



CARING  
ACROSS  
GENERATIONS

TEN YEARS

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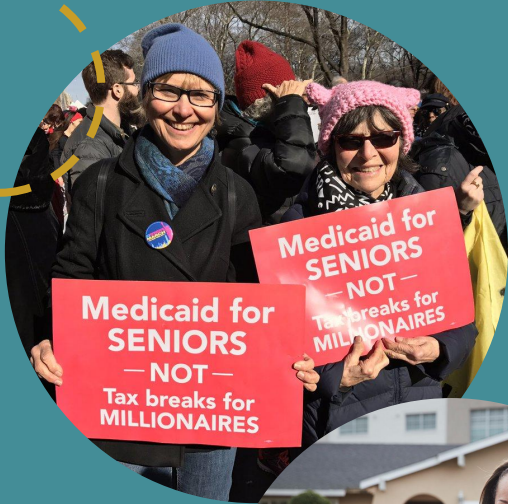
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# Our Beginnings



# 10 Years Ago

“

Care is a fundamental need, and we realized that there was a huge opportunity to change lives.

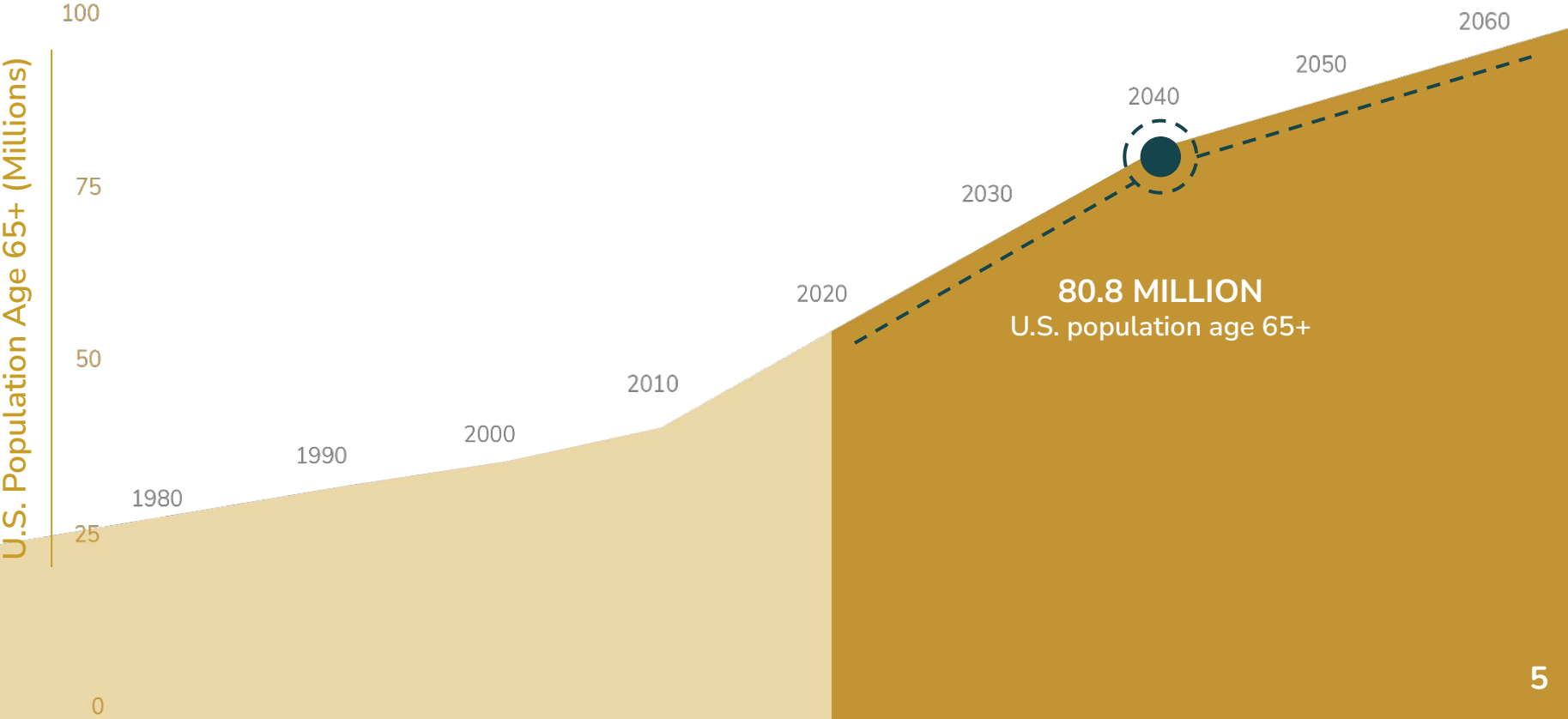
**Ai-jen Poo**  
Co-Founder, Caring Across

“

We realized that we had to construct a different system that could be a win-win for everyone.

