and building the confidence of family caregivers through education and active engagement.
- Strengthening the community and overall environment that family caregivers experience so they are better able to believe in themselves, protect their health, reach out for help, and speak up for their rights.
- Influencing the public and policy makers to bring about the systemic changes needed to improve the overall health and wellbeing of family caregivers and their loved ones.

¹ Agency for Healthcare Research and Quality (2000); *The Characteristics of Long-Term Care Users*. Silver Spring, MD: AHRQ. Health and Human Services, National Family Caregivers Association, *Random Sample Survey of Family Caregivers*, Summer 2000, Unpublished

² Caregiving in the U.S., National Alliance for Caregiving and AARP, 2004

³ Ibid

NFCA's STRATEGIC PRIORITIES

NFCA's staff and Board of Directors have developed the following Strategic Priorities to direct the organization's efforts and realize maximum impact on family caregivers. We look forward to engaging with Members of the Corporate Leadership Council to leverage and enhance these priorities.

- 1. Educate Family Caregivers.** Today, 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.
- 2. Strengthen the Community of Family Caregivers.** 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 the pen pal program, and through the development of geographically specific E-communities designed to foster helping relationships between family caregivers. Community, and the support found therein, is one of the greatest sources of comfort for family caregivers.
- 3. Advocate for Systemic Healthcare Change.** NFCA has a demonstrated ability to influence public policy. Legislation such as the National Family Caregiver Support Program and the Lifespan Respite Act has been enacted. Now, there is an unprecedented opportunity to fundamentally change the way healthcare is provided and paid for, and NFCA is a strong participant in these discussions.

VALUE OF CORPORATE LEADERSHIP COUNCIL FOR SPONSORS

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, and educational teleconference series will provide ongoing education to family caregivers.
- **National News Media.** Continuing exposure and promotion of family caregiver issues through national print and broadcast media.
- **Expansion of its Volunteer Network.** Currently operating in 34 states and Puerto Rico, our volunteers are bringing NFCA messages and materials closer to home with a personal touch.

VALUE: Companies joining the Corporate Leadership Council receive recognition through a variety of customized approaches and have the opportunity to:

- Increase reach to target audiences through online promotions and select outreach.
- Enhance employee relations by providing support materials and resources.
- Benefit from local and national media exposure through alignment with NFCA.
- 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.

INVEST NOW: By joining NFCA's Corporate Leadership Council, you have the opportunity to:

- Benefit from ongoing marketing opportunities,
- Regularly access experts in family caregiving,
- Participate with colleagues in the family caregiving arena.

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 may be your own customers and employees.

OVERVIEW OF CORPORATE LEADERSHIP COUNCIL BENEFITS

NFCA will provide our corporate partners with several opportunities for recognition, outreach, and opportunities for collaboration. This exposure will be available to corporate partners throughout the year, with emphasis in November 2009, around National Family Caregivers Month. NFCA spreads its messages to millions of family caregivers through online promotions, caregiver education, national media, and partnerships with other nonprofit organizations.

Council member benefits vary by contribution level and include:

Corporate Collaboration

- **Corporate Leadership Council Recognition.** Council Members will be granted use of the NFCA Logo Mark as well as a “Corporate Leadership Council” logo for use on select materials and partner websites to show their commitment to, and support for, family caregivers. Companies receive recognition in the *Take Care!* Newsletter, a listing on the NFCA website, and access to these marks for a period of one year. In addition, companies are provided language and sample press materials to showcase their interest in, and concern for, family caregivers, both to employees and customers.
- **Council Roundtable.** The Council Roundtable was created to provide Council Members a forum to share ideas, discuss trends in caregiving, and discover new ways to collaborate. The first two Roundtable discussions will be held via teleconference, and the final meeting will be an in-person meeting, held in Washington, DC, in November, as part of our NFC Month celebration.

Education and Support for Family Caregivers (Customers and Employees)

- **Caregiver Teleconference Series.** Given the success of last year’s “TeleClass,” NFCA will host another audio web conference in November as part of National Family Caregivers Month. The topic has not yet been finalized.
- **Take Care! Newsletter.** The *Take Care!* Newsletter will feature a one-page ad during the fall of 2009 that recognizes NFCA’s Corporate Leadership Council. Each quarter the newsletter reaches 35,000 individuals, virtually all of whom are family caregivers (98.6%).
- **Condition-Specific Education Pages.** Council Members can create up to 2 Condition-Specific Education Pages on the NFCA website for one year (content of pages must be approved by NFCA). [Click here to see existing pages.](#)
- **Learning Library.** Companies are recognized on select brochures and pamphlets in the NFCA *Learning Library*.
- **Employee Education.** NFCA has a nationally recognized program to educate family caregivers on *Communicating Effectively With Healthcare Professionals*. Partners benefit from access to experts in family caregiving, co-created educational materials, and access to Suzanne Mintz’s book *A Family Caregiver Speaks Up: “It Doesn’t Have to be This Hard,”* at a reduced cost.
- **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 10% 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. The service will include resources from, and links to, NFCA. (www.nfca.lotsahelpinghands.com)

- **Volunteer Network.** NFCA has a growing network of state-based volunteers who spread the NFCA message to both family caregivers and professionals in their communities. As appropriate and reasonable, companies may distribute approved educational materials to family caregivers through volunteers.

