

National Family Caregivers Month 2026 Partner Toolkit

2026 Theme: Care Connects Us: Because We See You

Care connects us. But the connection starts with being seen.

More than 63 million Americans provide ongoing complex care. They are parents, spouses, children, siblings, friends, neighbors, and colleagues – balancing caregiving responsibilities with work, family, their own health, and everyday life. Yet too often, caregivers remain invisible in the policies and systems that shape their lives.

This National Family Caregivers Month, the National Alliance for Caregiving (NAC) is making caregivers and the care they provide visible by recognizing caregivers' stories, connecting their experiences to the shared realities of care, and calling for the support, policies, and systems they need to thrive.

Because when we see caregivers, we can better understand what they need. When we understand caregivers, we can connect them to support. And when we connect their experiences to action, we can change the system that shapes care.

Making Caregivers Visible.

This November, **we invite our partners, organizations, and individuals to help make family caregivers visible.**

In this toolkit, you will find:

- Key messages, data resources, and calls to action
- Story telling prompts
- Social media copy & graphics
- Sample newsletter copy & letter to the editor

Please use this toolkit for ideas, ready-to-share resources, and ways to join the conversation, then post, share, and amplify throughout the month. Every story, statistic, conversation, and show of support helps more people see the caregivers in their lives.

Together, we can make caregiving visible, valued, and impossible to overlook.

Questions? Please reach out to Kim Cantor (kim@caregiving.org).

KEY MESSAGES

Caregivers are everywhere.

Caregivers are everywhere. They are spouses, parents, children, siblings, friends, and partners. They are an essential part of how care happens in this country, showing up every day to help the people they love.

Care connects us.

Caregiving brings together families, communities, healthcare providers, workplaces, and the systems that shape our lives. Millions of Americans rely on family caregivers to help make care possible. When we recognize and support caregivers, we strengthen not only individual families but the connections and systems that help all of us thrive.

Data Highlights:

- 63+ million Americans are family caregivers - 1 in 4 adults in the United States
- 24% of caregivers care for two or more people
- Family caregivers provide an average of 27 hours of care each week
- 51% of caregivers find purpose in care

Caregivers deserve to be seen.

Caregivers contribute every day to the health and wellbeing of the people they care for, yet their contributions and needs are too often overlooked. They provide essential care, manage complex medical needs, and help their loved ones maintain their health and wellbeing.

Data Highlights:

- 57% of caregivers provide high-intensity care
- 34% of caregivers receive no help from others
- 55% of caregivers conduct complex medical or nursing task

See the whole person.

Family caregivers are more than the care they provide. They are people balancing their own health, relationships, careers, financial security, and dreams for the future. Yet caregiving can take a significant toll on their physical, emotional, and financial wellbeing.

Data Highlights:

- 64% of caregivers experience moderate to high emotional stress and 45% experience physical strain
- 70% of working age caregivers are working while balancing their caregiving responsibilities
- 40% of caregivers have two or more chronic health conditions

Visibility will lead to action.

Making caregiving visible is an important first step, but it is not the finish line. Too many caregivers lack respite, financial support, training, and help from others. By elevating caregiver stories and making their needs impossible to ignore, we can build momentum for stronger policies, more responsive systems, supportive workplaces, and communities where caregivers have the resources they need to thrive.

Data Highlights:

- 39% of caregivers need respite care yet only 13% use these services
- 1 in 5 caregivers performing medical or nursing tasks has received formal training
- 47% of caregivers experience at least one negative financial impact from caregiving

Data Resources

[NAC & AARP. Caregiving in the U.S. 2025. July 2025.](#)
[Caregiving in the US 2025. State Data Profiles.](#)
[Caregiving in the US Resource Hub.](#)

TAKING ACTION THIS NOVEMBER

See Caregivers. Share Stories. Take Action.

Make caregiving visible. Share your story.

Help others understand the realities of family caregiving by sharing your care story or amplifying the experiences of caregivers in your life with friends, neighbors, policymakers, and the media.

Join us in making caregiving visible.