**Sarita Gupta**  
Co-Founder, Caring Across

# America is aging *faster* than ever before.



# Our Theory of Change and How We Got There



## OUR THEORY OF CHANGE

“ I am hopeful that as Caring Across continues to increase the visibility of the people doing some of the most difficult (yet intimate) work through telling stories like mine, policies will change and families' and workers' lives will improve.”

—Aisha Adkins, Family Caregiver,  
Former Care Fellow and Constituency  
Organizer at Caring Across Generations



# OUR THEORY OF CHANGE

## CULTURE CHANGE



PEOPLE  
POWER



CULTURE  
CHANGE



TRANSFORMATIVE  
POLICY





“

**Caring Across Generations has done so much to change the conversation around care and uplift caregivers.**

—Lauren Miller Rogen,  
Co-Founder, HFC

## CULTURE CHANGE

### Transforming the Care Narrative

We must confront and transform deeply entrenched attitudes and beliefs that stand in the way of people treating care as an urgent public, social, and political priority.

### Cultural Presence & Power

We aim to move care and caregivers from the background to the foreground of narratives, as protagonists in their own stories, so that audiences have a tangible picture of what a future with care for all could look like.

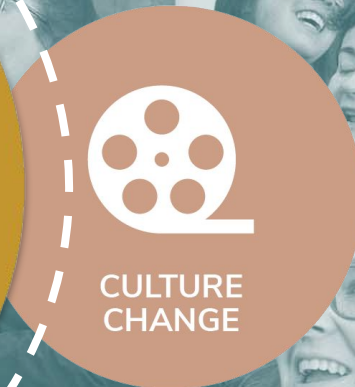


We do this by creating a 360 degree narrative environment across art, media, and pop culture by amplifying, producing, collaborating, influencing and seeding content.



# OUR THEORY OF CHANGE

## PEOPLE POWER



“

**Caring Across Generations saved my life. Caregivers deserve so much better and Caring Across knows that and fights for it.**

—Christina Keys, Care Fellow



## PEOPLE POWER

# A Universal Need, Experienced Unequally

We found that family caregivers, in particular, had an untapped capacity and need, not only to find their voices and to be in community, but to shift our nation's narrative, together.

LGBTQ+ caregivers, sandwich generation caregivers, caregiving families just above the Medicaid threshold who do not qualify for any support, Black and Latinx caregivers, undocumented and disabled caregivers, are some of the people who endure the most harm from our failure to invest in care.

The needs and lived experiences of the Caring Majority are the basis for our policy solutions.



OUR THEORY OF CHANGE  
TRANSFORMATIVE POLICY



CULTURE  
CHANGE



TRANSFORMATIVE  
POLICY



PEOPLE  
POWER

## TRANSFORMATIVE POLICY

# THE CARE AGENDA A Recipe for Policy



## Key Ingredients

- ✓ Strong Coalition and Partnerships
- ✓ 360 degree narrative environment
- ✓ Grassroots organizing of directly affected people
- ✓ Care champions in elected office

## Instructions

- ✓ Landscape Analysis
- ✓ Determine incremental and bold solutions
- ✓ Determine policy interventions to improve care
- ✓ Determine impact, cost, and revenue

## The Finished Products

- ✓ Study Bills and Actuarial Studies
- ✓ State Ballot Initiatives
- ✓ Incremental Legislation
- ✓ Comprehensive Legislation

