



Caregiver Pulse

AUGUST 2026

CAREGIVER
ACTION
NETWORK



Caregiver Pulse

Imagine having a direct line to the hearts and minds of family caregivers across the country—a way to understand not only the challenges they face, but also their hopes, priorities, and evolving needs.

That's exactly what Caregiver Action Network (CAN) has created through Caregiver Pulse, a vital bridge connecting the voices of family caregivers with the organizations working to support them. Caregiver Pulse actively seeks out and amplifies caregiver perspectives, providing timely, real-world insights that help CAN and its partners develop more meaningful, targeted, and responsive support for the millions of people who provide care for a loved one.

Corporate partners receive exclusive early access to each issue of Caregiver Pulse before it is shared with nonprofit partners, Capitol Hill, and the broader caregiver community.

Information for Caregiver Pulse comes from:

- **Caregiver Help Desk Data:** Insights into why caregivers reach out for help, the diseases and conditions affecting their loved ones, and the questions and concerns they are navigating.
- **Social Media Prompts:** Weekly, open-ended prompts on Meta give caregivers an opportunity to share their experiences, perspectives, and challenges in their own words.
- **Caregiver Roundtables:** Conversations with caregivers supporting loved ones with specific diseases or conditions provide deeper insight into their unique experiences and unmet needs.
- **Caregiver Insights Panel:** A group of more than 600 caregivers who have volunteered to share their stories, perspectives, and expertise with a range of audiences—including Congress, the media, CAN, and its partners. Panel members also provide valuable input as CAN develops new programming and tailors caregiver messaging.
- **Employee Resource Group Feedback:** Topics and questions raised by Employee Resource Groups help identify issues that matter most to working caregivers and the themes that emerge through related conversations and presentations.
- **Caregiver Network Surveys:** Surveys distributed across CAN's caregiver network provide additional perspectives, helping identify trends, priorities, and emerging needs.

Together, these sources give Caregiver Pulse a unique ability to capture what caregivers are experiencing right now—and translate those experiences into insights that can drive better support, stronger programs, and more caregiver-centered solutions.

National Caregiver Help Desk



Personalized Guidance from Caregiving Experts

Available Monday-Friday, 8 am – 7 pm ET, Care Advocates are available for personalized support, guidance, and assistance via phone or online chat.



Expert-Led Virtual Fireside Chats

These 30-minute virtual fireside chats address the complex and often difficult topics encountered by caregivers.

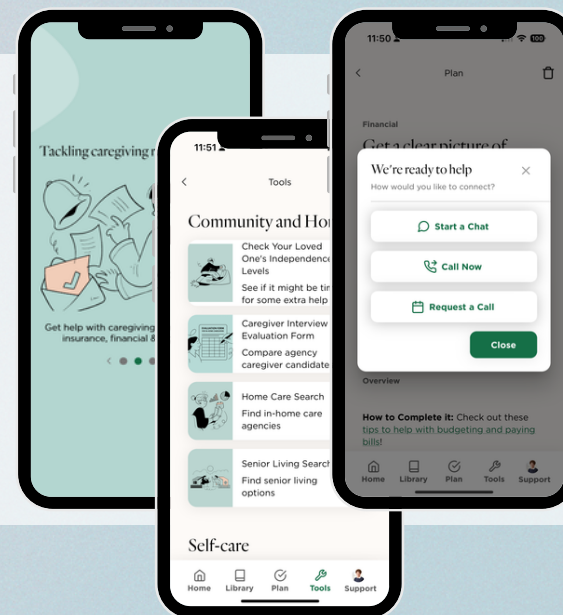


Community With Other Caregivers

Carallel's Support Groups give caregivers a place to ask questions, feel understood, and build confidence in their caregiving journey. Caregivers can sign up for a Support Group on the Help Desk online.

