

CAREGIVER  
ACTION  
NETWORK

CAN



# Partnering to Reach Millions More Caregivers

CAREGIVER ACTION NETWORK

Annual Report

July 1, 2015 – June 30, 2016

# A LETTER FROM THE CHAIR AND CEO

Dear Friends of the Caregiver Action Network –

“Success is no accident.” CAN’s success has come through equal parts dedication, hard work, and perseverance. But it’s all worth it because we never forget why we do it – for the 90 million family caregiver across America who need somewhere to turn for advice, resources, and support.

CAN’s FY16 Annual Report, “Partnering to Reach Millions More Caregivers,” demonstrates how CAN aided the millions of caregivers across the country with our numerous programs and partnerships – many of which were new this year.

We are so pleased to have touched the lives of more family caregivers this year than at any time in CAN’s history. The strength of our reach lay in the diversity and breadth of the support we provide. Our caregiver resources and information rose to an unparalleled level in 2015 – from new webinars to instructional videos; from supports for working family caregivers to providing caregiver resource kits. All were designed specifically for the needs of caregivers and the many challenges they face.

From our very beginning, CAN has cared for those who care. CAN is proud to be leading national efforts on behalf of millions of family caregivers. We are excited to continue our important work – work we couldn’t do without the dedication of CAN’s Board Members, our corporate partners, our volunteers across the country, and our very committed staff.

What America’s family caregivers do on a daily basis is tremendous. That’s why we’re so very proud to serve them. It’s why we work a bit harder every day to help make their difficult lives just a bit easier.

Sincerely,



John Schall  
Chief Executive Officer

Dean Stephens  
Chairman of the Board



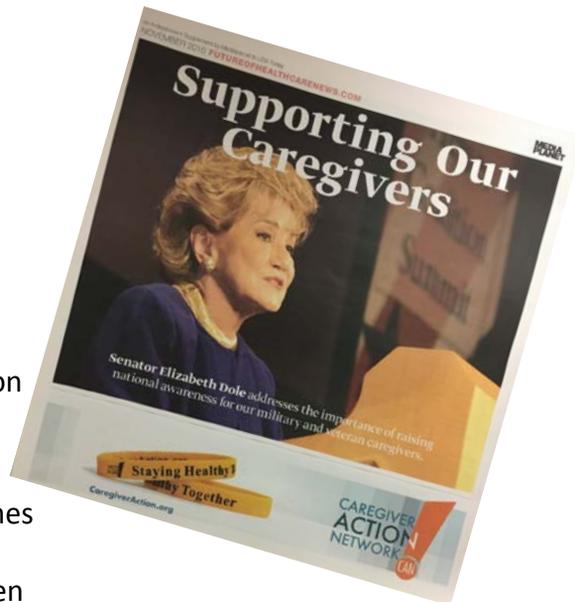
# PUBLICITY AND OUTREACH

One of CAN's primary goals is to increase awareness of family caregiving issues in the general public, government, media circles and with family caregivers themselves.

Spreading the word is a critical component to improving the quality of life for family caregivers and their care recipients. So, in FY16, CAN greatly expanded its efforts to raise the profile of family caregiving. We did so with a combination of media appearances, Public Service Announcements, and education efforts.

Just a few examples:

- ✓ CAN spearheaded the "Supporting Our Caregivers" supplement in *USA Today* for the third year in a row. The valuable caregiving content was made permanent online.
- ✓ CAN articles appeared in Sam's Club *Healthy Living Made Simple* magazine with a distribution of 4 million.
- ✓ CAN ran a Public Service Announcement in Times Square on the "ball-drop" jumbotron on New Year's Eve and for all of December that was seen by 49 million pairs of eyes.



# ASSISTING CAREGIVING EMPLOYEES **ACE**

CAN developed an exciting new program – Assisting Caregiving Employees (ACE) to help large businesses and organizations support working family caregivers. It is a turnkey-ready, web-based program to provide working family caregivers with the tools and resources they need. The ACE Program helps employers ensure that their employees remain productive and healthy, reducing employer costs.



*Assisting Caregiving Employees in Your Company*

- ➔ **Your annual business cost can be as much as \$3,200 per caregiving employee *right now***
- ➔ **Health benefits cost employers 8% more for caregiving employees**
- ➔ ***One out of five workers* are family caregivers**
- ➔ **Workers take *9.8 days off yearly* to manage their caregiving responsibilities**
- ➔ **It costs \$6.6 billion to replace caregiving employees who leave the workforce**

**ACE** helps your employees stay healthy and remain productive.

Learn how you can support your caregiving employees and their supervisors.