# Our Reach

**1.7 million**

Impressions generated by our digital community building activities

**2.5 million**

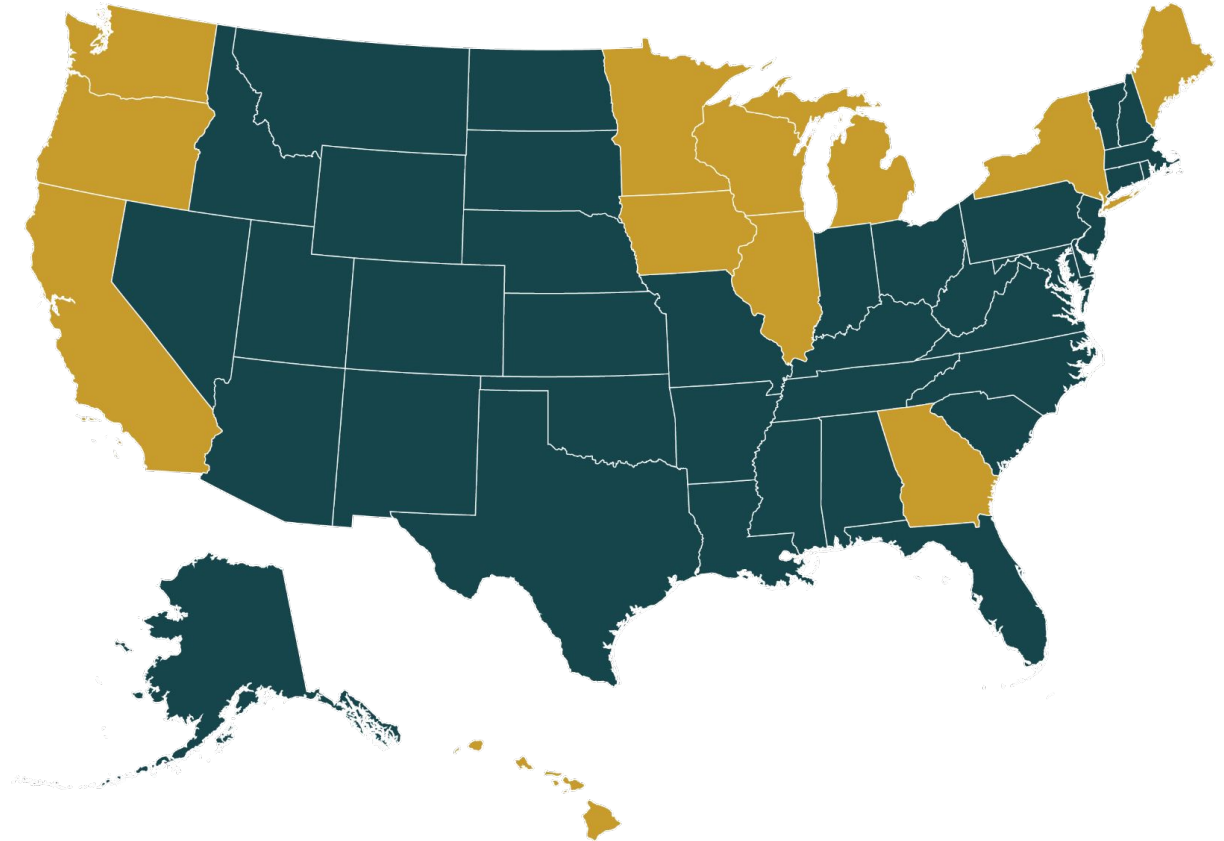
Impressions generated by Family Meetings series

