



CARING  
ACROSS  
GENERATIONS

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# THE SPRINT & THE MARATHON

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2025 ANNUAL REPORT



# LETTER FROM THE EXECUTIVE DIRECTOR



**“In 2025, just a few years after we almost won a historic investment in care, we faced historic cuts to our care. Just when we thought the stakes couldn’t be higher, they rose. And so did we.”**

Caregiving families faced funding cuts, ballooning waitlists, and shrinking infrastructure, making care harder to find and afford. Still, caregivers, care recipients, and the care workforce showed up—with love, resilience, and creativity. Families stretched impossible budgets, juggled the pressures of work and caregiving, drew upon the strength of community, and kept pushing forward.

Taking our cues from caregivers, Caring Across Generations pushed forward, too. With your support, we marshalled all of our creativity to reach communities in all 50 states, growing our community online and in-person, building power in states and nationally, and elevating the voices of care advocates across the country. In cities like New York City and states like New Mexico, care advocates broke new ground—winning and implementing transformative policies to meet the unprecedented demand for care. And, despite a rapidly consolidating media environment, we successfully partnered with film and television storytellers to shift our cultural conversation towards more honest, more human care narratives.

We brought our care stories directly to the doorsteps of decision-makers, holding vigils for Medicaid in Washington, D.C., reading thousands of family stories about what Medicaid cuts would mean for our lives and their ability to live with dignity. Together, we made the human cost of cuts to our care impossible to ignore.

CareFest closed out the year with a powerful three-day, forward-looking summit, bringing care advocates, creators, storytellers and changemakers together to stretch our imaginations beyond our immediate crises toward future solutions for the 130 million people touched by care in America.

As we’re now deep into 2026, our current system is under acute pressure. Even as we work tirelessly to protect access to care, we see this moment as an opportunity to reset our vision and reimagine what the system could be. Grounded in our pillars of care—child care, paid leave, aging and disability care, and good care jobs—and led by the people living the impact of our system’s failure every day, we are seeding the care infrastructure of the next era.

As our movement grows and new solutions take root, so does a new sense of hope for change. We can’t wait to share the next stage of the journey with you. Your commitment carried us through 2025. We’re still here because you are too.

Thank you for everything.

A handwritten signature in black ink, appearing to read 'Ai-jen Poo'.

**Ai-jen Poo**

Co-founder and Executive Director





# WHERE WE PUSHED FORWARD

## The Fight to Defend Care

**24- and 60-Hour Vigils:** We made sure Congress heard from hundreds of families who rely on Medicaid in two around-the-clock vigils, sparking more than 1,500 actions online. Across every hour of the vigils, legislators, advocates, and people whose lives will be profoundly reshaped by cuts read stories aloud from the 2,500 submissions we received, bringing the stakes of Medicaid cuts to life. During the 60-hour vigil, we held a call-a-thon, conducted advocate training, and invited artists to help channel collective grief and rage into resolve and action.

**We anchored a Families First rally** in Washington, D.C., as part of a historic nationwide day of action to protect Medicaid with over 220 events across the country, the first time an action of this scale focused on Medicaid has ever happened.

**Mobilized participation in 37 Protect Medicaid coalition actions** nationwide, bringing caregiver voices and care stories into a broader collaborative effort with health care and family advocates.

**Activated over 30,000 calls and messages to Congress** demanding Medicaid—and all the care programs families rely on—be protected.

**1,500**  
ACTIONS ONLINE

**2,500**  
MEDICAID STORIES  
RECEIVED

**220**  
EVENTS ACROSS  
THE COUNTRY

**37**  
NATIONWIDE  
COALITION  
ACTIONS

**30,000**  
CALLS AND MESSAGES  
TO CONGRESS



Caregivers, families, and advocates gather at the Families First rally in Washington, D.C., calling on Congress to protect Medicaid and the care programs millions rely on.



A special preview screening of *Familiar Touch* showcased the power of storytelling to deepen understanding of aging, caregiving, and community.

“We deserve better. Our loved ones deserve dignity. And our country deserves a care system that doesn’t ask people to die broke and alone.”