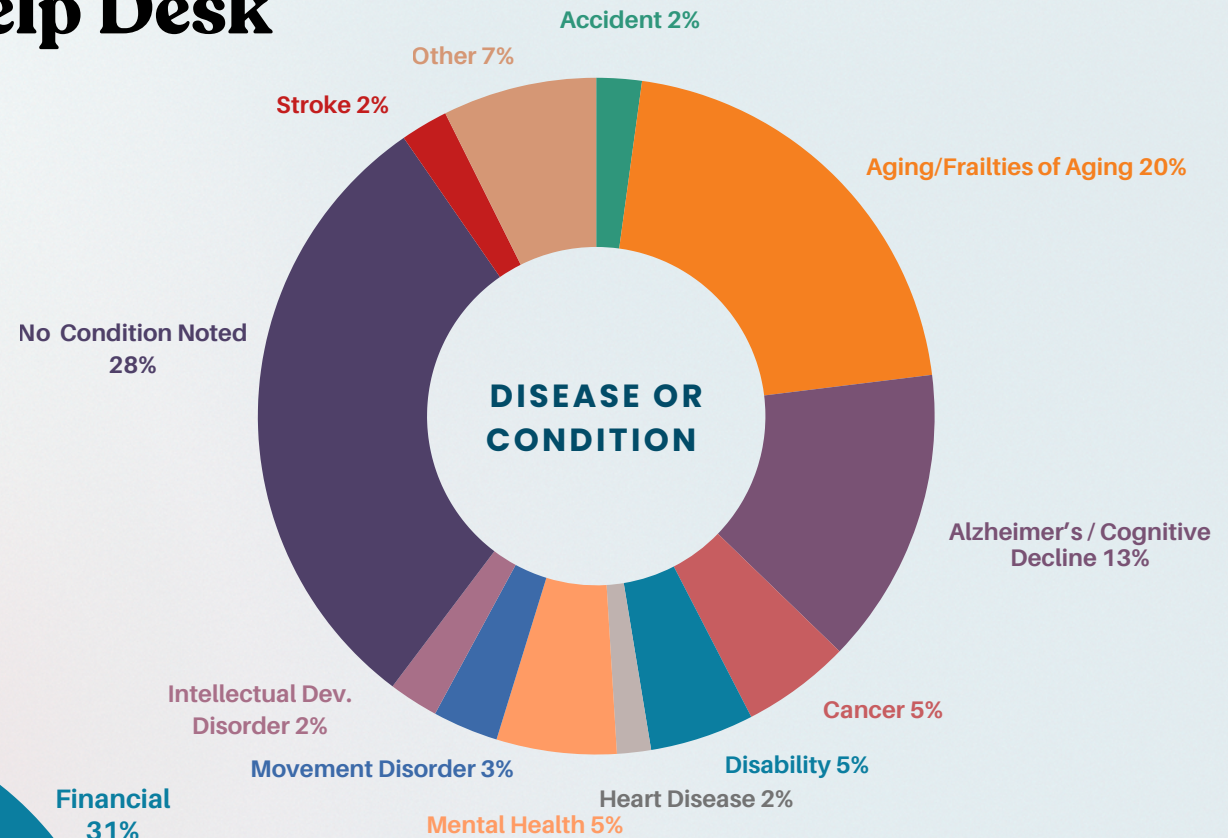
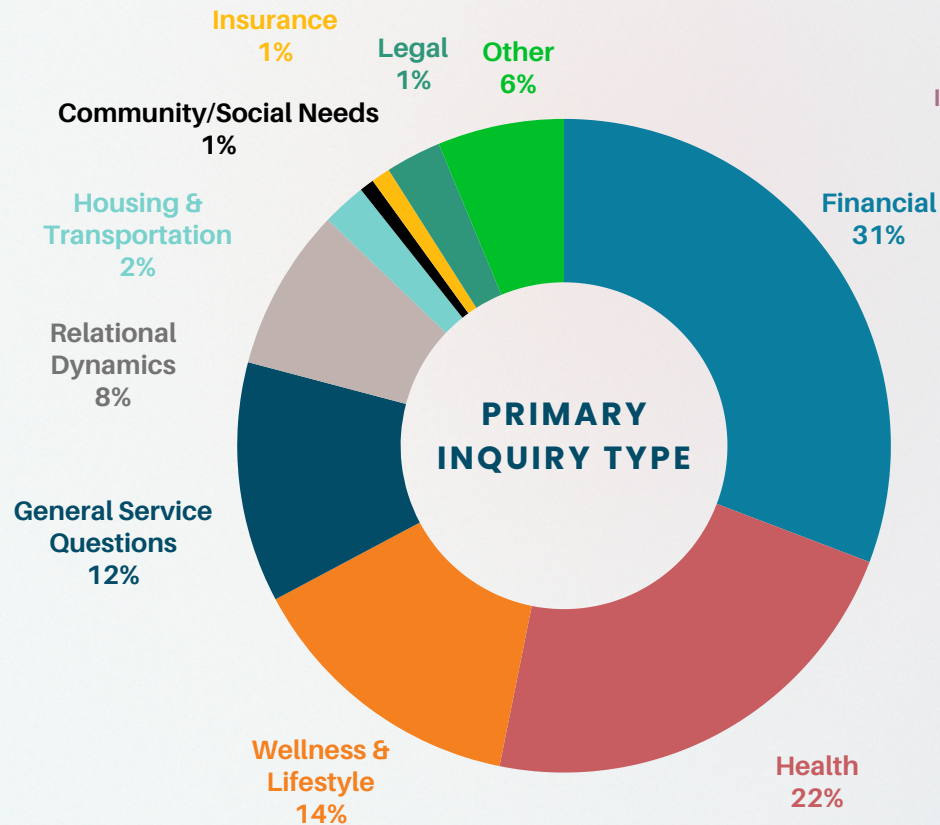
24/7 Access to Hundreds of Helpful Resources on the Help Desk App

The National Caregiver Help Desk App, powered by Carallel, is full of bite-sized resources crafted to help caregivers build skills, validate what they're feeling, and get stuff done.



