



CARING
ACROSS
GENERATIONS

Caring Across Generations

2023 ANNUAL REPORT





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Care By The Numbers

We all have care in common. Giving and receiving care is one of the most fundamentally human things we do, yet our country falls short of adequately valuing and supporting caregiving. Since 2011, Caring Across Generations has been building a movement nationwide to transform the way we care. We now have the momentum to fully harness the power of care to begin building a care economy where everyone thrives.

Aging and Disability



53M

53 million unpaid caregivers in the US, totaling more than 1 in 5 Americans (AARP, 2020).



11M

11 million sandwich generation caregivers, those caring for young children and aging or disabled adults at the same time (National Alliance for Caregiving, 2019).

\$23,688
median
income

The median wage for direct care workers was just \$15.43 per hour in 2022, with a median annual income of just \$23,688. As a result, 39 percent of this workforce, composed mostly of women of color, lives in or near poverty and 46 percent rely on public assistance programs to make ends meet, including Medicaid (PHI, 2023).



650K

650,000 older adults and disabled people are on Medicaid HCBS waiting lists, and the average waiting period is 45 months before receiving services (KFF, 2022).

Paid Leave



The United States is the only OECD nation without a federal paid leave program (Pew, 2019).



Lack of paid leave nationally substantially impacts women, and in particular, Black, Brown, and immigrant women, who do the majority of care work in and outside of the home (Center for American Progress, 2022).

Child Care

**27% of
income**

On average, families spend 27% of their household income on child care (Care.com, 2023).

**\$10,853
yearly**

The average national annual price of childcare in 2022 (Child Care Aware of America, 2022).

Letter from the Executive Director



2023 has been an especially monumental year for the care movement.

We kicked off the year on Capitol Hill with our partners in the Care Can't Wait coalition, to deliver nearly 100,000 signatures and over 1200 care stories to Congress. And we brought it to a close with CareFest, where leaders and advocates from entertainment and philanthropy to business and government came together for the first time, to dream big about the future of care. In between, in April, President Biden signed the most sweeping executive order on care in history, with over 50 directives to federal agencies to take action in support of care workers, families and individuals who rely on care.

Last year, I told you we were at a tipping point when it came to how our nation sees and values care, and this year, I am so pleased to share that we are collectively seizing the moment. Your generous support has allowed us to reach new audiences—both in person and online, to build our power in states and nationally, to help the voices of care activists—especially Black women caregivers—to be heard in the halls of power, and to leverage pop culture to tell more nuanced and authentic care stories.

Our momentum has never been greater and the better care systems we have been fighting for for over a decade feel closer than ever. In the coming year, we will continue to build on that momentum by anchoring our work in our three pillars of care—child care, paid leave, and aging & disability care, and by highlighting the experiences of those on the frontlines of our care crisis. As our movement grows, and the foundation for our solutions are laid, we are more hopeful than ever. We can't wait to see what comes next.

Thank you for being a part of our movement. Your commitment sustains this vision, as each year brings us closer to a better future of care for us all.

Ai-jen Poo
Co-founder and Executive Director



Building Power

Delivering Petitions in February

To kick off the year, Caring Across Generations and partners in the Care Can't Wait coalition convened with care workers, caregivers, disabled people, and older adults on Capitol Hill to deliver a petition to members of Congress signed by more than 98,000 Americans demanding attention on the continuing care crisis.

Our petition urged Congress to invest in universal access to child care, home and community-based services for older adults and disabled people, fair pay for care workers and the creation of a robust federal paid family and medical leave program.

Speakers at the event included MSNBC anchor Richard Lui, who provided care for his father and is one of the inaugural members of our Creative Care Council, as well as U.S. Senators Patty Murray (D-WA), Elizabeth Warren (D-MA), and Ron Wyden (D-OR), and U.S. Representatives Jimmy Gomez (CA-34), Rosa DeLauro (CT-03), Debbie Dingell (MI-06), Sara Jacobs (CA-51), and Jan Schakowsky (IL-9).

Leading up to the event, we engaged celebrities and influencers online, including Kerry Washington and Andy Cohen, to post their support of better care policies and encourage people to send messages to Congress. In total, 1,130 people sent messages to their legislators on the day of action.