**82 million**

Views on Man Enough to Care series

**300,000**

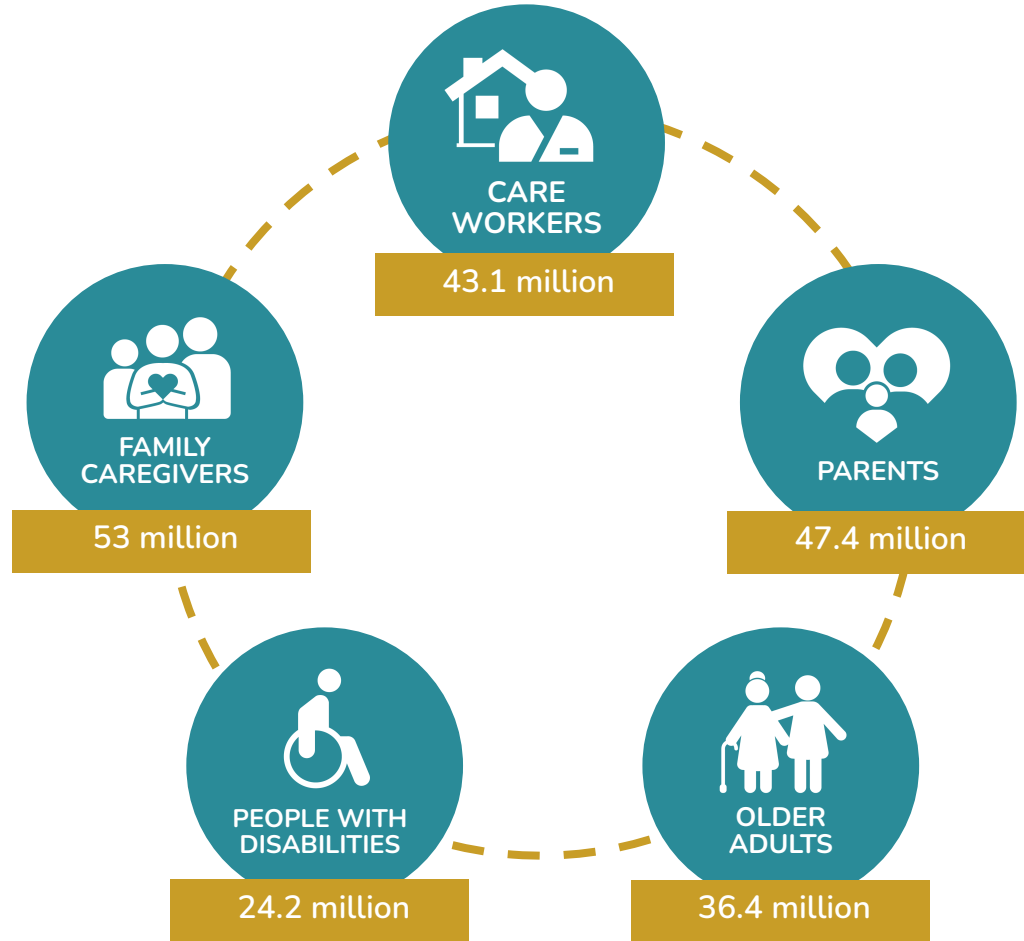
Views on Care Can't Wait National Summit





# The Caring Majority

We were the first organization to bring together a wide-ranging coalition of people touched by care — the Caring Majority — to strengthen each other in our collective fight. By approaching care advocacy from an abundance mindset, we can create a better care system for all.



# Building Blocks to Breakthroughs: 10 Years of Wins



“

As a care worker, I was in an abusive situation, and in 2013, Caring Across Generations flew me to DC to speak to the Senate. On the plane back, I promised myself that I wouldn't go back to work without making sure that I was a part of improving the circumstances of workers like myself. That's when I decided to become an organizer. Ten years later — seeing all of the work we have done and how, together with Caring Across, we have changed the way that Americans care — I know I made the right decision.

—Myrla Baldonado, Pilipino Workers Center



# BUILDING BLOCKS: OUR EARLY WINS

OHIO



2012 - JUNE 2013

## Ohio Invests \$170m in Home And Community Based Care

Our first state policy win: with our support, the OOC pressured the state to apply for Medicaid's Balancing Incentive Program, shifting resources from nursing homes to home care.



NATIONAL



2013 - 2015

## Homecare Workers Win Workplace Protections

Our first federal policy win: the Department of Labor finally granted home care workers the right to minimum wage and overtime protections through the Fair Labor Standards Act, effective October 2015.



NATIONAL



2015

## The Age of Dignity Sparks A Conversation

Ai-jen Poo published *The Age of Dignity*, a historical overview of our nation's care systems in the context of our current demographic shifts, grounded in lived experiences, and went on a national book tour to promote her vision for care.



# BUILDING BLOCKS: OUR EARLY WINS

📍 NYC



**FEBRUARY 2015**

## Bringing Care Stories to Life

We hosted storytelling workshops and featured stories of seniors and caregivers in live Moth showcases and NPR broadcasts.



📍

📍 HAWAII



**2016-JULY 2017**

## The Kapuna Caregivers Act Signed into Law

The Kupuna Caregivers Act, a first-of-its kind family caregiver benefit was signed into law, signalling a huge win for family caregivers in the state.



