



August 3, 2022

Susan W. Hoskins LCSW
Executive Director
Friends of the Aging Foundation
PO Box 1081
Langhorne, PA 19047

Dear Susan,

I am pleased to present this Letter of Interest to the Friends Foundation for the Aging on behalf of [New Jersey Advocates for Aging Well \(NJAAW\)](#) and to respectfully request your partnership and consideration of a grant of \$25,000 in support of a **Family Caregiver Education, Training & Support Continuum**. This twelve-month initiative is designed to 1) equip NJ's increasing number of untrained and unpaid family caregivers to anticipate and meet the changing and more complex needs of their older adult relatives, 2) promote family caregiver health and wellbeing and 3) educate family caregivers about financial relief and other resources that allow older adults to age at home. This project will also inform and complement NJAAW's current initiative with PHI National, co-leading Essential Jobs, Essential Care NJ (EJEC-NJ), a multi-year policy advocacy effort to grow and strengthen NJ's direct care workforce. PHI National has pledged \$25,000 towards EJEC-NJ.

Longevity nationally and in NJ has risen substantially. This trend will continue for the next 40 years as the "Baby Boom" generation is aging at home. Now more than 95% of NJ's 1.5 million residents over age 60 live in the community while less than 3% live in institutionalized settings. Soon one in four NJ households will have at least one person over the age of 65 and the need for supportive services and caregiving will rise. Additionally, the U.S. direct care workforce has significantly declined due to inadequate wages and professional support, placing a greater burden on family caregivers. As family members take on the role of caregiver, they do so with love and dedication but without training, skills or knowledge of the realities and tasks involved.

Most NJ family caregivers are women (75%) and are juggling paid work and caregiving (60%). As their patient's needs change, this population reduces work hours or leaves the paid workforce, creating economic strain as well as health issues, emotional stress and lost earnings power. In NJ, 25% of retirees have no retirement savings that could be put toward paid caregiving. (Insured Retirement Inst. 2021). NJ is one of the most diverse states in the U.S. yet among the most segregated. We will leverage our partner network to ensure outreach to family caregivers where residents are most vulnerable for poor social determinants of health and to recognize cultural differences and sensitivities surrounding caregiving.

NJAAW would use grant funds to hire a part-time staff person with experience in geriatric social work or social services to spearhead this program. They will then 1) research and identify best practices in training for unpaid care givers; 2) interview caregivers to understand unmet needs and develop programming to fill gaps; 3) establish an online resource center for caregiver training; 4) build awareness among family caregivers, direct care workers, health service providers and NJ agencies on aging for our online and, if possible, in-person training for unpaid family caregivers. Finally, we will measure our impact through attendance at training sessions, visits to the resource site, surveys and then write and widely disseminate a white paper on our approach, products, intervention and outcomes.

NJAAW is New Jersey's only statewide nonprofit dedicated to spearheading public policy, education and services initiatives that enable NJ's older adults to live with independence and dignity in their communities. With a keen understanding of *what matters to New Jersey older adults* as well as the world they and their families experience, NJAAW takes collective action to promote the physical and cognitive health and wellbeing of NJ seniors. NJAAW conducts its work through coalition building; multi-media education and information sharing on older adult needs and resources; data gathering, analysis and reporting; expert testimonies and briefings to inform professionals and decision makers in the field the aging. NJAAW is a key member of the NJ Age Friendly Collaborative working to build an aging friendly future to meet the scale, ability, and promise of NJ's older adults.

We would welcome your partnership and support in this effort. Thank you for your consideration and all that you do for our older adults and their families.

Sincerely,

A handwritten signature in black ink, appearing to read 'Cathy Rowe', is written over a faint, light blue circular stamp that contains the text 'NEW JERSEY ADVOCATES FOR AGING WELL'.

Cathy Rowe, DrPH, Executive Director