National Caregiver Help Desk

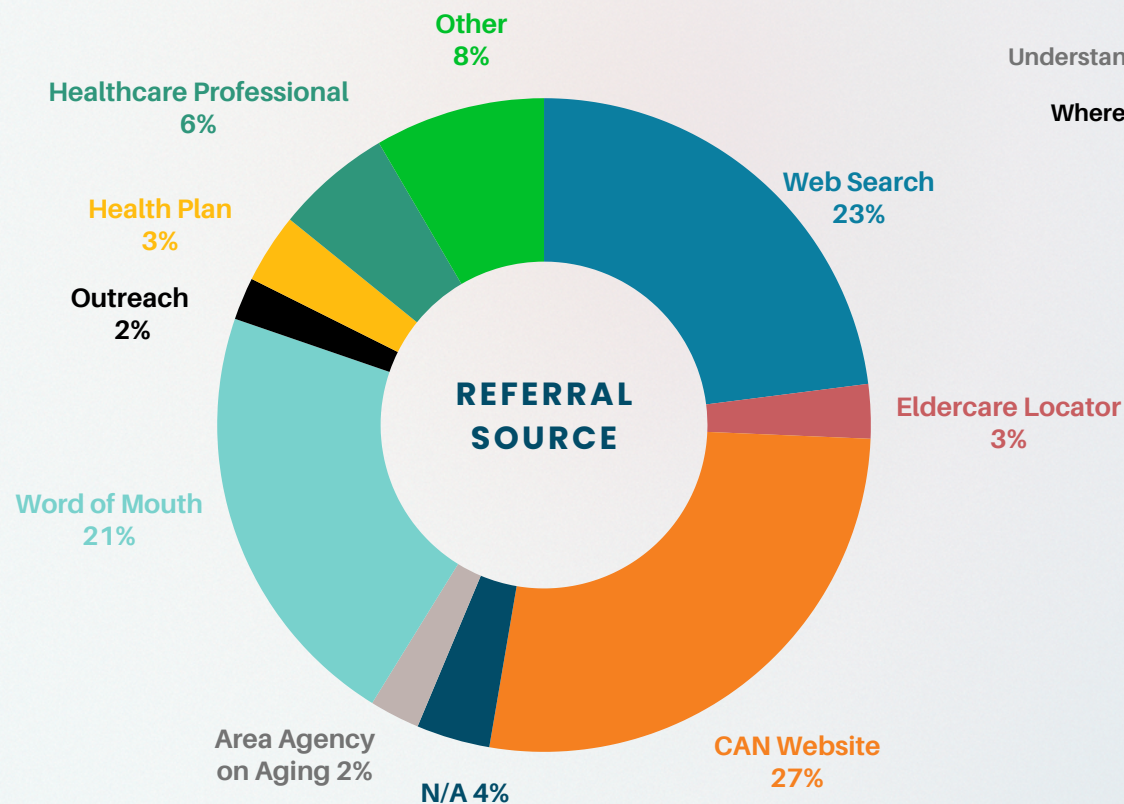
APRIL – JUNE 2026



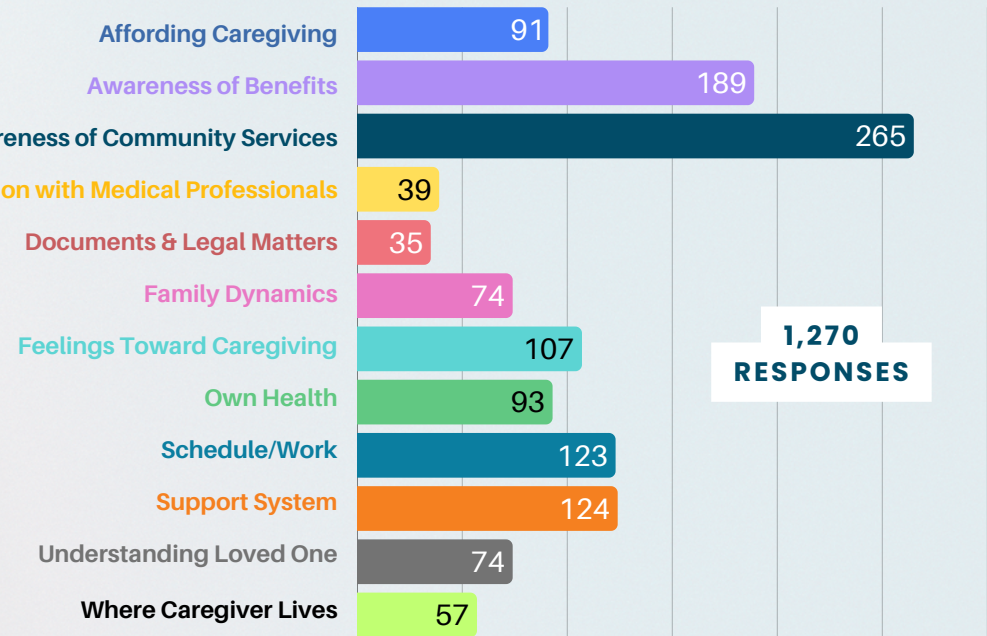
"Other" includes diseases or conditions such as arthritis, autoimmune disorders, COPD/lung disease, genetic disorders, infectious disease, substance abuse, terminal illness, traumatic brain injury, and urinary/kidney disease.

National Caregiver Help Desk

APRIL - JUNE 2026



CAREGIVER BARRIERS



Caregiver Pulse Prompts

A SELECTION OF POSTS FROM
CAN'S FACEBOOK PAGE
MAY-JULY 2026

What helps you keep going on difficult days?