MSNBC Anchor and Creative Care Council Member Richard Lui (top) and Senator Elizabeth Warren (D-MA) (bottom) speaking at the February 2023 Care Can't Wait Rally in Washington, DC

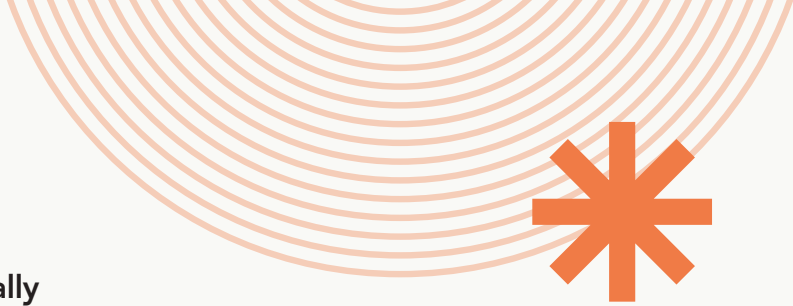
Adding to Our Care Fellows

The Care Fellowship is a leadership development program that cultivates the advocacy and communications skills of a multiracial, intergenerational cohort of people who give and receive care. The program draws upon the Fellows' innate care expertise, and is designed to support them in using their lived care experiences to inform, advocate for, and advance policy change.

This year, the Care Fellow class grew to 100 caregivers, with state-based cohorts spanning across California, Georgia, Illinois, and Michigan. Our Care Fellows are transforming the way care is seen, valued, and supported in our country through storytelling in the media, advocacy with decision makers, and voter education.



Care Fellows attending CareFest in November 2023



Knocking on Doors... Digitally

Our digital team built and maintained our audience of engaged caregivers and care recipients in a number of ways:



216%

Email List Growth

We also increased our email lists in our key Care Can't Wait states of California, Georgia, Illinois, and Michigan—in which our list grew by 349 percent.



2000+

Direct Messaging

We digitally doorknocked more than 2,000 Instagram caregivers by sending direct messages, leading to 678 conversations with people who give and receive care.

Nearly 3/4 of respondents identified themselves as caregivers or care recipients.

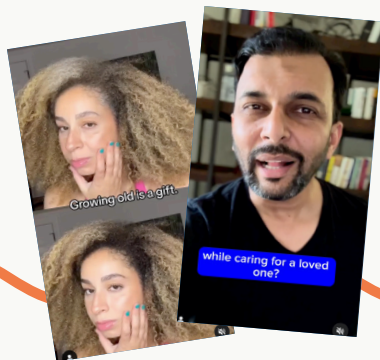
Many self-identifying caregivers said providing care impacted their ability to do their job and many were feeling negatively about the experience (whether that be due to exhaustion, an impacted personal life, etc.)

State-based Influencer Campaigns

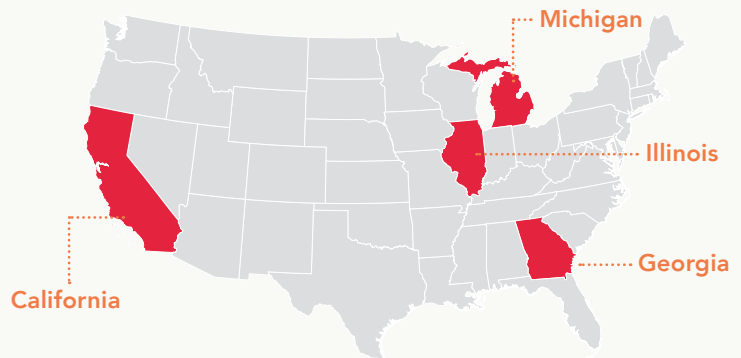
In July, we worked with seven Illinois-based content creators on Instagram and TikTok with large audiences in the state to create original content about the issue of paid leave in Illinois. Each piece of content was unique and authentic to the creator, and we focused in particular on highlighting Black creators and other creators of color.

In total, the creators made 12 videos, and we were able to:

1. Shift attitudes among key constituencies in IL to see caregiving and paid leave as urgent and collective issues that impact them and their families,
2. Tell paid leave care stories that reach and resonate with our constituencies in Illinois,
3. And help grow our IL supporter list for Caring Across and Care Can't Wait.



Growing and Deepening Partnerships



Saving Medicaid From Work Requirements

During the spring, access to Medicaid was under threat due to the House passage of the Default on America Act that proposed stringent new Medicaid work requirements that would particularly harm older and/or disabled people who rely on the program for care. Along with key partners, Caring Across Generations was integral to protecting Medicaid: we delivered 12,000 petitions to the White House, hosted an online rally with over 500 participants, and brought awareness to over 20,000 supporters through our #MedicaidMonday series on social media.

Policy

Care Included in the State of the Union

On Feb. 7, President Joe Biden delivered his second State of the Union Address, in which he affirmed that investing in care is essential to the financial security of working families and the success of the U.S. economy. Our policy team worked closely with the Biden administration to emphasize the importance of highlighting care in his agenda, providing polling, research, and talking points on care.

“ Let’s get seniors who want to stay in their homes the care they need to do so. Let’s give more breathing room to millions of family caregivers looking after their loved ones. ”

—President Joe Biden, 2023 State of the Union

The president mentioned care priorities more than 10 times in his speech, while reiterating his commitment to invest in child care, paid leave, and aging and disability care.