Use this toolkit to share campaign messages, post resources, elevate caregiver voices, and encourage your networks to recognize the essential role family caregivers play in our families, communities, and healthcare system.

Recognize caregivers in your community.

Encourage your local leaders and elected officials to proclaim November 2026 as National Family Caregivers Month and join a national effort to recognize, support, and celebrate family caregivers.

STORYTELLING PROMPTS

Behind every statistic is a person, a relationship, and a story worth seeing. Caregiver stories help bring the realities of caregiving to life. They can help others recognize caregivers in their own families and communities and build an understanding of what caregivers need to thrive. Every story matters.

You don't need to tell your entire story or have the perfect words. Start with a moment, a memory, or something you wish others understood.

Who is the person you care for, and what does care look like?

- What makes your relationship special?
- What is one thing you do that others might not see?

What do you wish more people understood about caregiving?

- What has caregiving taught you about yourself or others?
- What is one challenge you wish people better understood?

What does “Care Connects Us” mean to you?

- How has caregiving shaped your relationships or sense of community?
- How has someone's care or kindness made a difference in your life?

What would help caregivers feel seen and supported?

- What support has made a difference, or what do you wish you had?
- What is one change that would make caregiving easier?

Ready to share? Choose a prompt, reflect on your experience, and share a few sentences, a photo, a video, or a conversation with someone in your community.

Or if you would like to share your story directly with the National Alliance for Caregiving, visit our [Portraits of Caregiving](#) page on our website and [complete the form](#). We are happy to support you in sharing your story and making caregiving visible.

SOCIAL MEDIA

Sample Graphics

All social graphics are [available for download, here](#). We encourage you to add your organization's logo to these graphics and share them with your networks to show your support for National Family Caregivers Month.



Suggested Hashtags

#NationalFamilyCaregiversMonth

#NFCM

#SupportFamilyCaregivers

#CareConnectUs

#BecauseWeSeeYou

#CaregiverSupport

#WorkplaceWellbeing

Sample Post #1

November is National Family Caregivers Month, and we are celebrating the people who make care possible and recognize the connections that help us all thrive.

Caregivers are everywhere. They are spouses, parents, children, siblings, friends, and partners who show up every day to help the people they love.

Across the United States, more than 63 million adults are family caregivers. They provide an average of 27 hours of care each week, helping navigate health challenges, managing daily activities, and maintaining their own wellbeing.

Caregiving connects us all. It brings together families, communities, healthcare providers, and workplaces. And while 51% of family caregivers find purpose in care, every caregiver deserves to have their own needs recognized, too.

Care Connects Us: Because We See You.

Join us in recognizing family caregivers and helping make their contributions visible.

#NationalFamilyCaregiversMonth #CareConnectsUs #BecauseWeSeeYou

Sample Post #2

Caregivers are everywhere. 💜 More than 63 million Americans, or 1 in 4 adults, provide care to a family member or friend. They give an average of 27 hours of care each week. This #NationalFamilyCaregiversMonth, we see you. #CareConnectsUs

Sample Post #3

Family caregivers are vital, and they deserve our support and recognition.

Family caregivers help manage complex medical needs, coordinate care, and support the health and wellbeing of the people they care for. Yet their own health, financial security, relationships, and futures can get lost in the demands of caregiving.

Consider the realities:

- 57% of family caregivers provide high-intensity care.
- 55% perform complex medical or nursing tasks.
- 64% experience moderate to high emotional stress.
- 47% experience at least one negative financial impact from caregiving.

Seeing caregivers means seeing the whole person: their contributions, their challenges, and their need for support.

This National Family Caregivers Month, we are raising the visibility of family caregivers and calling for stronger policies, more responsive healthcare systems, supportive workplaces, and greater access to resources that help caregivers thrive.

Recognition is a start. Turning visibility into action is how we build a future where caregivers are seen, valued, and supported.

Care Connects Us: Because We See You.

Join the conversation and help spread the word.