-  Jolene Rodriguez · 3d · 🇺🇸 by Author
Prayer for spiritual
Friends / counselor for mental and emotional
Work out for physical
Detox bath and movie for self care
Go out dancing for social and identity. 💜
-  David Michaels · 3d
Memories and optimism. Serving a bigger cause than myself. Pride. ...
-  Richard Tatum · 2d
Prayer.
Remembering that I have survived 100% of my bad days. ...
Street tacos.
-  Jolene Rodriguez · 3d
Prayer, just being with my husband, who I care for. His been my husband for 36 years now. And am his Caregiver.
-  Carey Empowers · 3d
Prayer and rest.
-  Jessica Sachs, Death Cloud · 1h
Prayer and a nap if one can be squeezed in. ...

What's one small thing you do each day to care for yourself?

-  Natalie Smith · 5w · 🇺🇸 by Author
Read a book before bed
-  Lisa Moore · 5w · 🇺🇸 by Author
I get outside for fresh air and focus on positive thoughts. ...
-  Jolene Rodriguez · 5w · 🇺🇸 by Author
Eat healthy, high protein to keep me going and b12 ...
-  Nancy DeLaney · 5w · 🇺🇸 by Author
Read Bible with coffee and dog walking at park. ...
-  Jolene Rodriguez · 5w · 🇺🇸 by Author
Tried for a 🥰 nap which is rare. And get a snack and iced coffee. ...
-  Linda Alvarado-Nelson · 5w · 🇺🇸 by Author
Read the Bible, pray and take walks ...
-  Carleen Penny · 5w · 🇺🇸 by Author
Have a slow morning... I hate jumping out of bed and having to "do" ...
-  Corinne Schlapach · 5w · 🇺🇸 by Author
Walk

What's a small caregiving win you've had recently that deserves to be celebrated?

-  Jolene Rodriguez · 6w · 🇺🇸 by Author
Oh goodness...just reading this makes me process. It makes me emotional because I don't or hardly celebrate any of my caregiving wins. 🥰💙
- I don't even know where to start or what to say. It is overwhelming to think about for me. I like to celebrate others but sometimes I struggle to celebrate myself. 🥰💙
-  Jolene Rodriguez · 5w · 🇺🇸 by Author
Please take time to celebrate your wins. It's not as much about patting yourself on the back as it is re-filling your cup so that you can pour into others later.
-  Richard Tatum · 5w · 🇺🇸 by Author
I am delegating tasks back to my LO that I previously look on when she was sick. ...
-  Wendy Tychon · 4w · 🇺🇸 by Author
I got my mama out of the house for a pedicure. It was alot but it was so worth it so see her light up looking at her pretty toes!
-  Lisa Davis · 4w · 🇺🇸 by Author
Doing wound care without getting "skeeved" out!!! Wound care is not for the faint at heart. But I am grateful each time I change a bandage I am helping my hubby heal. 💜👏
Hang in there caregivers, stay encouraged.

Caregiver Pulse Prompts

A SELECTION OF POSTS FROM
CAN'S FACEBOOK PAGE
MAY-JULY 2026

Have you ever attended a caregiver support group? What was your experience like?

- Sheryl Beck Kippner** · 7w · 🇺🇸 by Author
I've attended a virtual support group for years run by a group of memory care homes owned jointly about an hour from me. Even though my mom passed 2 years ago, I still attend now and then. It has been great!! We can get advice from each other and share our stories and struggles and a laugh or two 🍷
- Nicole Smith** · 🇺🇸 by Author
I joined one offered by an elder law attorney office when my role as a caregiver began. Now I lead multiple groups for **Daughterhood** including Navigating Aging Parents and the Sandwich Generation. All free and virtual.
- Cynthia Stewart Jorgensen** · 7w · 🇺🇸 by Author
We joined one after our son's diagnosis and it did assist. However I've belonged to some that weren't helpful with folks complaining vs seeking support. I do feel counseling would assist those parents.
- Leann Agostino** · 7w · 🇺🇸 by Author
Couldn't find one for parents of special kids so started one.
- Carolyn** · 7w · 🇺🇸 by Author
My first caregiver support group was in person back in 2017. I walked in, no one looked like me, it was mostly female and I was the youngest person in the room.
- At the peak of covid, I was attending 5-6 virtual caregiver support groups with various organizations. I gained lots of support and connection through some difficult periods of my life.
- In my recent years, I attend 4 caregiver support groups. I also host a men's mental wellness meeting. Along with my advocacy groups at local, national and international levels. Giving back to the community to spread awareness and support for those in the trenches and for the future of caregivers to come.
- Fueled with gratitude in the moment.
- Sheryl Beck Kippner** · 🇺🇸 by Author
I used to run three different caregiver support groups as a family caregiver support specialist and I found that the groups were very informative and helpful! The caregivers were able to gain insight into what caregiving tips and tools that other caregivers have tried in the past and were also able to hear and share their joys, challenges and frustrations as a caregiver with others going through the same thing as them. I think they are such a great resource!
- Sheryl Beck Kippner** · 7w · 🇺🇸 by Author
Yes-difficult to get in person with our schedule but many done on teleconference or I can listen when avail and email comments or questions after
- Very helpful
- I do them thru the VA, Univ of AL Birmingham and Other groups that interest me

What do you miss most about your life before you became a caregiver? What do you love about life right now?