White House Signs Largest Executive Care Order in April

Then, on April 18, the Biden Administration issued a groundbreaking Executive Order that included the largest slate of care-related executive actions in our nation’s history. This executive order included 50 directives to federal agencies to expand access to child care, aging and disability care, and increase support for both family caregivers and direct care workers.

This unprecedented set of federal actions included:

1. A national demonstration project to fund more respite support for family caregivers
2. Directives to improve job quality and pay for child care and long-term care workers
3. Directives to increase transparency across states on wages and supports for paid caregivers

This historic policy platform reflects how much care is now recognized as the heart of our economy, as a job-enabling industry, and as the human experience that connects us all, as a result of years of work by Caring Across Generations and our partners. This historic executive order makes the work of care more visible and valued in the halls of power, strengthening our call to prioritize investments in building a strong care infrastructure for this era in American life.



President Biden talking about care during the State of the Union, featured in a Caring Across social post



Ai-jen Poo greeting President Biden during the signing of the Care Executive Order

White House Proclaims April is Care Workers Recognition Month

In 2023, the White House formally designated April as Care Workers Recognition Month. This historic proclamation and month of recognition is a major milestone toward transforming the way this country uplifts and values care, care workers, and caregivers.

Administration Launches Childcare Requirement for Manufacturers

In March, the Biden administration announced that semiconductor companies wanting access to \$39 billion in subsidies must provide childcare to employees. This move helped to highlight the urgent need for access to childcare for workers across growth industries in America, delivering progress in tackling the child care crisis amidst Congressional inaction.



Our partners at the Care Can't Wait Capitol event in Atlanta, GA

2023 HIGHLIGHTS

Across our key Care Can't Wait states of California, Georgia, Illinois, and Michigan, we held events to call on our elected leaders to prioritize care, while activating coalition partners and care constituents on the ground to rally around care as a policy priority.

- * In **Georgia**, our Care Can't Wait at the Capitol event, held on March 2nd, gathered care workers, caregivers, disabled people, and older adults to call for investments in the state's care infrastructure and introduce a new coalition, Care Can't Wait Georgia, to state elected leaders.
- * Through our Care Can't Wait **California** partners and allies, we collaborated on a number of rallies, panel discussions, residencies, screenings, and advocacy days throughout the state on our three care pillars—child care, paid leave, and aging & disability care. In July, we rallied in Los Angeles with 14 partner organizations to call for the passage of SB 616 to expand paid sick leave in the state; the bill passed and was signed into law in October.
- * In April, The Care Can't Wait **Michigan** coalition helped to launch the Bipartisan Care Caucus. The caucus gathered state lawmakers, including caucus chair Representative Helena Scott (MI-7), and care workers to discuss the need to invest in care in Michigan. The caucus provides a dedicated space in the state legislature devoted to the issue of care, while elevating Black and Brown women who give and receive care across the state of Michigan.
- * During October and November, we worked with Care Can't Wait **Illinois** partners to highlight the importance of investments in care infrastructure. We hosted a press rally in Northeast Illinois that resulted in press coverage on the state of caregivers and care workers in the Quad Cities, and supported partners in hosting the Women's Economic Power Agenda summit in Chicago, which brought together dozens of caregivers, advocates and organizers. We closed out November by hosting a film screening of *Flower*, a silent film about a dancer who is caring for her mother who has dementia in Chicago, followed by a discussion on caregiving and storytelling.
- * We conducted groundbreaking research on messaging about care in **Illinois** and **Georgia**, culminating in a playbook shared with Equality Can't Wait partners.

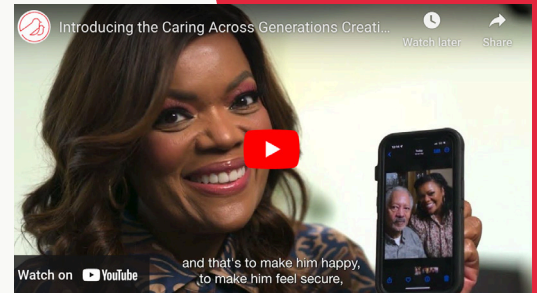
Culture Change

Introducing the 2023 Creative Care Council

In March, we launched our inaugural Creative Care Council (CCC), a cohort of arts and entertainment creatives who are helping us amplify caregiving stories, advocate for policy change, and shift the way our society thinks and feels about care.

We produced a [launch video](#) spotlighting several members in their roles as caregivers. The video helped us place our announcement as [an exclusive in Variety](#), the nation's top entertainment news site and Hollywood's most-read trade, raising our profile as one of the few nonprofits working at the crossroads of D.C. and Hollywood.