—EMILY RODENBECK  
CARING ACROSS GENERATIONS FELLOW

## Moving the Vision Forward

### **Building momentum and winning policy change in states:**

**California:** Helped pass historic legislation to strengthen paid family and medical leave, including expanding paid family leave to chosen and extended family, and establishing a permanent worker outreach program on paid leave and workplace rights.

**Georgia:** Secured new investments in aging, disability and child care in the state budget, and delivered 1,900 petitions to legislators to stand strong and protect Medicaid.

**Illinois:** Hosted a care roundtable in rural Illinois with Governor JB Pritzker spotlighting the importance of Medicaid for caregiving families, and secured funding for wage increases for key direct care workers in the state budget.

**Michigan:** Organized in-district, proactive visits in support of Medicaid, successfully blocked harmful budget cuts, protected direct care worker wages, and made gains in child care and early learning funding.

**Celebrated the premiere of *Caregiving***, a new PBS documentary executive-produced by Creative Care Council founding member Bradley Cooper, featuring our organizing efforts alongside six family and professional caregivers across the U.S. and capturing the full reality of care in America—its challenges, complexity, and beauty—for the first time.

**Partnered with the acclaimed independent film *Familiar Touch***, a “coming of old age” story following a woman living with dementia as she transitions to an assisted living facility, spotlighting its complex, moving storylines related to agency, dignity and intergenerational relationships.

**Executive-produced *Take Me Home***, which won the 2025 Tribeca Film Festival & AT&T Untold Stories Award, and premiered and won several awards at the Sundance Film Festival—an on-screen milestone made possible by years of dedicated work in Hollywood to elevate authentic care stories and change culture. We produced a “behind-the-scenes” short about the making of the film to highlight a truly inclusive, care-centric filmmaking process. The film reflects a broader narrative shift we’re driving: caregiving and disability being portrayed with greater truth, dignity, and nuance, both on screen and behind the scenes.

**Launched a new, 100-person national Care Fellowship cohort** and evolved the Care Fellowship into a focused 4-month program with a Capstone experience.





# Seeding Hope in the Fight Moving Forward

## CareFest:

The year closed with CareFest, a three-day summit that activated the full creativity of the care movement—bringing caregivers, creators, storytellers and changemakers like Secretary Hilary Clinton and Jane Fonda together to envision a future that would support our country’s 130 million caregivers and their families.

CareFest’s first-ever **Care Storytelling Showcase**, held in partnership with the Writer’s Guild of America East, put momentum behind great story ideas: creators pitched new film and TV projects to a panel of experts from The Blacklist, Counterpart Studios, Tribeca Studios, and WGA East who offered actionable feedback, connections, and next steps to bring their stories to life on screen and beyond.

## “Covering Care” Media Salons:

Hosted “Covering Care” Media Salons in D.C. and New York, convening 150 journalists, influencers, digital content creators and storytellers across care-related beats to build a growing network of media makers committed to covering care—and generating concrete story leads, shared framing, and new reporting connections that carried the conversation beyond the room and prepared the news media field to keep care on the national agenda.



Jane Fonda joined CareFest for a powerful conversation titled *On Hope*, inspiring bold thinking about the future of care and the movement needed to build a more caring, equitable future for all.



Caring Across Generations staff helped bring the vision of CareFest to life, creating a space where caregivers, storytellers, advocates, and cultural leaders could come together to explore the future of care and the movement needed to achieve it.

# Progress in Numbers

**1.5 MIL+**

We reached more than 1.5 million people online

**14**

Experimented with 14 new influencer and content creator partnerships

**50%**

Grew our email list by 50% and social media following by 11% across all platforms

**1,600+**

1,600+ media mentions keeping care at the center of national and state conversations

**140+**

Led 140+ direct touchpoints with Hill offices, including meetings, briefings, letters, statements, and Care Fellow story shares to educate lawmakers and staff on the real-world impacts of our care system—grounding policy decisions in families’ everyday lives