- Carolyn** · 8w · 🇺🇸 by Author
What I love now is walking my dad home.
- What I miss is arbitrarily in the past. It cannot be changed. Life continues to flourish at this moment in this life. I focus in the present moment encouraging social connection and creating moments of joy.
- Don't sweat it. Move forward with optimism.
- The U.S. Census Bureau** · 8w · 🇺🇸 by Author
we love this question! One perspective we can offer is that caregiving doesn't come with too many dull moments 🤔
- Sheryl Beck Kippner** · 8w · 🇺🇸 by Author
Mental rest because there is an aspect of caregiving that is the result of lingering worry.
- Cynthia Stewart Jorgensen** · 8w · 🇺🇸 by Author
I miss my husband's curious intelligent brain and our conversations. What I love is the safe space our home (a sanctuary) provides.
- Carolyn** · 8w · 🇺🇸 by Author
Having the FREEDOM to do whatever I wanted and Whenever I wanted? Now I'm not able to do anything? I'm just glad I'm Healthy enough to take care of my Brother but it's not been easy I've been doing All by myself for 20 years and 11 of these Years I've been doing it All by myself! My Whole Immediate Family has passed on and it's just and him and I'm the Baby of the Family? I Love my Brother but Sometimes I don't want to do this any longer so I pray to God to give me Strength to do it? I try not to complain too much bc I know anytime God can take him from me? I just Pray God keeps me Healthy and Him Healthy So I can Take care of him? I would Never want Hod to take me before my Brother bc I know he would have the Same Caregiving as I do for him? We have Nieces and Nephews that would prob take care of him but he would feel alone even though they Love him it just wouldn't be the same? So I keep on doing this task bc I Believe God has me here to take care of my Brother and I never had kids bc I believe God knew it would be too hard on me to take care of my Brother and kids too? I thank you God for Loving Us both and Protecting Us and for Providing for us Always!!! 🙏🙏🙏🙏🙏🙏🙏🙏
- Carolyn** · 8w · 🇺🇸 by Author
I only miss my ability to go anywhere without being on call and that it takes a very long time of planning to have a day off
- What I love is that I give back to a woman that raised me and my sister by herself I am lucky to still have my mum after watching family and friends lose their mum I am blessed to share whatever chapter comes next
- Carolyn** · 8w · 🇺🇸 by Author
Me...but so glad I can care for my husband, coz I am the only one.

What's a caregiving hack or tip that has made your life easier?

- Richard Tatum II** · 9w · 🇺🇸 by Author
Ask for help. No matter how many times you've been told "No" or "I can't". Never stop asking for help.
- Sheryl Beck Kippner** · 9w · 🇺🇸 by Author
I created a checklist for my mom and have it in a binder and a designated spot in her kitchen so her caregiver has access to it as well as for me and my family to ensure we don't forget things or assume someone else is checking and doing them. It also is handy when any one of us is out of town or the schedule changes and we can ensure nothing falls through the cracks.
- Sheryl Beck Kippner** · 9w · 🇺🇸 by Author
Sleep when you are able, even if it is in the middle of the day!
- Leann Agostino** · 9w · 🇺🇸 by Author
Not a hack, THE source of strength: JESUS!
- Shannon Boyer** · 9w · 🇺🇸 by Author
2 group chats, 1 with only siblings, 1 with siblings and parents
- Sheryl Beck Kippner** · 9w · 🇺🇸 by Author
Hiring qualified help.

Caregiver Pulse Prompts

A SELECTION OF POSTS FROM
CAN'S FACEBOOK PAGE
MAY-JULY 2026

Responses to our Caregiver Pulse Prompts show that caregiving is rarely simple or easy. It is a constant balance between exhaustion and love, loss and purpose. But within that complexity, many caregivers discover resilience, strength, and meaning in even the smallest acts of care.

Caregiving often brings a quiet, ongoing sense of grief for the life that came before. Many caregivers miss their independence, their careers, their social lives, and even the simple ability to care for themselves on their own terms. And yet, alongside that loss, there is also meaning. Many speak about the love they feel, the importance of being there for someone who needs them, and the deepening of relationships in ways they may not have expected. Some also find purpose in the act of caring—coordinating appointments, managing daily needs, and advocating for their loved one.

Rather than achieving perfect “balance,” most caregivers learn to adapt. They focus on what matters most—safety, dignity, and essential care—while letting go of unrealistic expectations. Setting boundaries and protecting their own well-being becomes essential, even if it takes time to feel comfortable doing so.

Practical tools and routines also play an important role in easing the day-to-day demands. This can help create structure, reduce stress, and even give loved ones a greater sense of independence. When caregivers find connection with one another, there is a unique understanding—a sense of not being alone, of being seen and supported by others walking a similar path.

