



THE U.S. CAREGIVING ECOSYSTEM

An opportunity to support
the creation of the first-
ever comprehensive map
of the U.S. caregiving
ecosystem.

THE CARE LEADERSHIP RETREAT

CREATING THE U.S. CAREGIVING ECOSYSTEM MAP

A sector-defining convening
to align, illuminate and
transform the future of care
in America.

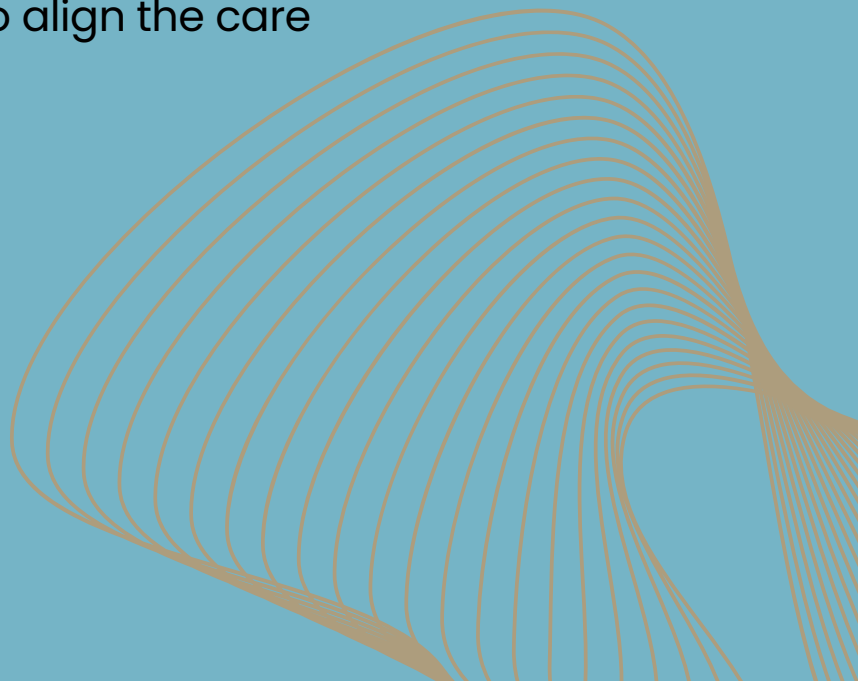
Caregiving in America is at a breaking point—63 million family caregivers are navigating a fragmented, siloed, and nearly impossible-to-access system. Federal support is shrinking. Older adults will soon outnumber youth. And yet **caregivers remain the invisible infrastructure** holding up every part of our healthcare system.

For decades, the sector has needed a unifying force—a common map, a shared language, and a convening powerful enough to align the care landscape.

That moment begins now.



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caregiveraction.org



A legacy of national leadership.

Nearly **30 years ago**, Caregiver Action Network (CAN) led the successful effort to establish **November as National Family Caregivers Month**, creating a national platform for elevating caregivers' voices and experiences. What began as a month of recognition has grown into a national movement.

Since then, **CAN has consistently reached millions of family caregivers each year**—connecting them to evidence-based resources, disease-specific education, peer support, and personalized navigation through the National Caregiver Help Desk.

This year marked a monumental leap forward with the debut of **NFCmonth.org**, the first curated digital hub bringing together caregiving resources from dozens of partner nonprofits. The **Plug-in to Care** campaign reached an unprecedented **XX million** across social, digital, and broadcast media—demonstrating the extraordinary potential of unified action.

The next evolution is clear:
if awareness campaigns
can make caregiving
visible, a national
caregiving ecosystem map
can make it truly navigable.

And a new chapter ahead.



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The Purpose of the Retreat: A first-of-its-kind deliverable

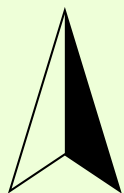
JANUARY 27-30, 2026
SAN JUAN, PUERTO RICO

The Care Leadership Retreat will convene 30 influential leaders, funders, innovators, and systems architects at the Hyatt Regency Grand Reserve in San Juan, Puerto Rico, for a milestone convening.

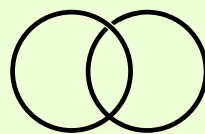
This retreat is the birthplace of a national resource the field has needed for decades:

The U.S. Caregiving Ecosystem Map.

The map will illuminate the complete landscape of caregiving—clinical, community, digital, policy, employer-based, tech-driven, disease-specific, aging services, and social supports—so caregivers, professionals, and organizations can finally see the full picture of what exists and how each component connects.



