3 Years Ago, We Set Out to Ignite a Movement

To bring caregiving into the cultural conversation with the ultimate goal of acknowledging, supporting, and connecting unpaid family caregivers across the country.

With our local to national partners, we have reached people through:

- TODAY with Hoda & Jenna
- Hoy Dia
- The Kelly Clarkson Show
- En Casa Con Telemundo
- NBCU Talent
- The More You Know
- Digital Resource Guide
- Apple News
- Press & PR Coverage
Did You Know?

Are Unpaid Caregivers providing care to a family member or friend with a chronic, serious, or disabling health condition

1 in 5 AMERICAN ADULTS

And the Number of Family Caregivers is Only Growing

43.5M 2015

53M 2020

3.7M Additional Multicultural Caregivers
2.2M Additional Millennial Caregivers

Source: AARP 2015 Report Caregiving in the U.S.
Some Don’t Even Realize They are Family Caregivers

"I don't think of me as the caregiver but I am. It's such an insight like I don't think of myself as a caregiver. I'm a parent, I'm a daughter, it's my job, but this [Caregivers Resource Guide] made me look at it differently and think about it differently and all these different aspects of who is a caregiver and then how you could be impacted by that.

- MARY ANNE
  FEMALE, WHITE, AGE 42–57\(^1\)

These can lead to failure to identify as Caregivers, which may result in missed opportunities for them to access existing resources that can assist with the inherent challenges of caregiving.
Unpaid Family Caregivers are the Backbone of Our Society
And their role continues to grow

Providing about $600B worth of unpaid care in 2021

Caregivers Assist with Many Aspects of Care and Life

- 65% of Caregivers assist with chores
- 50% of Caregivers assist with personal care
- 44% of Caregivers give medication
- 71% of Caregivers provide transportation
- 60% of Caregivers make doctor’s appointments
- 43% of Caregivers research medical information

Source: 1. AARP, Valuing the Invaluable: 2023 Update, March 2023;
2. 2022 MRI-Simmons Spring Doublebase, Audience definition:
Primary caregiver/caretaker
While Caregiving Can Be Rewarding, it Can Also Be Very Difficult

51% of caregivers feel their role has given them a sense of purpose or meaning\(^1\)

78% of those caring for an adult family member face regular out-of-pocket costs, with highest burden on caregivers who are younger, Hispanic/Latino, or African American\(^3\)

62% of working caregivers cite the emotional stress of balancing caregiving and work as one of their biggest challenges\(^2\)

Caregiving can Take a Serious Toll on the Physical and Mental Well-being of a Caregiver

The act of family caregiving can bring on high levels of depression, stress and frustration, whether over guilt for not feeling like they’re doing enough or being emotionally strained from not knowing when to turn off.¹ When they don’t come first, their health takes a hit.

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21% 1 in 4 1/2

Report fair/poor health in 2020 vs. 17% in 2015

Caregivers find it hard to care for their own health

Of caregivers who feel alone cite caregiving for why their health is worse

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Source: 1. Family Caregiver Alliance; 2. AARP Caregiving in the US 2020 Report
While Caregiving Impacts the Mental Health of the Caregiver, it is also a Condition that Many Care Recipients Face

WERE YOU AWARE?

27% of caregivers for adults reported their recipient needed care because of mental health issues in 2020, up from 21% in 2015.¹

AND THEY SKEW YOUNGER

41% Mental health issues are more common amongst recipients 18-49, compared to 50-64 (35%) and 65+ (21%).¹

Source: 1. AARP Caregiving in the US 2020 Report
Mental and Emotional Illness Ranks Among the Top Ten Issues Care Recipients Experience

Struggling with mental illness, on top of other issues care recipients are facing, adds to the complexity family caregivers must navigate.