**WorkingFamilyCaregivers.org**

## CAREGIVER VOICES

There is freedom in anonymity, and that's why CAN's Caregiver Community was created to help caregivers relieve their isolation and stress by reaching out to one another.

It enables caregivers anywhere to anonymously ask advice, or just to vent to others who have walked in their shoes!

CAN's community page was re-designed this year to easily share messages and opinions with other caregivers.



“My daughter was diagnosed with a rare brain cancer in May. I was wondering if anyone has dealt with a child with brain cancer. I am at odds. I have been going through great amount of depression and panic attacks, while not letting her see that as much as possible...”



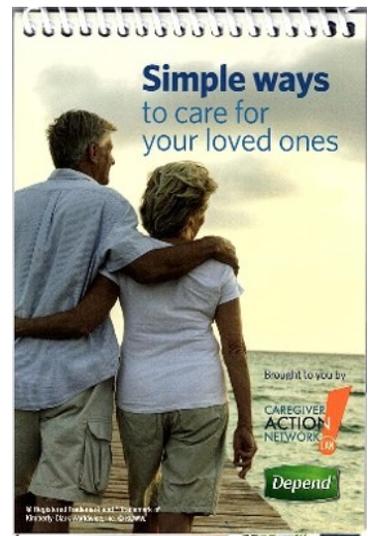
“I'm 80. My wife is 63. She has been diagnosed with Alzheimer's. The only help I've received has been from my daughter who had a brain tumor. It has been very rough on me as her caregiver. My love for her and her love for me is still strong and keeps me going. I promised to see that she is taken care of. She clings to me and cries, 'I don't want to lose you!' I cry with her and reply, 'You will never lose me.' So, life goes on under any and all circumstances. I have to go with the flow. I have no other choices at this time. These are my Golden Years. I think I can still make it Golden. I have to get rid of Hurt, Anger, Resentment, and Disappointment. That's my diary for today. Thanks for listening.”

# FORGING PARTNERSHIPS

So much of CAN's strength comes from partnering with many large companies and organizations across the country. In FY16, CAN created new partnerships and expanded existing partnerships to discover even more ways of meeting caregiver needs and to reach millions more caregivers!

Here are a few highlights of CAN's partnerships with major manufacturers, health care payers, retailers, and others:

- ✓ CAN and Kimberly-Clark are partners in helping working family caregivers. CAN maintains a dedicated Kimberly-Clark ACE page, as well as produces their customized monthly *Take Care!* newsletter.
- ✓ Sam's Club created a new section of SamsClub.com dedicated to products to help family caregivers and populated with CAN content.
- ✓ CAN *Healthy Caregiving* flipbooks were included in 50,000 caregiver kits jointly branded with CAN and distributed at Sam's Club pharmacies.



# CORPORATE PARTNERS



# DISEASE SPECIFIC VIDEOS

CAN's audience is broad and our general information is helpful to millions. To serve our ever-expanding base, we partnered with corporate sponsors to create new series of videos aimed at caregivers of loved ones with specific chronic conditions and needs, such as Parkinson's and Huntington's. These videos were released in FY16 and there are more to come in FY17.

- ✓ CAN created a totally new webinar on Parkinson's caregiving with support from Teva.
- ✓ CAN developed a COPD Caregiver Video Resource Center with support from Sunovion released in FY17.
- ✓ CAN created a new ten-part video series for family caregivers of loved ones with Huntington's Disease released in FY17 with support from Teva.
- ✓ CAN's 20-part Alzheimer's Caregiver Video Resource series contains videos for Alzheimer's caregivers to learn about the signs and symptoms of Alzheimer's, caregiver tactics, finding support, and much more.

## Caregiver Video Resource Center

Find comfort in knowing that you are not alone by listening to the experiences of your fellow caregivers.

### Video Topics



#### Alzheimer's Disease

Listen as a caregiver describes taking on new responsibilities as her husband ages with COPD.

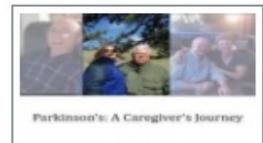
[WATCH VIDEOS](#)



#### Huntington's Disease

Family members share their experiences dealing with Huntington's Disease.