Marketing to Key Audiences

- **Ongoing Promotion on NFCA Website.** Every month, NFCA's online traffic continues to grow, with an average of 75,000 visitors per month. A link from the home page takes visitors to the Council Leadership page with one click.
- **E-Letter.** NFCA's monthly E-Letter reaches more than 11,000 family caregivers, with topics ranging from resources for family caregivers to the latest information available to improve their lives. The E-Letter includes a special educational highlight each month provided by members of the Council. E-letter highlights include a link to the Council member's website (the landing page to your company website must be approved by NFCA and a disclaimer may apply).
- **NFC Month.** Observed every November, NFC Month provides opportunities for companies to co-brand materials and co-market events and promotions. Educational programs at the local level can be created, customized, and jointly implemented.

SPONSOR LEVELS: CORPORATE LEADERSHIP COUNCIL CAMPAIGN

	FOUNDING PARTNER \$100,000 <i>(one opportunity in each industry segment)</i>	FAMILY PARTNER \$50,000 <i>(five opportunities in each industry segment)</i>	CARING PARTNER \$30,000 <i>(unlimited)</i>	FRIEND \$15,000 <i>(unlimited)</i>	SUPPORTER \$7,500 <i>(unlimited)</i>
Corporate Collaboration					
Corporate Leadership Council membership and use of NFCA Logo Marks	✓ <i>NFCA & Council logo</i>	✓ <i>NFCA & Council logo</i>	✓ <i>Council logo only</i>	✓ <i>Council logo only</i>	✓ <i>Council logo only</i>
Leadership role in Council Roundtable	✓	✓			
Participation in Council Roundtable	✓	✓	✓		
Education and Support for Family Caregivers (Customers and Employees)					
Recognition on Audio/Web conference	✓	✓			
Announcement in the <i>Take Care!</i> Newsletter, shared with other Council Members <i>Total Included</i>	✓ <i>2 – ½ page announcements</i>	✓ <i>1 – ½ page announcements</i>	✓ <i>1 time listing</i>	✓ <i>1 time listing</i>	✓ <i>1 time listing</i>
Advertorials <i>Total included</i>	✓ <i>2</i>	✓ <i>1 – ½ page ad</i>			
Condition-specific Educational Pages on NFCA website <i>Total included</i>	✓ <i>2</i>	✓ <i>1</i>	✓ <i>1</i>		
Opportunity for customized programming with employees (<i>specifics to be determined</i>)	✓	✓	✓	✓	
Opportunity to license a branded or co-branded version of NFCA's Lotsa Helping Hands employee caregiving coordination service for use on corporate intranet	✓ <i>10% discount</i>	✓ <i>10% discount</i>	✓ <i>5% discount</i>	✓ <i>5% discount</i>	✓ <i>5% discount</i>
Marketing to Key Audiences					
Listing on NFCA website resources and partner sections <i>Prominence and branding may vary</i>	✓ <i>prominent listing</i>	✓ <i>prominent listing</i>	✓	✓	✓
Listing with link in the monthly E-Letter <i>Total included</i>	✓ <i>4</i>	✓ <i>3</i>	✓ <i>2</i>	✓ <i>1</i>	
Links on volunteer section of NFCA website	✓	✓			
Listing of company name and logo on select brochures and/or pamphlets for NFC Month 2009 <i>Prominence and branding may vary</i>	✓ <i>prominent listing</i>	✓	✓		

ABOUT NFCA

OUR VISION.

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

OUR MISSION.

NFCA's mission is to empower family caregivers to act on behalf of themselves and their loved ones, and to remove barriers to health and wellbeing.

OUR CALL TO ACTION FOR FAMILY CAREGIVERS.

The *Corporate Leadership Council Campaign* will focus on four core steps family caregivers can take every day to empower themselves to act on behalf of themselves and their loved ones. These steps include:

- 1. Believe in yourself:** *Trust your instincts.*
- 2. Protect your health:** *Your loved one's wellbeing depends on it.*
- 3. Reach out for help:** *Family caregiving is a job for more than one person.*
- 4. Speak Up for your rights:** *It doesn't have to be this hard.*

THE NFCA BOARD

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Irene Pollin, MSW – Founder, Linda Pollin Institute at Harvard Medical School

Senator Olympia Snowe (R-ME)

Judy Woodruff – Senior Correspondent for the News Hour with Jim Lehrer

CAMPAIGN CONTACTS

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