Source: AARP Caregiving in the U.S. 2020 Report
Question: What is /was the main problem or illness you [relation] has/had, for which they need/needed your care? Note that these are self-reports by caregivers about what they perceive their recipient’s main problem to be for which they need unpaid care. Memory includes Alzheimer’s and Dementia.
In Recent Years, There Has Been More Support of Unpaid Caregivers

EXAMPLES OF BRANDS TAKING ACTION

2022 National Strategy to Support Family Caregivers

Administration for Community Living

Released the National Strategy to Support Family Caregivers as a unified approach to improving recognition of and support for family caregivers²

Ianacare

Formed the “I Am Not Alone Care Alliance” to build infrastructure around caregiving needs and influence policy³

Amazon Alexa

Added custom alerts to notify caregivers of certain home activity⁴

Cigna Healthcare

Partnered with the Rosalynn Carter Institute for Caregivers to host workshops for dementia caregivers⁵

77% of U.S. respondents stated that brands play an important role in advocating for positive social and environmental change¹

Footnotes:
¹ Source: America’s Care and Contributions Survey; ² AARP; ³ Caregiver Support Network; ⁴ Cigna; ⁵ Rosalynn Carter Institute for Caregivers

References:
1. America’s Care and Contributions Survey
2. AARP
3. Caregiver Support Network
4. Cigna
5. Rosalynn Carter Institute for Caregivers
As Society Increasingly Recognizes the Importance of Unpaid Family Caregivers...

9 out of 10 Americans believe unpaid caregivers deserve appreciation and support

From 2021-2022, perceived importance of National Family Caregivers Month (NFCM) grew from 56% to 67%

...Caregivers are our hidden defense and stealth soldiers
- MALE, 18-34

...it is important to bring attention to a service that needs the support of the public. These people are doing a great service for our society.
- MALE, 55+

...There’s Minimal Awareness Around Unpaid Family Caregivers

16% Awareness around National Family Caregivers Month

Compared to other health-related commemorative months:

90% Around Breast Cancer Awareness Month
73% Around Mental Health Awareness Month

Giving, Because We Care

We're continuing the movement to bring caregiving into the cultural conversation with high-impact moments that build awareness and drive impact for this deserving audience.

TIMING: 4Q'23-3Q'24

KICKOFF: National Family Caregivers Month (Nov.)

SUSTAIN: 2024

Our Partnership Pillars

- **Acknowledge**: Recognize remarkable people who are dedicated to and care for those in need
- **Support**: Inform and entertain with dedicated resources & tips to make their lives a little easier
- **Connect**: Bringing unique experiences to caregivers, allowing them to connect with their favorite content and each other
The Opportunity to Support Caregivers Exists Across Industries

CPG
Cleaning Products & Personal Products
Contribute a year’s worth of core products to select caregivers

Auto & Travel
Ride Sharing / Hailing
Offer caregivers free rides

Retail
Pharmacies & Retail Giants
Custom caregiver shopping lists & discounts for caregivers

Health & Pharma
Telehealth & DTC
Gamified incentives for caregivers giving medication for family members

Restaurant
Delivery Services
Gift cards to help with meal planning to offset expenses

Tech & Telco
Digital Pharmacies & Ecommerce Giant
Gift new laptop/tablet; Upgrade/pay a caregiver’s data plan

Finance & Insurance
Financial Advisors & Health Insurance
Branded content helping caregivers navigate the world of healthcare insurance

Home
Real Estate & Decor
Home décor guide bringing joy to the caregiver and their family
# Driving Impact For Caregivers With Moments That Matter

Connect With Audiences Throughout the Year at Any Scale, from Local to National

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## Integration & Editorial Opportunities

- **TODAY**
- **EVENTS**
- **LIVE FROM**
- **Kelly Clarkson Show**
- **TODAY BRAND STUDIO**
- **Peacock**
- **X News**
- **NBC Universal Local**
- **Premier League**

## Creative & Content Innovation

- Commercial Innovation / Contextual Placements / High-Impact Takeovers / Sponsorships / Editorial Alignments / Social Content / Custom Content / Local Market Activation / Integrations / Talent Engagement & Call-to-Actions / PR

## Strategic Targeting & Distribution

- NBC Universal
- X Games
- NHL
- NBA
- Premier League
- World Cup
- Olympic Games

## Cultural Awareness Moments

- Veteran's Day
- Black History Month
- National Caregivers Day (Feb.)
- Women's History Month
- World Health Day (Apr.)
- Asian American & Pacific Islander Month
- Hispanic Heritage Month

**Smart Sequential Storytelling**
JOIN US AS WE

Acknowledge, Support and Connect Caregivers Throughout 2023/24

NBCUniversal
QUESTIONS?
Please contact: Tiffany Erickson or Megan Ryan
NBCUniversal's Inaugural Caregivers Initiative

NBCU One Platform
Linear, Digital, Social, Talent, PR, Editorial, Custom Content

Top 10
Audience Value: Caregivers Digital Resource Guide