[WATCH VIDEOS](#)



#### Parkinson's Disease

A caregiver's journey through Parkinson's Disease.

[WATCH VIDEOS](#)



#### COPD

Hear a woman share how she finds time for herself after becoming a caregiver changed her life.

[WATCH VIDEOS](#)



#### Instructional Videos

Learn how to best care for your loved one at home.

[WATCH VIDEOS](#)

# NATIONAL FAMILY CAREGIVERS MONTH November 2015

Caregiver Action Network is the organization that chooses the theme for National Family Caregivers Month each year and spearheads the celebration of NFC Month nationally.

National Family Caregivers Month – celebrated each November -- is a time to recognize and honor family caregivers across the country.

Caregiver Action Network makes materials available for general use, including the theme, a media kit, posters, sample proclamations, etc.

The NFC Month Media Kit had approximately 14,000 pageviews.

Celebrating Family Caregivers during NFC month enables all of us to:

- ✓ Raise awareness of family caregiver issues.
- ✓ Celebrate the efforts of family caregivers.
- ✓ Educate family caregivers about self-identification.
- ✓ Increase support for family caregivers.

Caregiver Action Network (the National Family Caregivers Association) began promoting national recognition of family caregivers in 1994. President Clinton signed the first NFC Month Presidential Proclamation in 1997 and every president since has followed suit by issuing an annual proclamation recognizing and honoring family caregivers each November.

The theme for **National Family Caregivers Month 2015** was...

## Respite: Care for Caregivers

# “R.E.S.P.I.T.E”

## The theme for National Family Caregivers Month November 2015 is “*Respite: Care for Caregivers*”

Respite – the chance to take a breather, the opportunity to reenergize – is as important as any other item on your caregiver’s to-do list. People think of respite as a luxury, but considering caregivers’ increased risk for health issues from chronic stress, those risks are a lot costlier than some time away to recharge. Respite is the key to your own well-being. Respite protects your own health, strengthens family relationships, prevents burn-out and allows your loved one to stay at home up to three times longer. No wonder respite is one of the most frequently requested support services for family caregivers.

### **R** is for “Rest and Relaxation”

Everyone needs a little “R and R” – especially family caregivers. Relaxing is the best way to return refreshed to handle your many responsibilities as a caregiver.

### **E** as in “Energize”

Caregiving is often round-the-clock 24/7. Respite isn’t simply “getting a few hours off.” It’s necessary to help you reenergize, reduce stress and provide care for your loved one.

### **S** as in “Sleep”

Caregivers often have sleep problems. Address sleep problems and insomnia before they take too great a toll on your health.

### **P** is for “Programs that can help you”

Respite – which can be in the home or out of the home – can be hard to find but there are programs available to help you.

### **I** as in “Imagination”

Let your mind run free; read a book; see a movie. You have been so occupied with the nuts-and-bolts of caregiving that refreshing your mind will actually help you be a better caregiver.

### **T** as in “Take Five”

...or better yet, take ten. Do you find yourself saying, “I wish I had just ten minutes to myself”? Don’t feel guilty. You need a reprieve – a few minutes to temporarily disengage.

### **E** is for “Exhale”

A simple breath in and then a long exhale can help you focus and increase your vitality. A few deep breaths can give you more energy, reduce stress, and lift your mood.



During National Family Caregivers Month, remember...

**“Respite:  
Care for Caregivers”**



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# ADVOCATING FOR FAMILY CAREGIVERS

In 2015 CAN gave the Congressional Leader in Caregiving Award to:

- ✓ Sen. Tammy Baldwin
- ✓ Rep. Michelle Lujan Grisham

CAN participated in the 2015 White House Conference on Aging with President Obama.



2015 WHITE HOUSE  
**CONFERENCE**  
on **AGING**

## CAN's 2015 Caregiving Leaders in Congress



Sen. Tammy Baldwin



Rep. Michelle Lujan Grisham

# ADVOCATING FOR FAMILY CAREGIVERS

Family caregivers' actions speak louder than words. But caregivers need a voice to speak for them in Washington, DC. CAN has been actively advocating on behalf of America's 90 million caregivers during FY16.

CAN pushed for passage of the Caregiver Advise, Record, Enable (CARE) Act in states across the country.