📍 NATIONAL



**JANUARY 2018-PRESENT**

## Storyline Partners Launches

Caring Across Generations played a leading role in establishing and shaping Storyline Partners, a network working to promote dynamic, authentic narratives and a more inclusive, equal, and just entertainment industry.



# BUILDING BLOCKS: OUR EARLY WINS

## WASHINGTON



2018-MAY 2019

### Washington's Long Term Care Trust Act Becomes Law

Washington Governor Jay Inslee signed the state's Long-term Care Trust Act, which provides \$36,500 worth of services to people in need of long-term care starting in 2022.



## DC



JUNE 2019

### University Family Care (UFC) Launch

We partnered with National Academy for Social Insurance (NASI) to produce our landmark report: [Designing Universal Family Care](#).



## NATIONAL



### 2019-PRESENT Care Fellowship

In 2018, we created our Care Fellowship to empower caregivers to advocate for themselves. Fellows have led our Get Out the Vote efforts, [advocated for care issues directly with lawmakers](#), and were even featured [in high profile media](#).

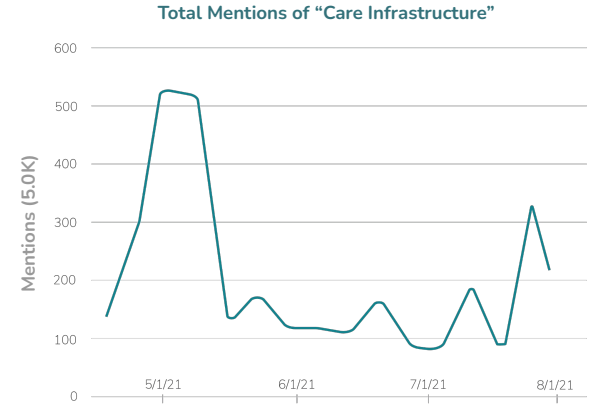


# BREAKTHROUGH

## Defining the Care Infrastructure

Care is infrastructure: like roads and bridges, care enables parents, caregivers and people with disabilities to work, and is fundamental to our economy and society functioning.

We have worked over the past 10 years to socialize the idea of care as a public good, and the people who provide it, as essential infrastructure. And finally it has broken through, even appearing in President Biden's agenda.



The New York Times

### *Biden Plan Spurs Fight Over What 'Infrastructure' Really Means*

The Washington Post

Monkey Cage • Analysis

### **Why haven't U.S. mothers returned to work? The child-care infrastructure they need is still missing.**

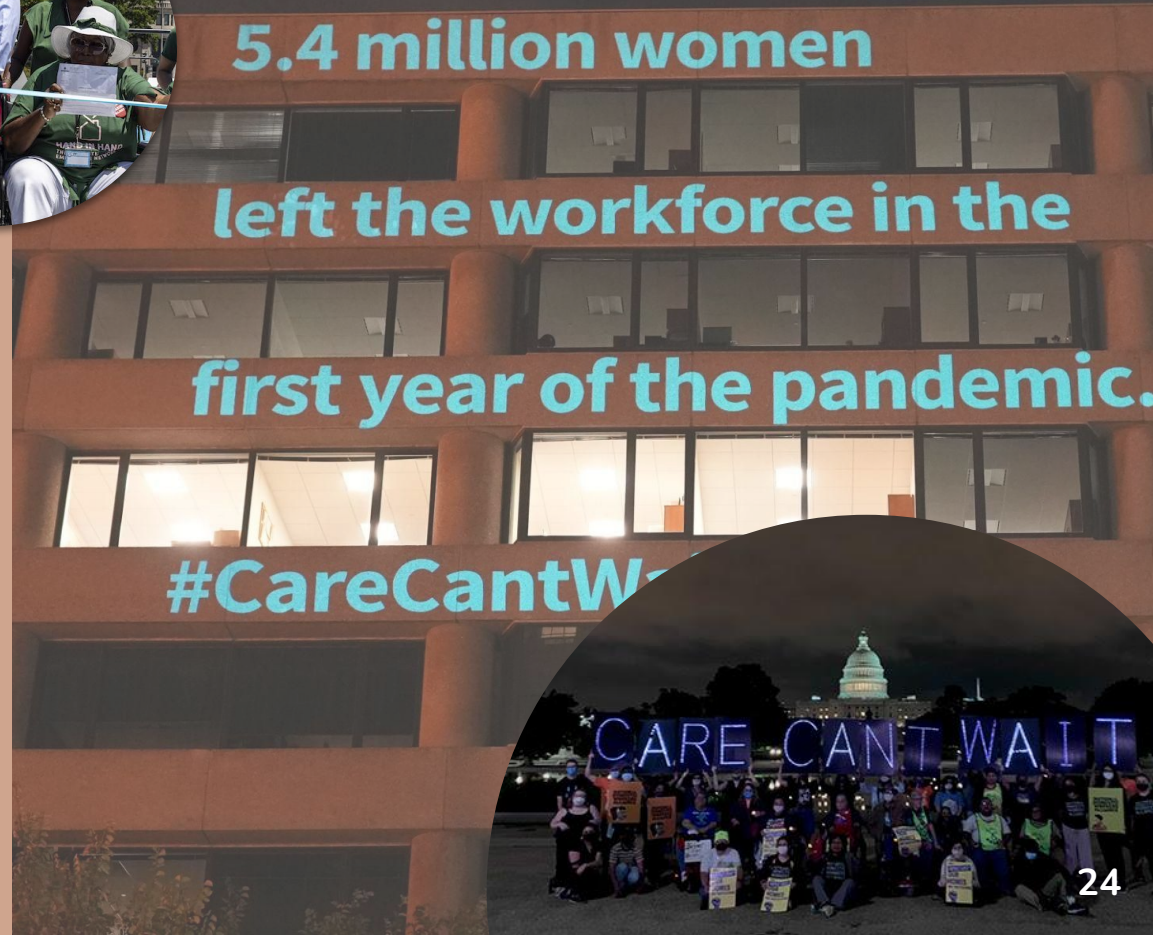
For women with children at home, the Great Resignation is really the Great Push, our research finds