For those balancing work and caregiving responsibilities, all of these experiences also shape caregivers into strong, capable employees. The same resilience, adaptability, and problem-solving they use at home often translate directly into the workplace. Caregivers are used to managing competing priorities, navigating complex systems, communicating under pressure, and staying organized in unpredictable situations. They develop patience, empathy, and a deep sense of responsibility—qualities that make them not only reliable team members, but thoughtful and effective contributors in any professional setting.

Caregivers In Context

Caregiving is part of everyday life—and increasingly, part of the stories and cultural moments that shape how we see ourselves and one another. Across television, music, and popular culture, authentic portrayals of caregiving can help audiences recognize their own experiences, build empathy, and spark conversations about what it means to care for a loved one.

Through Caregivers in Context, Caregiver Action Network brings storytelling, research, and cultural engagement together to explore caregiving where people are already paying attention. By connecting caregivers' real experiences with trusted voices and influential cultural platforms, CAN is helping make caregiving more visible, relatable, and understood. From the Care in Context blog series to participation in a television festival and a presence at the 2026 GRAMMYS, these efforts demonstrate how caregiving can move beyond the traditional conversation about support and services—and into the broader cultural conversation.

COMING
SOON

Care in Context: The Official Conversation Series from Caregiver Action Network

Care in Context will bring powerful, real stories of caregiving from voices you know and trust, featuring celebrity guests, advocates, and changemakers sharing their journeys with honesty and heart. Hosted by CAN's CEO, Marvell Adams Jr., each episode uncovers meaningful insights, endearing advice, and inspiring moments that remind caregivers they're never alone.

Some of the planned caregiving voices include: actress Bellamy Young and Lauren Sisler, sports broadcaster and author.

Stay tuned for conversations that inform, uplift, and spark connection in every chapter of the caregiving experience.



Caregivers in Context Blog Series

The Caregivers in Context blog series examines how caregiving is portrayed in **TV, movies, books**, and other formats. Recent issues include:



Caregiving in the Spotlight

CAN presented a panel at the ATX Television Festival, "From One Day at a Time to Friday Night Lights: Care in Context."

The panel examined how television can portray caregiving stories in ways that help audiences recognize, understand, and connect with caregiving experiences. The panel was moderated by Chance Browning, CAN Chief Operating Officer and featured Kate Folb, director of Hollywood Health & Society, Brent Miller (One Day at a Time, Clean Slate), David Hudgins (Friday Night Lights, Parenthood), Jeffrey Addiss (The Boroughs), and Will Matthews (The Boroughs).



Caregiving in the Spotlight

CAN had a presence at the GRAMMYs Gift Lounge, bringing caregiving into the cultural spotlight.

With a dedicated branded booth, premium merch, and on-camera conversations with Reba McEntire, Sheryl Lee Ralph, Ashley Williams, Grace Potter, and more, CAN turned a high-profile entertainment moment into a platform for caregiver visibility.

It was Caregivers in Context in action: meeting people where culture happens and ensuring caregiving is seen, heard, and recognized as a defining part of American life.



Advancing Caregiver Support Through Collaboration and Innovation

In June, Caregiver Action Network welcomed members of our Corporate Leadership Council (CLC) for an inspiring day of collaboration, innovation, and shared commitment to supporting family caregivers. The meeting brought together leaders from across industries to explore how employers can better design programs that meet the evolving needs of working caregivers and advance solutions that strengthen caregiver well-being.

CARE2030

Panel: Building the Caregiver Support Infrastructure America Needs

The panel was a conversation about what becomes possible when organizations that care deeply about caregivers move beyond individual programs and begin building shared infrastructure together. The panel was moderated by Marvell Adams Jr., CAN CEO, and focused on why caregiver support infrastructure and cross-organizational collaboration matter, what progress they believe is possible by 2030, and what gives them hope about CARE2030. Panelists included Rachel Janssen, Communications & Marketing Operations Leader at First Quality; Neetu Abad, Director of the Rosalynn Carter Mental Health & Caregiver Program at the Carter Center; and Steve Schwab, CEO of the Elizabeth Dole Foundation.

Attendees also looked ahead to the 30th Anniversary of National Family Caregivers Month with special guest **Richard Lui, anchor for MSNOW**, author, and filmmaker, and participated in a forward-looking discussion on CARE2030 and the vision for a more connected, orchestrated caregiver ecosystem. The day concluded with a networking reception, reinforcing the power of partnership and the collective impact our CLC members have in expanding Caregiver Action Network's reach, strengthening our programs, and helping ensure more caregivers across the country have access to the support they need.



What's New with the Caregiver Innovation Council

Launched in 2025, the Caregiver Innovation Council (CIC) brings together innovative startups and technology companies working at the intersection of caregiving and technology to collaborate, co-create, and shape the future of family caregiver support. Following a year of hands-on collaboration with CAN's founding cohort of 19 members, the Council enters its second year with an expanded membership, enhanced programming, and a stronger network of innovators committed to advancing solutions that improve the caregiving experience.



Meet the 2026-2027 CIC Members

The CIC has launched the 2026-2027 cohort, welcoming 28 mission-driven CareTech and AgeTech companies committed to improving the lives of the more than 63 million family caregivers across the United States.



Adley Health

AMiiINTRO®



CANARY HEALTH.

