



hope 
grows
Cultivating Caregiver Wellness™

Reach and support the caregiver community

**Partnership & Visibility Opportunities
2019**



Cultivating Caregiver Wellness

Hope Grows is a 501 (c)(3) nonprofit organization founded in 2012 to provide valuable support for family caregivers through programs and services focused in three core areas: **counseling and support; Therapeutic Respite™;** and **education and training.**

Many services are available at no cost, a sliding scale fee, or co-pay as payment in full.

In the caregiving community, Hope Grows is a reliable service provider, a valuable partner, and a trusted leader uniquely suited to make a real difference in the lives of caregivers and all who are impacted by the challenges of caregiving.

A Unique Approach

NATURE - Hope Grows features nature as a key element of many of its programs and services, not only because of its relaxing and restorative values, but also for its representation and illustration of life's beauty, challenges, and cycles...all very relatable to caregiving.

COMPREHENSIVE SERVICE - Hope Grows' approach to caregiver support is comprehensive. In addition to programs and services for family caregivers, Hope Grows has developed programming that includes care recipients, and educational and training curriculum for professional caregivers, healthcare professionals, healthcare facilities, and employers.

INNOVATION - Continually reaching for innovation in programming and outreach, Hope Grows dedicates itself to ongoing efforts to maintain the most up-to-date industry knowledge and resources that lead to improved service and better quality of life for caregivers.

OVERNIGHT RESPITE - Long-range plans for the organization include the development of the Hope Respite House, a bed and breakfast with healing and restorative gardens where caregivers can enjoy overnight respite.

Our Mission:

To inspire hope through nature while empowering caregivers to seek wellness of mind, body, and spirit.

"When I walked through that door that very first time, it was like these huge arms just wrapped around you and brought you in, and it was just this warmth.

The feeling you get when you get involved in this organization is that you're going to be fine. And they get you through it."

~ Veronica Berton, caregiver



The Need

We're all in this together!

The challenges faced by caregivers have been well-documented and recognized by trusted, national organizations. The challenges, from physical and financial to emotional and psychological, are very real, and impact a growing number of Americans.

The need for solutions and assistance that ease the burdens of caregiving continues to grow for caregivers, as well as, healthcare professionals. The need is also recognized by the government as more legislative changes are requested to address caregiver issues.

Caregiver issues impact just about everyone. Almost everyone is, was, will be, or knows someone who is, was or will be a caregiver. The plight of caregivers extends to their entire families, their employers, and their communities. ***We're all in this together.***

Caregiving often results in chronic stress, which compromises caregivers' physical and psychological health.

"Physical and Mental Health Effects of Family Caregiving" by Richard Schulz, PhD and Paula R. Sherwood, PhD, RN, CNRN

An estimated 43.5 million adults in the United States have provided unpaid care to an adult or child in the prior 12 months.

On average, caregivers spend 24.4 hours a week providing care for their loved one. Nearly one quarter provide 41 or more hours of care a week (23%).

Beyond assisting care recipients with Activities of Daily Living, two out of three monitor their care recipient's condition to adjust care (66%), 63 percent communicate with healthcare professionals, 50 percent advocate for their recipient," and "about six in 10 caregivers assist with medical/nursing tasks (57%).

Losses to U.S. employers of up to \$34 billion annually.

Stats from the National Alliance for Caregiving and AARP Public Policy Institute Caregiving in the U.S. 2015 report.

Reach Through Programs

Counseling & Support

Think Caregiver

A free virtual support program that allows caregivers anywhere to opt in for check-in phone calls, sign up for weekly Simple Self-Care Suggestions delivered to their inbox, and/or follow Simple Self-Care Suggestions via social media engagement.

The Root of Good Care Counseling

Counseling services with a person/family-centered mental health approach that is mindful, positive, and holistic. Our techniques integrate ecopsychology to help nurture individual needs and help caregivers work through a variety of challenges including anxiety, depression, stress, fatigue, grief, trauma, identity loss, and family relationship issues.

Support Groups

"Life After Caregiving," "Morning Tea Support," "Powerful Tools for Caregivers," and "Family Caregiver Series - Joy of Living" support groups are offered on an ongoing basis at no cost.

Therapeutic Respite™

Take a Break in the Dirt

This seasonal, volunteer-run, adaptive gardening program engages children with disabilities ages 5-21 in gardening and nature-related activities while their family or caregiver takes a well-earned break. There is no fee to participate.

Monthly Therapeutic Respite™ Activities

Activities are held at varying locations and include essential oils classes, labyrinth walks, garden/nature walks, horticulture, and mindful, positive activities. Nominal fees are charged to cover materials.

The Dual Respite Project™

This free program meets the needs of care recipients and their caregivers at the same time. Programming is cross-disabilities and intergenerational.

Education & Training

An important resource for the professional caregiver community, Hope Grows reaches out to provide education and training to enhance the knowledge of the professional health care community in relation to family caregiving.



New Initiative

Caregiver Iris Movement™

Nature and flower symbolism are deeply rooted in the mission of Hope Grows. The Blue-Bearded Iris is the symbol to raise awareness of caregiver issues while championing caregiver appreciation and assistance. Hope Grows has used the symbol to create lapel pins, notecards, and decals available for purchase with proceeds going to fund its invaluable caregiver programs.

In 2018, Hope Grows has grown to serve more than

321

caregivers and care recipients, more than double from 2016.