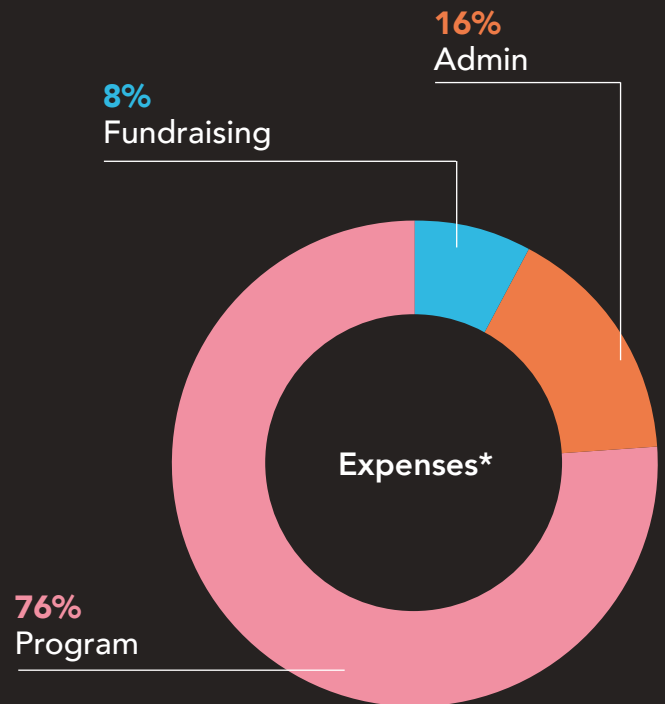


# FINANCIALS

*In 2025, Caring Across Generations' second year as an independent 501(c)(3), we established a solid financial foundation.* Building power and impact with the caring majority takes real resources. Financial support is one of the clearest expressions of trust and support. It is a tangible investment in a shared vision for what care can and should be in the future.

The financial summary to the right reflects how partner support fueled this work and points to opportunities to deepen engagement with Caring Across Generations as we shape a more caring future in 2026 and beyond.

*\*At the time of printing, Caring Across is closing out its previous fiscal year. The figures presented are based on estimates for December 2025.*



# ACKNOWLEDGMENTS

*Caring Across Generations would like to thank the institutions and partners who made our work possible in 2025:*

AARP  
Amplify Her Foundation  
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Care for All with Respect and Equity | CARE Fund  
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Chicago Foundation for Women  
Doris Duke Foundation  
Fondation CHANEL  
Ford Foundation  
Freedom Together Foundation  
General Service Foundation  
Heising-Simons Foundation  
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Natalie Portman  
Next50  
Nielsen Foundation  
Omidyar Network  
Otsuka  
Pivotal Ventures  
Planned Parenthood Federation of America  
Pop Culture Collaborative  
Ralph C. Wilson, Jr. Foundation  
Retirement Research Foundation  
Robert Wood Johnson Foundation  
SCAN Foundation  
SEIU  
Service Employees International Union  
Solidarity Giving  
United Domestic Workers of America  
Wallace Global Fund  
William Reeves Dependent Sub-Fund (WRDSF)  
Zelda Gives Back Philanthropic Fund



# WHERE WE GO FROM HERE

**2026 is poised to be a defining year for Caring Across Generations. We are building the scaffolding for a breakthrough in care in the coming years.**

We'll launch **1 Million Care Conversations** to listen to families nationwide and turn what we hear into a bold new vision for the future of care, powered by the families on the front lines of the affordability crisis. We'll also build the **State Care Network**, a shared home for local and state partners to connect, learn, and grow together. And we'll share a simple, unifying **Story of Care in America**—making the case that care is the key to a good life for future generations. Think *An Inconvenient Truth*, for care.

Our work to popularize caregiving in film and television will take new shape with the launch of **Give Not Take Media**, our multimedia entertainment company that will partner with great artists to tell great stories about care in America.

**Join us for what's next.** Donate to help this work take root, follow us to stay connected, and take action when it matters most. Together, we can grow the care movement and win the care systems families deserve.

“*Hope is saying, let's understand very realistically what's happening, and then let's figure out how we change it.*”

—JANE FONDA  
ACTRESS/ACTIVIST





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