## BREAKTHROUGH



In 2020, we formed the Care Can't Wait Coalition: a wide-ranging national platform of organizations, stakeholders and advocates committed to building the care infrastructure we all need, including child care, paid family and medical leave and home and community based services.

#CareCantWait organized in-person rallies on Capitol Hill, moving art installations, powerful online events and compelling storytelling across major news outlets.





# BREAKTHROUGH

## Care in Build Back Better

In April 2021, the Biden-Harris Administration made history with the Build Back Better Plan, naming care infrastructure as a major pillar of their economic agenda.

Our work, together with our Care Can't Wait partners, led to this watershed moment in our collective fight towards a more caring future for our families and economy. Policies to support a comprehensive care infrastructure are within reach!

No matter the fate of the Build Back Better plan in Congress, we remain committed to building our care infrastructure, with a focus on connecting our care needs across generations, and bolstering home and community care for seniors and people with disabilities and improved wages for care workers.



**Biden is right: Caregiving is part of our nation's infrastructure**

Opinion by Giovanna Gray Lockhart



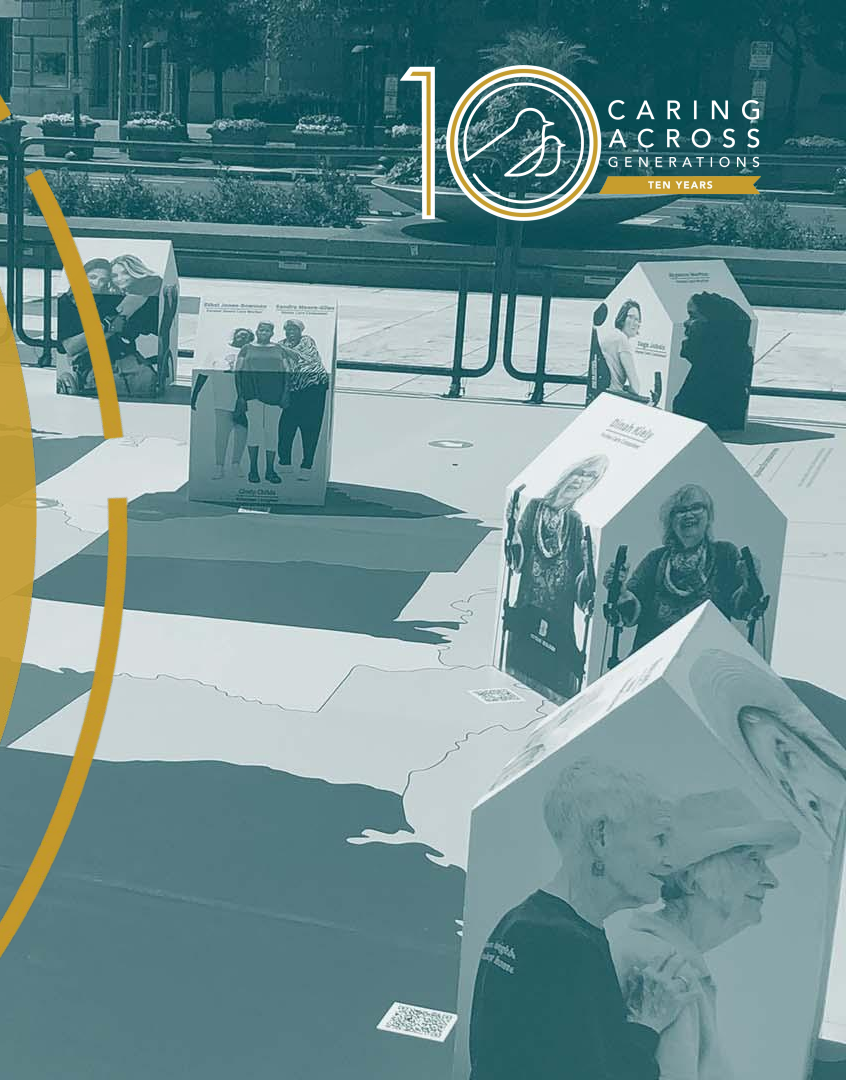


“

The work of Caring Across Generations is giving me a lot of hope right now. Caring Across’s organized movement strategy is systematically moving more and more people into this fight for the future of care and for a caring culture. And in the US, the impact that Caring Across is having is so palpable.

—Bridgit Antoinette Evans, CEO, Pop Culture Collaborative

# How We've Shifted The Narrative Around Care



## SHIFTING THE NARRATIVE

### Care As Infrastructure

Since our campaign began, we have fought to ensure that care infrastructure is recognized as just as essential as brick and mortar infrastructure to the continued recovery of the American Economy.

The COVID-19 pandemic provided an opening to illuminate how our care systems uphold our society.

More than ever before, people now recognize that the invisible work of care done by so many families and care workers, especially women and women of color, needs to be made visible and valued.