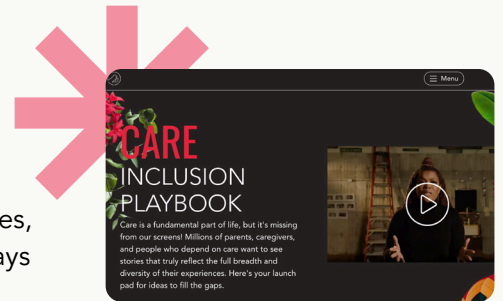
Our eight founding members are Yvette Nicole Brown, Bradley Cooper, Yves Mathieu East, Brandee Evans, Richard Lui, Lauren Miller Rogen, Seth Rogen, and Megan Thee Stallion. Members of the Council have provided vital feedback and recommendations for how to continue to raise the profile of our agenda, they have joined Caring Across events, shared their own care stories and lent their platforms to help elevate the agenda, and they have helped make connections with other like-minded partners in the entertainment space. Tailored to each member's interests, care experiences, audiences, and personal and professional plans, our Council engagements have helped us tap into multiple spheres of influence to shape hearts and minds.



Actor and activist Yvette Nicole Brown featured in the Creative Care Council launch video

Launching the Film & TV Care Inclusion Playbook

Officially launched at CareFest in November, the Care Inclusion Playbook is a resource to help screenwriters and other content creators to develop more care-related storylines. The guide is a culmination of a series of salon-style discussions over the past two years between Hollywood creatives, disabled people, older adults, care workers and family caregivers about ways to incorporate more nuanced representations of care and replace harmful narratives and stereotypes about aging, illness and disability and caregiving in current and future projects. The playbook includes "story sparks" to help creators get started, checklists to make sure they are being inclusive of the many kinds of caregiving roles and identities, research showing why care needs to take up more space on our screens, and how we can get there.



Center photo: Jennifer Kumiyama (center), singer and activist, with her care team, care worker Roberto Velasquez (left), and aunt and family caregiver Karen Pace (right), at the Care Circles Screenwriters Salon

Groundbreaking Care Inclusion Partnerships

Together with the National Domestic Workers Alliance (NDWA) and Inevitable Foundation, we gathered with Writers Guild of America member writers, showrunners, and producers to discuss care-inclusive storytelling that brings disability and care work to the foreground, leading to at least one new storyline being incorporated into an upcoming broadcast drama.

We also launched the "Storytelling With Care" short film grant, our first award to support the production of a new short film that puts care at the center with NDWA and support from Participant and the Hollywood Radio and Television Society Foundation.



This year, Caring Across partnered with **The Geena Davis Institute on Gender in Media** and the **USC Annenberg Norman Lear Center Media Impact Project**, commissioning research to examine the current state of care representation on television and the impact of depictions, when they exist, on viewer attitudes toward care. Both research projects will inform our recommendations to entertainment industry professionals and will also help establish a baseline for tracking progress in the representations of care in popular entertainment culture over time.

Geena Davis Institute Partnership

Institute researchers analyzed all scripted series that aired in 2021 to assess the frequency and types of care that appear on screen, as well as the demographics of care recipients and care providers depicted. This first-of-its-kind study tracked portrayals of childcare, aging and disability care by type of care, such as meal preparation and finance management; setting, such as a nursing facility or a person's own home; and family or community care structures, such as siblings or neighbors.

The resulting report co-written by Caring Across, "Make Care Pop: What We See and Don't See About Caregiving on TV," found that only one in 10 TV shows in the U.S. featured care-related storylines, and depictions of aging and disability care on TV overwhelmingly reflected the experiences of white individuals and nuclear families. The research also found that on-screen depictions of care left out many of the most common care-related tasks and challenges that take place in the U.S.

- 1 in 10** characters on TV are caregivers
- <11%** scripted shows on air in 2021 depicted a prominent care-related storyline
- 56.5%** caregiving characters (paid or unpaid) were women
- 7%** episodes mentioned the cost of care
- 5.2%** caregiver characters were depicted struggling to balance a job and care responsibilities
- 3.3%** nondisabled older adult characters were shown to have agency in their care

Norman Lear Center Study

This audience impact study examined how the prominent dementia care storyline in the final season of NBC's "This is Us" affected viewers' attitudes towards care in their lives. In addition to an audience survey, the Norman Lear Center research includes an analysis of Instagram, Twitter and Reddit comments related to the series and an accompanying Anthem Award-winning social impact campaign produced by NBC in partnership with Caring Across and HFC.

Said Soraya Giaccardi, senior researcher at Norman Lear Center: "Through this groundbreaking research, we hope to gain valuable insights into the human experience, the impact of entertainment media on audiences, and to foster meaningful conversations about the often overlooked yet vital aspects of caregiving in our society." The report is forthcoming.