CAN also advocated for legislation at the Federal level, such as:

- ✓ RAISE Family Caregivers Act
- ✓ Americans Giving Care to Elders (AGE) Act of 2015
- ✓ National Caregiver Corps Act
- ✓ CARE for All Veterans Act
- ✓ Family and Medical Insurance Leave Act
- ✓ Combination Product Regulatory Fairness Act
- ✓ and many more pieces of caregiver-friendly legislation.



To further augment its leading role in advocacy on behalf of family caregivers, CAN created a new related organization called Caregiver Voices United. CAN's CEO, John Schall, also serves as the President of Caregiver Voices United. Caregiver Voices United is a 501(c)4 nonprofit organization created to advocate for family caregivers who care for loved ones with chronic conditions, disabilities, disease, or the frailties of old age by:

- ✓ Supporting the passage of federal legislation that meets the needs and interests of family caregivers.
- ✓ Pursuing federal policy changes through administrative and regulatory channels to ensure the needs of family caregivers are appropriately addressed.
- ✓ Pursuing policy changes at the state level that better recognize the needs of family caregivers in respective states.
- ✓ Recognizing policymakers and other leaders who champion issues of importance to family caregivers.

# CREATING THE VOICE

On November 17, 2015, Caregiver Action Network (CAN) hosted its fourth annual signature special event, *Creating the Voice: A Celebration of Family Caregiving*. Each year, CAN is pleased to honor visionaries who have created a voice for family caregivers across the nation. Funds raised at this event provide support for Caregiver Action Network's core program of family caregiver programs and enable CAN to provide education and resources to family caregivers free of charge.

Past honorees have included Senator Elizabeth Dole, PBS NewsHour Co-anchor and Managing Editor Judy Woodruff, and Leeza Gibbons.

This year we honored Senator Bob Dole and Alzheimer's advocate Meryl Comer.



Rep. Michelle Lujan Grisham receiving her award.



John presenting Meryl Comer with her award.



Sen. Tammy Baldwin and CAN on Capitol Hill.



John and Sen. Bob Dole discussing caregiving.

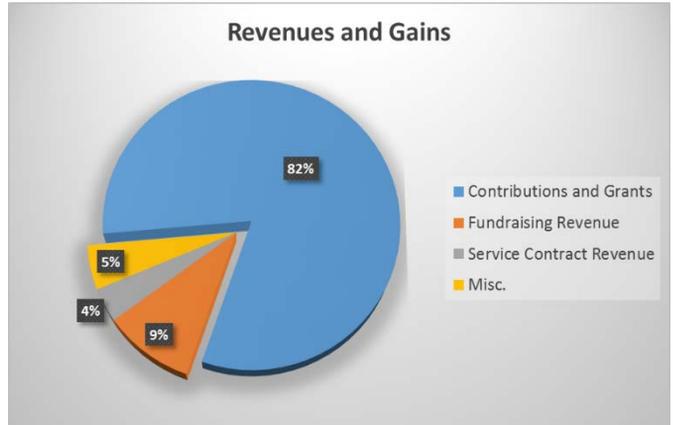


# FINANCIALS

## Assets

### Current Assets

Cash and Cash Equivalents	\$ 199,680
Accounts Receivable	147,489
Prepaid Expenses	<u>3,536</u>
Total Current Assets	<u>350,705</u>
Net Property and Equipment	<u>1,665</u>
Other Assets	
Intangible Assets, Net	53,323
Deposits and other assets	14,025
Total other Assets	<u>67,348</u>
Total Assets	<u>\$ 419,718</u>



## Liabilities and Net Assets

### Current Liabilities

Accounts Payable	5,553
Accrued Liabilities	16,333
Note Payable - current portion	<u>12,630</u>
Total Current Liabilities	<u>34,516</u>
Net Assets	
Unrestricted	385,202
Temporarily Restricted	<u>-</u>
Total Net Assets	<u>385,202</u>
<b>Total Liabilities and Net Assets</b>	<u><b>\$ 419,718</b></u>





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Caregiver Action Network (CAN) is the nation's leading family caregiver organization working to improve the quality of life for the more than 90 million Americans who care for loved ones with chronic conditions, disabilities, disease, or the frailties of old age. CAN serves a broad spectrum of family caregivers ranging from the parents of children with special needs, to the families and friends of wounded soldiers; from a young couple dealing with a diagnosis of MS, to adult children caring for parents with Alzheimer's disease. CAN (the National Family Caregivers Association) is a non-profit organization providing education, peer support, and resources to family caregivers across the country free of charge.