CareSupport.com →

c|e
+
MD

Eleplan

Givers Health

HOMAGE
ROBOTICS

Inclusi
Gear

Isaac Health

LightWell Care™

LifeScience
Technologies LLC

medivox

Memory
Board



NOTED
YOU NOTICE. WE MAKE IT CLEAR.

NUROX
ROBOTICS

RubyWell



simpli here



TCARE®

ThriveKin®

Wellthy

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Caregiver Innovation Council

First Annual Caregiver Innovation Summit

On **May 14, 2026**, CAN's Caregiver Innovation Council hosted its first-ever Annual Caregiver Innovation Summit.

The CIC brings together mission-driven CareTech and AgeTech founders to support and empower the millions of family caregivers across the country. After a year of collaboration and co-creation with our founding cohort (19 Founding Members), the Summit was a powerful and inspiring moment to reflect, share, and look ahead. We are grateful to our Founding Members, our speakers, and everyone who joined and engaged, making the CIC community so meaningful.

The Summit featured:

- A **Member Panel** with leaders from **Eleplan, Givers Health, Isaac Health, RubyWell, and TCARE**
- A live case study from **Carey** on how CAN's Caregiver Insights Panel helped shape their product development to support caregivers (learn & validate)
- A fireside chat with **Helen Adeosun (Chief Strategy Officer, Activated Insights)** on building at the intersection of mission and margin
- 2026 **Caregiver Tech Insights Survey** findings presentation

Here is what some of the participating members had to say about the Summit.

"This has been such an amazing conversation to listen to. The power, intelligence, thought leadership, and passion are felt and truly are making me think differently about how what I do can shift some workflow options. Thank you - I'd love to continue to help and engage."

"Fantastic summit!!! Well done and thank you to all who shared their stories today. So inspiring and grateful to be in such incredible company!"

"After today, I am both humbled and validated. I want to learn more, I want to be more involved in this community, and I'm excited about what's next. Thank you for the time and effort you put into making something like this happen."

"I LOVE this! It is so spot on! Such an awesome opportunity. Partnership, integration!"

"It was inspiring to be surrounded by individuals and organizations that are moving the needle in the caregiver space. I left feeling energized by the conversations and the shared commitment to supporting caregivers in more meaningful ways."

"Thank you to the entire CAN team for organizing a great day of programming!"

"Joining the Caregiver Innovation Council has been a difference maker for us at CareSupport. Thank you, Marvell and CAN!"

CAN Takes Virtual Reality Training to Bristol Myers Squibb

In June, Caregiver Action Network traveled to New Jersey to visit the Bristol Myers Squibb (BMS) campus and demonstrate the power and effectiveness of the Virtual Reality empathy-based training we offer. We engaged a diverse group of BMS stakeholders with our Virtual Reality headsets to experience what it is like to see through the mind and eyes of an individual living with Alzheimer's. We also led another group through an on-screen version of the simulation.

After both experiences, we asked each group how the training made them feel and what they came away with. Overwhelmingly, there was a sense of understanding, empathy, and appreciation of the patient and care partner journey. There was discussion about the possibilities of these trainings and how they could be utilized in so many fields across the disease continuum and how it could bring patients and their caregivers closer in understanding. There were laughs from some, and tears from others, but that highlights the realness of what caregiving is, and that is exactly what we are looking to accomplish.

CAN thanks Bristol Myers Squibb for the opportunity to share these experiences with their employees to spark what these kinds of trainings can do, not only for them, but for those they serve.



Community Care Corps: Promoting Independence Across Communities

This quarter marked the beginning of a new chapter for Community Care Corps (C3) with the launch of Cohort 6, comprising 22 grantee organizations from communities across the country. Together, **the 2026–2027 cohort received \$3.5 million to develop, expand, and strengthen innovative volunteer-driven programs providing nonmedical support to family caregivers, older adults, and adults with disabilities.**

The Cohort 6 grant period officially began on May 1, 2026, kicking off an 18-month grant cycle that will run through October 31, 2027. On May 6, project leadership welcomed the new grantees during a virtual Kick-Off Webinar, providing an opportunity to introduce resources and expectations that will help support their work throughout the grant period.

As part of the webinar, Caregiver Action Network introduced grantees to communications resources and support available to them, including the C3 social media toolkit, instructions for submitting communications and marketing requests, and guidance on developing the two required videos that will help tell the story of their programs and impact.

CAN also spearheaded press release efforts announcing the new cohort, helping bring national and local visibility to the grantees and the innovative volunteer models they will implement in their communities.

Supporting Grantee Communications

As Cohort 6 gets underway, CAN continues to provide hands-on communications support to help grantees share their work and elevate the impact of their programs. CAN hosted a Communications Office Hours session focused on the Communications and Media Submission Form available on the C3 website. The session walked grantees through the submission process, the types of communications support available from CAN, and how they can use the form to share videos, program milestones, success stories, media opportunities, and other developments that can be amplified through C3 communications channels. The C3 grantee portal serves as a central location for these communications resources, including content submission and video guidance.

Together, these activities helped set a strong foundation for Cohort 6 while continuing to elevate the work of Community Care Corps nationally. From onboarding and communications support to national conference engagement, CAN is helping ensure that the innovative work taking place within individual communities can inform, inspire, and strengthen volunteer-based caregiving supports across the country.