Actors Mandy Moore and Jon Huertas talking during the HFC + Caring Across This is Us: This is Care Conversation



From left, Brook Kelly-Green, Carol Joyner, and Sadé Dozan at the VIP reception



From left, Ai-jen Poo and Sarita Gupta delivering opening remarks

Caring Across Generations hosted its first ever CareFest: a first-of-its-kind in-person summit focused on the movement for care in LA from Nov. 2-3.



500

Attendees

130

Speakers

35

Panels & Sessions

CARE

Caring Across staff celebrating a successful CareFest!



Check-in at CareFest

Over the course of two days, we brought together 500 leaders across business, entertainment, government, and advocacy sectors to share their personal care experiences and identify opportunities to make care more visible in our culture and more accessible in our communities and workplaces.

The event featured cultural influencers, corporate partners, policymakers, researchers, philanthropists and care advocates in deep conversation on how we can work together cross-sectorally to build a better future of care, as well as track sessions to engage more deeply on care issues, and an art installation presented in partnership with the Center for Cultural Power and Metta Fund to showcase the cultural diversity of aging and intergenerational care in California.

FEST

Key speakers included key leaders across the Care Can't Wait coalition, Cristela Alonzo, Yvette Nicole Brown, Tarana Burke, Christy Turlington Burns, U.S. Senator Laphonza Butler (D-CA), Lisa Ling, Richard Lui, Heather McGhee, DJ Nash, California First Partner Jennifer Siebel Newsom, Acting Secretary of Labor Julie Su, Mónica Ramirez, June Diane Raphael, Eve Rodsky, Lauren Miller Rogen, Liz Shuler, Neera Tanden, Krista Tippett, Maria Town, April Verrett, Darren Walker and Elaine Welteroth, and many more.

Attendees were able to learn together and from one another, feel the power and momentum that has been built in recent years to improve our care systems, and immerse themselves in the growing power of the care movement, full of inspiration for the work ahead in 2024.



Senator Laphonza Butler (D-CA) delivering a keynote



From left, Andraea Lavant and Cristela Alonzo speaking on the Inclusive Storytelling panel



From left, Dina Lopez of SEIU Local 2015 and her interpreter featured in the Caregiver spotlight



CAREFEST DEEP DIVES

In addition to mainstage conversations about attitudinal trends, pop culture storylines, and public and corporate policies to support care, CareFest also featured strategy breakout sessions to allow for deeper engagement across four themes: business, storytelling, public policy and philanthropy.

Storytelling

In our Storytelling track, we asked: How can we tell a new story about caregiving that honors the complexity of our care stories? And if care were foregrounded in our culture, what more might be possible?

Conversations included:

- ★ "Black Women and Care" panel presented by BET Studios, featuring Tarana Burke, April Verrett, Dawn-Lyen Gardner, and Aisha Summers-Burke
- ★ "Fathers & Sons" panel, featuring the people behind the hit show "A Million Little Things," DJ Nash, Ishita Srivastava, Lou Beatty, Jr., Brian Heilman, and Romany Malco
- ★ "Storytelling With Care" panel in which we introduced our new Care Inclusion Playbook

Philanthropy

In our philanthropy track, we explored the resources we need to meet the opportunity of this moment and which models for collaboration have been most impactful, where philanthropy helps catalyze transformational solutions.

Conversations included:

- ★ "Caregiving and Inequality" fireside chat, featuring Darren Walker and Heather McGhee
- ★ "Envisioning the Future of Care" panel featuring Anne-Marie Slaughter and Sarita Mohanty
- ★ Working sessions on Collaborative Funding Models and Philanthropy's Role in a Dynamic Ecosystem: Charting the Future of Care

Business

In our business track, we sought to uncover the role of business in changing the way we support and value caregiving and how corporations can be part of the solution and help pave the way for change.

Conversations included:

- ★ "The Future of Care Benefits" panel featuring Nicole Jorwic, Blessing Adesiyun, Mike Eidsaune, Milt Ezzard, Sascha Mayer, and Lynn Perkins
- ★ "Financial Caregiving" panel featuring Courtney Leimkuhler, Mia Ives-Rublee, Jessica Kim, and Matt Taylor

Policy and Research

In our policy and research track, we discussed policy innovation at the local, state and national levels, exploring known and unknown solutions and policy models to replicate and scale.