### Democrats Outline 'Care Infrastructure' Plan, With Paid Leave And Child Care



**Debbie Toth** @Debbieke · 9h

Replying to @WHCOS

We gained 3 decades of life expectancy last century and did ZERO planning for it. Heck yes this is infrastructure. A sorely overdue infusion of it. Let's go!



Spirited debates in the media sprung up in early 2021 about whether care actually was “real” infrastructure. And the resounding response was yes! Now, “care infrastructure” is a common phrase used to describe the care supports we all need.


## SHIFTING THE NARRATIVE

# Care As A Shared Need & Collective Issue

Our work focuses on ensuring care is understood as a shared responsibility – a collective issue – and not an individual burden. But moving society towards a collective mindset about care has been slow going.

Families too often struggle to provide care and keep their jobs, or have to choose between paying the bills or caring for their loved ones. Prior to COVID-19, our society viewed that struggle as a personal failure.

The pandemic revealed all of those assumptions to be untrue: the system had failed us, not the people forced to grapple with it alone.



It is now clearer than ever how interconnected we are, and that by supporting and uplifting better care systems for all, we can rebuild a society that supports care in a way that we can all thrive.

## SHIFTING THE NARRATIVE

### Care As A Justice Issue

Access, affordability, and provision of care are tied to so many societal issues from disability to gender, and racial justice and immigrant rights.

Our current care systems rely upon the unpaid work of women, and the underpaid work of Black and immigrant women. We must rebuild our systems to make care jobs into good, life sustaining jobs for the people who do this essential work, and for those they care for.

The pandemic laid bare that care is an aging and disability justice issue. We must continue the drumbeat that no one is disposable. Ensuring that all life and work is valued, and people get the care they need, is essential to that fight.

By reframing care in the context of justice, we have made it clear that rebuilding our care systems is essential to building a more just and equitable society.



# Where We're Going

We Are The  
Caring Majority



## WHERE WE'RE GOING

### Win Care Policies

The window of opportunity has opened to make transformative change happen in our care systems.