Welcoming Cohort 6



Taking Community Care Corps on the Road

C3 had a strong presence at two major aging-services conferences this quarter: the American Society on Aging's On Aging Conference and the USAgings Annual Conference and Tradeshow.

At **On Aging**, CAN supported presentations from C3 project leadership as well as sessions featuring C3 grantees. These opportunities helped elevate lessons learned through Community Care Corps and showcase the ways grantees are translating volunteer-driven approaches into meaningful supports for older adults, people with disabilities, and family caregivers.

At the **USAgings Conference**, CAN participated in the Caregiving Summit pre-conference session, which highlighted caregiver supports and approaches from across the aging network, including work being carried out by C3 grantees.

CAN also led an hour-long workshop highlighting Community Care Corps' impact and the experiences of C3 grantees. The session featured project partner Altarum, which shared its work evaluating and reporting outcomes from the initiative, alongside examples from C3 grantees Elderbridge Agency on Aging and Chico State Enterprises – PASSAGES. The workshop offered attendees an opportunity to see both the data behind C3's impact and how that impact is taking shape at the community level.

Beyond the formal conference sessions, CAN hosted a C3 grantee luncheon, creating an informal opportunity for grantees and project leadership to get to know one another, strengthen connections, and share experiences. CAN also supported C3 grantees presenting posters at the conference, helping amplify their programs and lessons learned with aging-services professionals from across the country.



National Family Caregivers Month 2026

Care Connects Us



CARE
CONNECTS
US

It isn't just a tagline, it reframes caregiving from a niche issue to a shared human experience — strengthening public awareness, relevance, and urgency.

This campaign invites caregivers to see themselves in each other—reinforcing the need for easy access to community support and trusted resources at every stage of their caregiving journey.

Building on 2025's *Plug-in to Care* gives CAN the framework to scale caregiver navigation, bring more partner organizations into the fold, and infuse a more in-depth caregiver perspective.

Care Connects Us sets up an evergreen framework for caregiver storytelling and resource navigation as we map the road to the 30th Anniversary of NFC Month.

This campaign builds connection, not just awareness—online, at home or at work, in communities, and across health conditions—offering a direct, meaningful, relevant support systems that help them deliver optimal care.

By the Numbers

Between

63M & 106.5M

U.S. adults care for a spouse, elderly parent or relative, or special-needs child.

Sources: National Alliance for Caregiving and AARP. Caregiving in the U.S. 2025 and RAND, America's Military and Veteran Caregivers: Hidden Heroes Emerging from the Shadows. 2024

24%

Roughly one in four American adults is a family caregiver.

Source: National Alliance for Caregiving and AARP. Caregiving in the U.S. 2025

Nearly 12M

Americans provide unpaid care for an individual with Alzheimer's or another form of cognitive decline.

Source: Alzheimer's Association. Support for People Living with Dementia and Their Caregivers. 2025

19.2B

Hours of unpaid care provided by family caregivers to people with Alzheimer's and other cognitive decline.

Source: Alzheimer's Association. 2025 Alzheimer's Disease Facts and Figures. June 2025

7.2M

Americans age 65 and older living with Alzheimer's dementia in 2025. 74% are age 75 or older.

Source: Alzheimer's Association. 2025 Alzheimer's Disease Facts and Figures. June 2025

\$7,200

Average out-of-pocket amount spent on caregiving expenses by a family caregiver, a significant drain on finances.

Source: Alzheimer's Association. 2025 Alzheimer's Disease Facts and Figures. June 2025

67%

Family caregivers who experience difficulty balancing their jobs and caregiving duties.

Source: AARP. AARP Research Insights on Caregiving. March 2025

How You Can Help

You can help Caregiver Action Network support caregivers nationwide in several impactful ways:

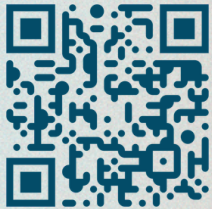


Partner with CAN to help expand our ability to support caregivers in our peer-to-peer network, provide education and training around Alzheimer's and cognitive impairment, and broaden our reach in educating people on long-term care financial planning and navigating finances as a caregiver.

www.caregiveraction.org/corporate-partners

Share Your Stories – By participating in surveys or contributing personal experiences, you can help shape the conversation around caregiver needs and challenges.

www.caregiveraction.org/caregiver-story

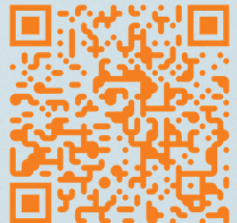


Engage with the Community – Connecting with other caregivers through CAN's communication channels fosters a sense of support and shared understanding.

www.caregiveraction.org

Advocate for Resources – Caregivers can help CAN and its partners develop more effective programs, policies, and services by voicing their struggles and suggestions.

www.caregiveraction.org/caregiver-advocacy



Spread Awareness – Encouraging fellow caregivers to engage with Caregiver Pulse ensures that more voices are heard, leading to broader, more meaningful change.

www.caregiveraction.org/caregiver-statistics



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