Conversations included:

- ★ "Moving Beyond Zero Sum" panel featuring Maria Town, Carol Joyner, Michelle Kang, and Kevin Prindiville
- ★ "Real Time, Real Talk" panel featuring Nicole Jorwic, Julie Kashen, Haeyoung Yoon, and Erica Clemmons Dean
- ★ "California Cares" panel featuring Doug Moore, Malcolm Harris, Jenya Cassidy, Arnulfo De La Cruz, Aquilina Soriano, and Keisha Nzewi



OUR WINNERS

The first night of CareFest, we hosted our first-ever **Care Catalyst Awards Reception**, presented by Caring Across Generations and Fair Play Policy Institute to celebrate care activists who are sharing their lived experiences and connecting through social media to build the care movement. Meet our winners:



Imani Barbarin

Disability rights, inclusion activist, and speaker



Raena Boston

Mother of three, Human Resources professional, and writer



Jessica Guthrie

Full-time caregiver, educator, and executive leader



Chris Punsalan

Full-time caregiver and part-time content creator

Our Selection Committee

Our winners were selected by an esteemed committee of advocates and influencers.

Ai-jen Poo, *Caring Across Generations / NDWA*

Eve Rodsky, *Fair Play*

Ady Barkan, *Be A Hero*

Jezz Chung, *artist, poet, activist*

Alicia Garza, *Black Futures Lab*

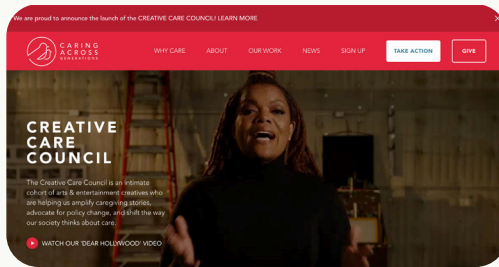
Jennifer Siebel Newsom, *documentary filmmaker & First Partner of California*

Jenny Yang, *comedian & former labor organizer*

2023



February 28th Event



Launch of Creative Care Council



Care Fellows



State Round Tables



Biden's Executive Care Order

FORECAST

In 2024, we are focusing on three major campaigns: the launch of our new public education program Care in Common, expanding our footprint in Hollywood, and building and mobilizing the care movement across our three pillars of work.

1.

Public Education

In 2024, we are launching our Care in Common public education and movement building project. The campaign will reach caregivers through video, audio, digital, and print ads, with a twofold goal of compelling the general public to see themselves as caregivers and informing the general public about what is missing in the current long-term care system. In particular, we seek to target Black communities and other communities of color, who experience the failures of our care system in particularly profound ways. The project will be informed by focus groups and polling that we will do throughout the project, as well as audience research conducted as part of our *Care Can't Wait in the States* project.



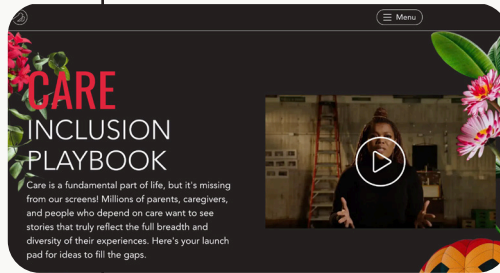
State Research and Playbooks



Audience Impact & Care Representation Research



Saving Medicaid



Launch of Film & TV Care Inclusion Playbook



CareFest



2.

Hollywood Impact

We plan to capitalize on the foundations we've built in Hollywood over the past several years to further our impact through creative consulting, impact campaigns, and thought leadership. As our next cultural avenue, our team is planning to explore the gaming industry and expand on relationships we have started to build in that space. We will also be continuing to sustain and expand the Creative Care Council, and working to engage our current members in movement work while welcoming new members. We will be investing in cultural organizing strategies and tactics, not only on the national level but with a particular focus on regional spaces. And finally, we will continue to create content and resources that disrupts harmful care norms and uplifts community-based and public solutions to our care needs.

3.

Mobilizing

We plan to mobilize our movement through galvanizing moments across all three pillars of care—child care, paid leave, and aging & disability care. These moments give visibility and power to our policy goals and agenda at the federal and state levels. And we'll build our digital mobilization muscles through the launch of our new website, a new SMS program, and social listening capabilities. We will continue to expand on our digital doorknocking program and growing our social media presence and strategy to include TikTok and Threads.

Learnings, Growth Points, New Beginnings

LEARNINGS

Making Care Visible

We learned that storytellers and culture creators needed tangible examples of what it means to include more care in their stories, whether it be in online content or on TV and film screens. In response, we expanded our influencer strategy to work more directly with influencers and developed the Care Inclusion Playbook to support our work in the entertainment space. In 2024, we're expanding our work with Hollywood creators to help them present more authentic stories of care onscreen.

Creating Entry Points to Care

We learned that we are more able to move audiences toward our shared goals related to care by helping them to see themselves in relation to care, rather than getting them to identify as caregivers. In response, we are launching the Care In Common project to both provide public education and movement building opportunities for everyone who is touched by care.