#NationalFamilyCaregiversMonth #CareConnectsUs #BecauseWeSeeYou

Sample Post #4

Caregivers deserve to be seen and supported. 💜 39% need respite care, yet only 13% use these services. This #NationalFamilyCaregiversMonth, let's turn visibility into action and help caregivers get the support they need to thrive. #CareConnectsUs

Sample Post #5

Making caregiving visible is an important first step. It is not the finish line.

39% of caregivers need respite care, yet only 13% use these services. Too many caregivers lack the respite, financial support, training, and help from others they need to thrive.

Stories help move us forward. Behind every statistic is a person, a relationship, and a story worth seeing. When we share those stories, we help others recognize the caregivers in their own families and communities, and we build momentum for stronger policies, more responsive systems, and supportive workplaces.

You don't need the perfect words. Start with a moment, a memory, or something you wish others understood. Try one of these prompts:

What is one thing you do that others might not see?

What do you wish more people understood about caregiving?

What is one change that would make caregiving easier?

Share your story this month, or lift up a caregiver in your life.

#CareConnectsUs #BecauseWeSeeYou #NFCM #FamilyCaregivers

Social Post #6

Visibility is the first step. Storytelling makes caregiving visible, builds understanding, and fuels action for change. Share what you wish others understood about caregiving. Your story can help drive change. #CareConnectsUs #BecauseWeSeeYou

SAMPLE NEWSLETTER COPY

Care Connects Us: Because We See You

November is National Family Caregivers Month, a time to recognize the millions of people who make care possible every day.

Across the country, more than 63 million Americans provide care to someone who is aging or living with a serious illness or disability. *(Option for [state specific data](#).)* They are spouses, parents, adult children, siblings, partners, and friends. They coordinate appointments, manage medications, provide daily support, navigate healthcare systems, and show up when someone needs them most.

Yet caregiving often happens behind the scenes, and caregivers' own needs are too often overlooked. This November, we embrace the theme "Care Connects Us — Because We See You" to celebrate caregivers, share their stories, and recognize the connections that make care possible.

Every caregiving story matters

Behind every statistic is a person and a unique experience. Caregiving can bring moments of connection and joy, but it can also present emotional, physical, and financial challenges. Every story helps others better understand what caregiving looks like and why caregivers deserve to be seen and supported.

Suggested prompt: Share a story about a caregiver in your family or community, describe how your organization supports caregivers, or highlight a moment that demonstrates why caregivers deserve recognition and support.

When we listen to caregivers and share their experiences, we make the invisible visible and build greater understanding of what caregivers need to thrive.

Seeing caregivers is just the beginning

Recognition must lead to action. Caregivers need access to resources, meaningful support, and systems that recognize their essential role in caring for others while supporting their own health and wellbeing.

This November, let's help make caregiving visible. Share your story, recognize a caregiver in your life, amplify caregiver voices, and encourage others to join the conversation.

Together, we can build a culture where caregivers feel seen, their contributions are valued, and their needs are supported. Because care connects us all.

SAMPLE LETTER TO THE EDITOR

Care Connects Us, Because We See You

November is National Family Caregivers Month, a time to recognize the more than 63 million Americans provide care to someone who is aging or living with a serious illness or disability. *(Option for [state specific data](#).)*

Family caregivers are essential to how care happens in this country. They manage medications, coordinate appointments, navigate healthcare systems, and provide daily support. Yet their contributions often go unseen, and their own health, financial security, and wellbeing are too often overlooked.

Option to personalize: Share a brief story about your own caregiving experience, a caregiver in your family or community, or why supporting family caregivers matters to you.

This year's theme, "Care Connects Us — Because We See You," reminds us that behind every caregiving statistic is a person with a unique story, challenges, and needs. Recognizing caregivers is an important first step, but recognition must lead to action. Caregivers need meaningful support, accessible resources, and systems that recognize their essential role.

Option to personalize: Highlight a local caregiving need, an initiative your organization supports, or one change you would like to see to better support caregivers in your community.

This November, I encourage everyone to reach out to a caregiver, listen to their story, and consider how we can better support those who care for others. By making caregiving visible, we can build stronger communities and create a future where caregivers feel seen, their contributions are valued, and their needs are met.

Because care connects us all.