For caregivers, this map will become essential navigation infrastructure.



For the sector, it will become a shared foundation for collaboration, alignment, and investment.



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Why CAN? Why Now?

CAN operates the nation's leading "no wrong door" resource for caregivers—the National Caregiver Help Desk—supporting families in every state with personalized guidance and navigation. After nearly 30 years of sector leadership, including establishing National Family Caregivers Month, CAN is recognized nationally for its role in connecting caregivers to trustworthy support.

But here is the shared truth every organization and company in the care sector knows:

None of us—nonprofits, companies, health systems, startups, advocates, or funders—can holistically support caregivers without a clear, shared picture of the landscape we are navigating.

This is why the moment for a national ecosystem map is now.

And it is why CAN, partnered with The Holding Co., is uniquely positioned to steward its creation.

CAN sits at the intersection of every caregiver story.

Millions of caregivers already turn to CAN first.

The National Caregiver Help Desk cannot be a true "no wrong door" without a map behind it.

CAN is trusted across health systems, aging services, philanthropy, and government.

CAN has a history of convening the field and turning insight into national impact.



Powered by The Holding Co.

CAN is partnering with **The Holding Co.**, the design and innovation lab launched through investment from **Melinda French Gates' Pivotal Ventures**. The Holding Co. is known nationwide for its groundbreaking care economy research, strategy, and system design work with organizations such as the National Alliance for Caregiving, the Carter Center, Caring Across Generations, One Family Foundation, and public and private partners across the care landscape.

Their leadership ensures that the caregiving ecosystem map will be rigorously designed, co-created, human-centered, and positioned for national adoption.

Together, we will bring together leaders from Duke Health, Caring Across Generations, the National Alliance for Caregiving, Hilarity for Charity, Embodied Labs, AARP, Carallel, The Carter Center, The One Family Foundation, and others who shape the care landscape today.

the
[holding]
co.



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The Retreat Experience

Over three immersive days, participants will engage in:

Ecosystem-
mapping
workshops

guided by The Holding Co.

Lived-experience
storytelling

grounding the work in
caregiver reality

Collaborative
design sessions

shaping the map's structure,
layers, and use cases

Panels and fireside
conversations

featuring national leaders
across the care continuum

Strategic foresight
planning

to inform CAN2030 and
beyond

Keynotes from CAN's
2025 Voice of Care
Award recipients

including Yvette Nicole Brown,
Debbie Matenopolous, and
Lauren Sisler



The Retreat Experience

Debut recording
of CAN's "Who
Cares?" podcast

Feature Event

**Who Cares for the
Care Leader**

with Dawn Shedrick

CAN's Board Chair



Talent Showcase
& Open Mic Night

Moments of rest,
wellness, and
reflection

honoring the emotional
labor inherent to the sector



The retreat experience is intentionally restorative and catalytic—a place where leaders can replenish themselves while building the future of America's care infrastructure.



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Funders Will Receive

Published U.S. Caregiving Ecosystem Map (Early 2026)

A national resource co-created with participating organizations, with recognition and bylines for partners.

Spring 2026 Funder/Partner Briefing

A private convening to debut the map, present insights, and discuss funding opportunities for implementation and scale.

Summer 2026 White Paper

A sector-defining report outlining the caregiving landscape, gaps, opportunities, and a national strategy for ecosystem alignment.

Additional Sponsorship Benefits Include:

- Sponsorship credit and participation within all advisory group actions, materials and events.
- Designation as a Technical Advisor
- Speaking opportunity and session moderation at the San Juan Retreat
- Guest appearance on debut episode of CAN's podcast "Who Cares?"



Sponsorship is structured to meet the budget of each potential funder.

Contact Marvell Adams Jr., CAN's CEO, to discuss customized sponsorship details for you and/or your organization.

Email madams@caregiveraction.org





We invite you to join the
CAN2030 Advisory Group
and attend the Care
Leadership Retreat as a
founding funder, thought
partner, and co-architect of
this national effort.

Your investment will power:

- Completion and publication of the first U.S. Caregiving Ecosystem Map
- Development of digital visualization and navigation tools
- Implementation pathways for national adoption
- Expansion of CAN's national caregiving infrastructure
- Strengthening the National Caregiver Help Desk as a true "no wrong door"

This is a once-in-a-generation opportunity to
shape the architecture of care in America.

Join us. Invest in the map.
Shape the future of care.