We will also continue to expand on our Care in Community events and Care Pop Ups, as spaces to create a sense of togetherness and build power within local communities around the experience of care.

From left, Dawn-Lyen Gardner, April Verrett, and Aisha Summers-Burke speaking on the Black Women and Care panel at CareFest



GROWTH POINTS

Revamping Our Digital Program

To scale the impact of our culture and policy work, we needed a different level of internal digital and data infrastructure. In response, we rebuilt our digital program and revamped our content creation strategy across online channels so that we can mobilize supporter power in an engaging and measurable way. In addition, staff participated in engagement, digital, and Wordpress trainings to build digital strategy across the organization.

Getting More Personal Online

We diversified our online communications and calls to action across our online channels, including email, SMS, social media, ads, and our new website. We also launched our digital organizing personalization program that directly reaches out to our supporters 1:1 over social media and invites them to our new Online Care Activist Team Facebook Group. In addition, we built out our ability to respond in real time, successfully creating content for 5 rapid response moments throughout the year that brought more people into our audience and community.

In part as a result of the above work, In the past year, we were able to increase our list by 40,000 people to 95,000, and tripled the size of our active list to 32,000 via our new and robust organic and paid lead generation strategy. We also increased the size of our social media audiences by 20-50% across channels.

Refreshing the Brand

The campaign has been through a lot of change and growth. We refreshed our brand to more accurately represent Caring Across Generations as the organization we are and are becoming—warm, powerful and visionary. We created a new branding framework, email templates, and website to better represent ourselves in the movement and in public spaces, both through our visual content and in how we display our work.



Our new brand book



Actor and activist Sarah Jones performing at CareFest



NEW BEGINNINGS

Throughout our years of work on care, it has become clear that building connections within the care community among people who are working in similar arenas is essential to bringing professionals in different spaces together around the care agenda. In response, in 2023, we launched two councils, the Creative Care Council and the Business Care Council, to bring together leaders to advocate for care in their respective spheres of influence.

Creative Care Council

Since launching the eight-member Creative Care Council (CCC) in March 2023, we've learned that equipping our celebrity council members to lift up care in alignment with their existing work and passions builds authentic engagement and sustains them as dedicated advocates for the cause. We've intentionally kept our strategy nimble in order to sync our goals to the work of our CCC members—leading to CCC member appearances on major talk shows, at the United Nations, and at White House events. We've also been able to facilitate organic opportunities for our CCC members to collaborate with one another at CareFest and beyond—building a deeper sense of a community within the cohort.

The intentionality of this strategy led to the CCC winning two major social impact awards in 2023: the Shorty Impact Award (Winner, Influencer & Celebrity & Finalist - Nonprofit) and the Anthem Awards (Gold - Non-Profit Campaign, Silver - Partnership or Collaboration). These wins validate that these high-profile cultural influencers openly sharing their own care journeys have helped people feel less alone.

Looking to the future, we will continue to build power with our existing members to normalize and affirm giving and receiving care in the cultural mainstream. We also plan to strategically expand the Council to continue reaching new, diverse audiences.

Business Care Council

The Business Care Council (BCC), launched in April of 2023 on the heels of President Biden's Executive Order on Care, is a network of business leaders who advocate for support and improved benefits for caregivers in the workplace.

The Council, made up of 28 values-aligned companies, serves as a voice of influence, thought partnership, and cross-sector solutions in the care space. The members of the council, including companies in the tech, fashion, and direct care spaces, are values-aligned organizations that demonstrate a commitment to racial, gender, or disability justice and prioritize caregiver support.