So many new people are at the table to support these policies, and we've must harness that energy as a campaign and as leaders in the care movement.

Since 2020, we've mobilized advocates and caregivers across three planks of a more caring future: child care, paid leave, and home and community based care. We are continuing to build on the momentum created by Care Can't Wait to win change at every level - from the Build Back Better plan's historic inclusion of care infrastructure to new state legislation & budget fights to invest in the care economy.





## WHERE WE'RE GOING

### Change Narratives

To create lasting change, we need to change the narrative and cultural environment to value and invest in care a public good and essential infrastructure.

We're continuing our work in Hollywood, through our new creative council, to ensure that deep and meaningful narratives of what it really means to care for our families are front and center in popular culture.



## WHERE WE'RE GOING

### Expand Our Audience & Reach

Care is a universal value, and everyone believes we should be able to take care of one another. And yet we don't see it as a political or policy issue. In polling, care policies receive wide-ranging support across age, race, gender, and political affiliation, creating opportunities to shift mindsets from one of individual responsibility to a collective one.

We can use care as a shared value to move people, to engage and bring them in.

Care as an issue proved very effective in Get Out the Vote efforts in 2020, and we will continue to mobilize care voters to have their voice heard and their votes counted in elections.

### Our Focus Audiences

1

Older, more moderate audiences who are aware of care as a challenge, but still think of it as an individual responsibility.

2

Younger audiences who value freedom and autonomy, who may be less aware of care as an issue.

3

Caregivers, because many caregivers don't see themselves as deserving of support.

# How Do We Get There?

1



CARING  
ACROSS  
GENERATIONS

TEN YEARS

NATIONAL  
DOMESTIC  
WORKERS  
ALLIANCE

FEDERAL  
DOMESTIC  
WORKER  
BILL OF RIGHTS



## HOW WE GET THERE

# Building Care Infrastructure in States – Equality Can't Wait

In July 2021, Caring Across, together with our partners National Domestic Workers Alliance, the National Women's Law Center, The Arc, MomsRising Education Fund, and Family Values @ Work, received a \$10 million, 5-year Equality Can't Wait grant.

The grant — [provided by Pivotal Ventures, Melinda French Gates' investment and incubation company, with additional support from MacKenzie Scott and Dan Jewett, and Charles and Lynn Schusterman Family Philanthropies](#) — is an anchor investment in building women's equality by strengthening the care infrastructure.

The grant will support us to support work in states, to change policy and transform attitudes about caregiving, especially the gender and racial biases that shape our society's views of care.



## HOW WE GET THERE

# Making the Vision Real: Federal Progress & the California Universal Family Care Program

Building on our Build Back Better advocacy, we'll continue to move a state and federal legislative agenda forward, that will expand access to care and services, especially in the home and community, increase access to child care and paid family and medical leave, support family caregivers and raise wages and create good jobs for care workers.

In addition, we'll be working closely with care advocates in California to make our long-term vision for Universal Family Care more real — where over 50 percent of working people are caregivers. The program will gather essential data and test ways of moving toward universal access to child care, paid leave and home and community based services in CA.



## HOW WE GET THERE

# New Caregiver Leadership: Care Fellows

The Care Fellowship is a leadership development program that cultivates the advocacy and communications skills of a multiracial, intergenerational cohort of family caregivers.

The program draws upon the Fellows' expertise and the lived experience with caregiving, and is designed to amplify those experiences to inform and advance policy change to better support caregivers.

The Fellows have led our Get Out the Vote efforts, have [advocated for care issues directly with lawmakers](#), and have been [featured in high profile media](#).



This year, we are recruiting caregivers across nationally and in key states, with a particular focus on underrepresented caregiving experiences, including Black and other people of color, low income, disabled and LGBTQ+ caregivers.

## HOW WE GET THERE

# Building Cultural Power: Investing in Hollywood

Seizing the narrative momentum around care that we have built over the last few years, we have increased our culture change team's expertise and capacity to double down on increasing the representations of care and caregiving in Hollywood film and tv content.

We are also launching a Celebrity Care council made up of pop culture, media influencers, and celebrities with connections to care to be spokespeople, creative collaborators, and advocates for our work.

With this investment, we are poised to create a 360 degree narrative environment that centers caregivers and enables people to envision collective solutions to their care needs.





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ACROSS  
GENERATIONS

TEN YEARS