

## EXECUTIVE OVERVIEW

### NFCA'S ANNIVERSARY CIRCLE CAMPAIGN

**THE ANNIVERSARY CIRCLE CAMPAIGN:** In celebration of 15 years of providing services and support to family caregivers, the National Family Caregivers Association (NFCA) is partnering with companies across the country through its *Anniversary Circle Campaign*. Throughout the Campaign, NFCA provides companies the opportunity to align with a cause that is likely to touch the lives of all Americans at some point in their lifetime – **caregiving**.

#### **Here's What We are Most Proud of:**

- 1. People are talking.** When NFCA began, family caregiving was talked about solely as an aging issue. For NFCA, it has always been a lifespan one, encompassing families with a Down's Syndrome child, a soldier son or daughter disabled in Iraq, a young couple dealing with a diagnosis of MS, or siblings caring for their mother with Alzheimer's disease. Today, patient advocacy and government groups alike recognize caregiving as an issue that transcends the lifespan.
- 2. Change is happening.** Through articles, presentations, media interviews, and testimony before public officials, NFCA is credited with putting a face on the reality of family caregiving and showing family caregivers that they are not alone. National Family Caregivers Month, which we created and has become part of our national culture, is inspiring national, state, and local proclamations, as well as educational programs in local communities. Legislation such as the National Family Caregiver Support Program and the Lifespan Respite Act is being enacted. States are taking action to provide services to support family caregivers. Corporate America is investing in programs like never before. And the media now regularly writes stories about caregiving families and the need for systemic change to improve their health and wellbeing.
- 3. Family caregivers are no longer alone.** NFCA helps hundreds of thousands of family caregivers lessen 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 imposes. NFCA is recognized as a trusted voice by family caregivers who see that NFCA spokespeople and representatives 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 across the country, NFCA is there for family caregivers.

#### **Here's What We Plan to Achieve in the Next 15:**

- 1. Educate Family Caregivers.** NFCA will build on our existing educational programs and Learning Library of support materials to establish a comprehensive forum for family caregiver education. Designed to provide family caregivers with skills and knowledge in healthcare communication, financial management, and decision making, NFCA's educational programs will provide ongoing and much needed support to family caregivers in multiple formats for access by all.
- 2. Grow Our Community.** NFCA will develop an interconnected network of nationwide community-based peer volunteers, telephonic, and e-communities that will give family caregivers the opportunity 24/7 to learn from, and connect, build bonds, and share information with each other in easy-to-access ways.
- 3. Advocate for Systemic Change.** NFCA will work in collaboration with others to build a vibrant and politically active community of family caregivers and supporters who recognize and act on their power to bring about change. NFCA is committed to bringing about the passage of a piece of legislation that will have such a major impact on the health and wellbeing of caregiving families in an economically responsible way that it will draw almost universal support from a vast number of stakeholders.

## OVERVIEW OF CORPORATE BENEFITS

**COMPANY BENEFITS:** Companies joining as partners during the Anniversary year receive sponsor recognition through a variety of customized approaches and have the opportunity to:

- Increase reach to target audiences through online promotions and educational 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.

<b>Target Audience</b>	<p><b>Men and Women</b>  <b>Age 35 – 65</b>  <b>Caring for a loved one with a chronic disease or disability</b></p> <ul style="list-style-type: none"> <li>• 60% of caregivers are married</li> <li>• 37% have children at home</li> <li>• 35% have a college degree</li> <li>• 48% are employed full time</li> </ul>
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**OUTREACH:** During the *Anniversary Circle Campaign*, NFCA will reach hundreds of thousands of family caregivers through:

- **Online, Print, and Radio Promotions:** E-Mail newsletter, blogs, online bulletin boards, and partner recognition pages.
- **Family Caregiver Education:** NFCA’s *Take Care!* newsletter, regularly updated website, and educational teleconference series, etc.
- **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.

**JOIN NOW:** Help us celebrate our 15 years of support for family caregivers by making an investment in the next 15 years. 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 BENEFITS

**ANNIVERSARY CIRCLE CAMPAIGN PROMOTIONS:** The *Anniversary Circle Campaign* includes promotional activities throughout the year, providing our corporate partners with several opportunities for recognition and outreach. NFCA spreads its messages to millions of family caregivers through online promotions, caregiver education, national media, and partnerships with other nonprofit organizations. Corporate partner benefits, which vary by contribution level include:

- **Anniversary Circle.** NFCA's **Anniversary Circle** for corporate partners is a special designation that includes an "Anniversary Logo Mark" 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 NFCA's Anniversary Logo Mark 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.
- **VIP Reception.** In November of 2008, NFCA is hosting a special reception to recognize and thank its supporters. Special guests include corporate partners, policy leaders, members of the Board, and family caregivers involved with the organization.
- **The Pulse of Family Caregivers.** To ascertain the thoughts and desires of family caregivers for a reformed healthcare system, we are considering undertaking a random sample poll to be published prior to the election in order to gain publicity for the needs of family caregivers and bring them to the attention of the presidential candidates. (Sponsors of the poll will be able to add a question of interest).
- **Caregiver Teleconference Series.** Leading up to November, NFCA is hosting a series of teleconferences for family caregivers. Each session topic focuses on a key training from NFCA's highly regarded *Communicating Effectively with Healthcare Professionals* curriculum.
- **Ongoing Promotion on NFCA Website.** Every month, NFCA's online traffic continues to grow, with an average of 56,000 visitors per month. Special attention is given to promoting the website and recognizing our corporate partners on the website during the Anniversary year.
- **Take Care! Newsletter.** The *Take Care!* Newsletter will feature a one-page ad during the fall of 2008 that recognizes NFCA's Anniversary Circle Partners; estimated annual circulation is 140,000.
- **E-Letter.** NFCA's monthly E-Letter reaches more than 8,000 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 Anniversary message each month. Corporate Partners are spotlighted as well. (The landing page to your company website must be approved by NFCA and a disclaimer may apply.)
- **Condition-Specific Education Pages.** Corporate Partners can create up to 2 Condition-Specific Education Pages on the NFCA website for one year (content of Pages must be approved by NFCA).

## OVERVIEW OF CORPORATE BENEFITS

- **Learning Library.** Companies are recognized on select brochures and pamphlets in the NFCA *Learning Library*.
- **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.
- **Employee Education.** NFCA has a nationally recognized program to educate family caregivers on communicating effectively in healthcare situations. 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*.
- **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. Companies may distribute approved materials to family caregivers through volunteers and provide special links on the volunteer portion of the NFCA website, with direct access to volunteers.

## **SPONSOR LEVELS: ANNIVERSARY CIRCLE CAMPAIGN**

### **FOUNDING PARTNER: \$100,000 (one opportunity at this level in each industry segment)**

- Anniversary Circle Membership and Anniversary Logo Mark
- Invitation to VIP Reception
- Recognition on Teleconference Series
- Recognition as sponsor of caregiver poll
- Prominent listing on NFCA website
- Two-½ page announcement ads in the *Take Care!* Newsletter
- Quarterly listing with link in the monthly E-Letter
- Up to two Condition Specific Educational Pages on NFCA website
- Links on volunteer section of NFCA website
- Company name and logo on select brochures and/or pamphlets
- Opportunity for customized programming with employees (specifics to be determined)

### **FAMILY PARTNER: \$50,000 (opportunity for four partners in each industry segment)**

- Anniversary Circle Membership and Anniversary Logo Mark
- Invitation to VIP Reception
- Prominent listing on NFCA website
- One-½ page announcement ad in the *Take Care!* Newsletter
- Quarterly listing with link in the monthly E-Letter
- One educational page on NFCA website
- Company name and logo on select brochures and/or pamphlets
- Links on volunteer section of NFCA website
- Opportunity for customized programming with employees (specifics to be determined)

### **CARING PARTNER: \$30,000 (unlimited opportunities at this level)**

- Anniversary Circle Membership and Anniversary Logo Mark
- Invitation to VIP Reception
- Listing on NFCA website
- Listing in *Take Care!* Newsletter (as part of Anniversary Circle)
- Two listings with link in monthly E-Letter
- Company name and logo on select brochures and/or pamphlets
- Opportunity for customized programming with employees (specifics to be determined)

### **FRIEND: \$15,000 (unlimited)**

- Anniversary Circle Membership and Anniversary Logo Mark
- Invitation to VIP Reception
- One listing in monthly E-Letter
- Listing on NFCA Website
- Listing in *Take Care!* Newsletter (as part of Anniversary Circle)
- Opportunity for customized programming with employees (specifics to be determined)

### **CIRCLE MEMBER: \$7,500 (unlimited )**

- Anniversary Circle Membership and Anniversary Logo Mark
- Listing on NFCA Website
- Listing in *Take Care!* Newsletter (as part of Anniversary Circle)

## 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 *Anniversary Circle 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

### OFFICERS

**Eric Fig, CPA**, Chairperson  
Partner, Freidkin, Matrone & Horn P.A.  
Rockville, MD

**Jim Paglia**, Vice Chair  
CEO/President (Owner), In's & Out's, Inc.  
Chesterton, IN

**Andrea Cohen**, Secretary  
Co-Founder and CEO, HouseWorks  
Boston, MA

**Jonathan (Jon) Shanfield**, Treasurer  
Vice President, Chevy Chase Bank, FSB  
Bethesda, MD

### DIRECTORS

**Hal Chapel**, Director  
CEO and Co-Founder, Lotsa Helping Hands  
Sudbury, MA

**Linda Jones, RN**, Director  
President, Health Care Partners, Inc.  
Southfield, MI

**Suzanne Mintz**, Director  
President and Co-Founder, National Family Caregivers Association  
Kensington, MD

### HONORARY BOARD MEMBERS

**John Breaux** – Retired, U.S. Senate (D-LA)

**Senator Charles Grassley** (R-IA)

**Senator Barbara Mikulski** (D-MD)

**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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