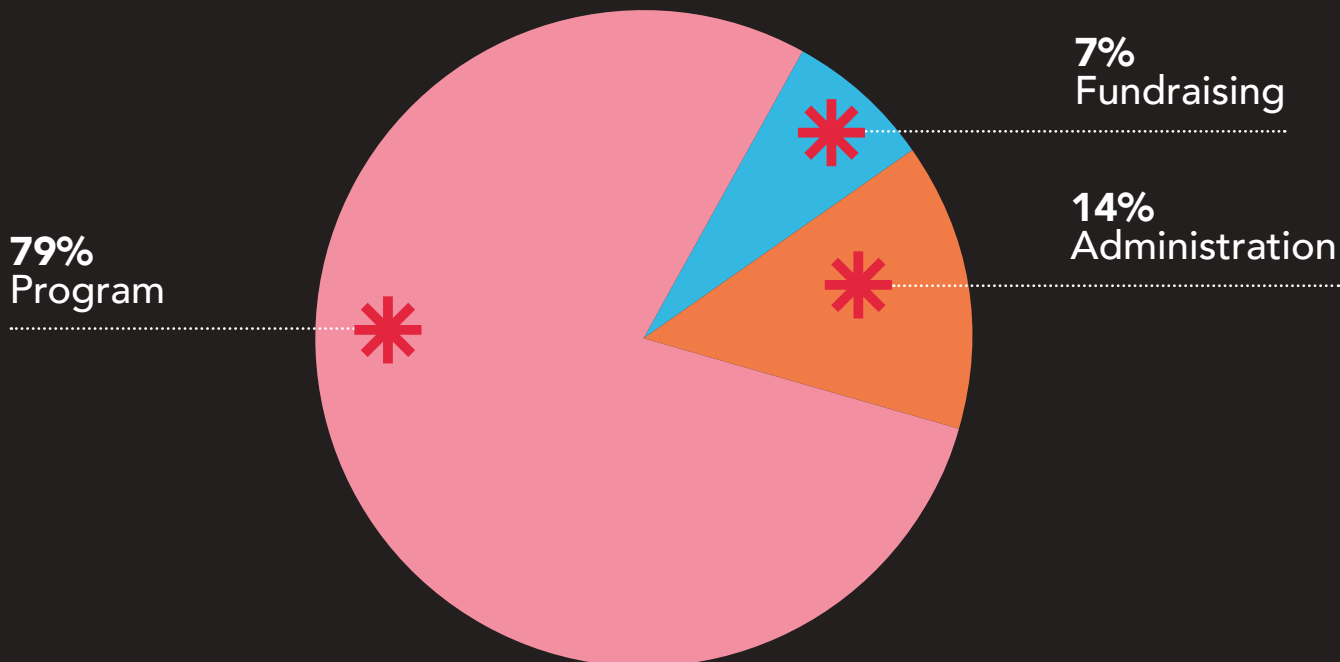
BCC members greatly contributed to CareFest in 2023. Ianacare and Molly Moon's Homemade Ice Cream were event sponsors while Springbank Collective played a major role in shaping direction of the business track sessions, as well as serving as panel moderators. Leaders from Argent, Wellthy, FamTech.org, Urbansitter.com, Caregiving.com, and Ianacare represented their companies and the Business Care Council as main stage and business track panelists. Finally, Business Care Council member and care influencer Raena Boston was one of four recipients of the Care Catalyst Award, presented at CareFest.



Financials

Caring Across is reinforcing its financial structures and infrastructure to fortify our programmatic initiatives for years to come. In 2023, we not only sustained an operational budget of \$10 million, but displayed remarkable stability and sustainability. We are strategically expanding our reach to include corporate engagement and philanthropic collaboratives to enrich our financial resources. Our ongoing financial resilience, complemented by the multiyear commitment from the Equality Can't Wait challenge grant, positions us to support the care ecosystem for years to come.

Expenses*



**At the time of printing, Caring Across is closing out its previous fiscal year. The figures presented are based on estimates for the month of December.*

Acknowledgements

Caring Across Generations would like to thank the institutions and partners who made our work possible in 2023:

- Archstone Foundation
- Blue Shield of California Foundation
- Care for All with Respect and Equity (CARE) Fund
- Charles and Lynn Schusterman Family Philanthropies
- Chicago Foundation for Women
- Ford Foundation
- General Service Foundation
- Heising-Simons Foundation
- Hill-Snowdon Foundation
- James Irvine Foundation
- John D. and Catherine T. MacArthur Foundation
- May and Stanley Smith Charitable Trust
- Metta Fund
- Natalie Portman
- Omidyar Network
- Pivotal Ventures
- Pop Culture Collaborative
- Ralph C. Wilson, Jr. Foundation
- Robert Wood Johnson Foundation
- RRF Foundation for Aging
- SCAN Foundation
- Stupski Foundation

CareFest 2023 was a resounding success thanks to the generous support of these sponsors:

- BET Studios
- Blue Shield of California Foundation
- Care for All with Respect and Equity (CARE) Fund
- Charles and Lynn Schusterman Family Philanthropies
- Fair Play Policy Institute
- Ford Foundation
- Gofundme
- J Lohr Vineyard Wine
- Mamava
- Metta Fund
- Molly Moon's Homemade Ice Cream
- MomsRising
- National Domestic Workers Alliance
- Omidyar Network
- Pivotal Ventures
- Pop Culture Collaborative
- Robert Wood Johnson Foundation
- SCAN Foundation
- Service Employees International Union
- The Center for Cultural Power



Finally, we want to thank Ady Barkan, who passed away at the age of 39 this year. Diagnosed with ALS in 2016, Ady used his platform at Be A Hero to work tirelessly in support of Medicare for All, including universal home and community-based care. We were honored to work closely with Ady in pursuit of comprehensive and equitable care systems for all, and his brilliance, thoughtfulness, and deep care and compassion will be immensely missed.





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