Counseling/Support Provided

2015: 80 hours

2016: 208 hours

2017: 258 hours

Therapeutic Respite Provided

2015: 96 hours

2016: 502 hours

2017: 1372 hours

Volunteerism:

2015: 380 hours

2016: 1,479 hours

2017: 2,219 hours

Free Thanksgiving Dinners:

2016: 55 dinners provided

2017: 97 dinners provided

2018: 172 dinners provided

Reach Through Events

ANNUAL EVENTS

Tee Time Golf Classic

May 13, 2019 | 9:00 am Shot Gun Start
Location: Montour Heights Country Club, Moon Twp., PA
Estimated Attendance: 80

A Victorian Tea

May 19, 2019 | 11:30 a.m. -2:00 pm
Location: Montour Heights Country Club, Moon Twp., PA
Estimated Attendance: 150

Uncorked and Skewered

July 17, 2019 | 4:00-7:00 pm
Location: Hope Respite House, Moon Twp., PA
Estimated Attendance: 100

Celebrating You!

October 9, 2019 | 8:30-4:00 pm
Location: Pittsburgh Botanical Garden | Oakdale, PA
Estimated Attendance: 120

In2Nature Virtual Autumn Trek & Cornhole Tournament

September 22-29, 2019
Location: Cornhole Tournament kick-off event on
September 22 at Moon Twp. Parks & Recreation
Estimated Attendance: 75



Reach Through Media & Industry



WEBSITE & SOCIAL MEDIA

Website

HopeGrows.net

1,013 avg. monthly visitors

100% increase from 2017

Facebook

@HopeGrows1130

568 Likes

21.4% increase from 2017

Reach and engagement
over past six months:

1,495 avg. monthly reach

8,265 avg. monthly impressions

162 avg. monthly engaged users

Twitter

@HopeGrows1130

400 Followers

15% increase from 2017

3,865 avg. impressions/mo.

CONFERENCES & PROFESSIONAL EVENTS

As a leader in the caregiving community, Hope Grows' Executive Director, Lisa Story, and other members of the Hope Grows team attend and present at a variety of industry-related events including:

- Parkinson's Foundation Annual Conference
- Alzheimers Foundation Annual Conference
- Association for Death Education and Counseling Annual Conference
- National ARCH Respite Conference

WW

NEWS MEDIA

As Hope Grows has expanded its public relations over the past three years, we have reached a broader audience through articles and video segments with the following media outlets:

- Pittsburgh Post-Gazette
- Beaver County Times / TimesOnline
- WORD FM/AM1250
- Comcast Newsmakers
- eCare Diary

Iris Partnership Opportunity

A truly exclusive opportunity, the Iris Partnership and Visibility package provides a prominent presence at each Hope Grows event where we serve and gather with our caregiver audience. Additionally, this partnership package provides the opportunity to host your own private event at our Hope Respite House.



Iris Partnership & Visibility Package Benefits

- Exclusive: Vendor table at Celebrating You! caregiver event
- Exclusive: Host your own event at the Hope Respite House in Moon Township for up to 50 people (subject to scheduling; facility only)
- Featured logo placement on all signage, media/social media, and promotional items for each event: Tee Time Golf Classic, A Victorian Tea, Uncorked & Skewered, Celebrating You, In2Nature Virtual Autumn Trek & Cornhole Tournament
- Opportunity for 10 minute podium presentation at each event
- Live announcements - partnership recognition - at each event
- Partner logo on lawn signage at Tee Time Golf Classic and Uncorked and Skewered Garden Tour
- Partnership recognition in pre-event social media and direct email promotion for each event
- Partner acknowledgement in event programs
- Partner logo on give-away bags (if applicable) and opportunity for give-away item
- Partner logo and link on Hope Grows event web page
- 8 Tea Sipper Tickets to "A Victorian Tea" with table signage
- 2 Foursomes to "Tee Time" Golf Classic
- 4 Tickets to Uncorked and Skewered Garden Tour
- 4 Caregiver Invitations to Celebrating You!
- 1 Team of two for Cornhole Tournament

Iris Investment - \$25,000

Hope Partnership Opportunity

Hope Partnership & Visibility Package Benefits

- Live announcements – partner recognition at each event: Tee Time Golf Classic, A Victorian Tea, Uncorked & Skewered, Celebrating You, In2Nature Virtual Autumn Trek & Cornhole Tournament
- Partnership recognition in each pre-event social media and direct email promotion
- Partner acknowledgement in event programs
- Partner logo on give-away bags (if applicable)
- Partnership recognition with pre-event social media, direct email promotion, event program acknowledgement, and logo on give-away bag (if applicable) for each event
- 8 Tea Sipper Tickets to A Victorian Tea
- 1 Foursome Tickets to Tee Time Golf Classic
- 2 Tickets to Uncorked and Skewered Garden Tour
- 2 Caregiver Invitations to Celebrating You!
- 1 Team of two for Cornhole Tournament

Hope Investment: \$10,000



Caregiver Partnership Opportunity

Caregiver Partnership & Visibility Package Benefits

- Partnership recognition in each pre-event social media and direct email promotion
- Partner logo on give-away bags (if applicable)
- Partner logo on Hope Grows event web page
- Partner acknowledgement in event programs
- Partnership recognition with pre-event social media, direct email promotion, and event program acknowledgement for each event
- 4 Tea Sipper Tickets to “A Victorian Tea”
- 2 Tickets to Uncorked and Skewered Garden Tour

Caregiver Investment: \$5,000



Dual Caregiver/Care Recipient program support, customizable

The Dual Respite Project™ is designed to meet the needs of both caregivers and care recipients at the same time, same location, in two separate spaces. Caregivers have the opportunity to take a short break from their caregiving responsibilities. Care replacement is provided, as care recipients simultaneously engage in horticulture and nature-related activities. Programming is customizable to meet partner requirements and can be held once a quarter, once a month, or in 4-week segments, seasonally.

Dual Program Investment
\$1,000 - \$10,000

Root of Good Care Counseling site renovation, with exclusive naming rights

Provide heat, air conditioning, and furnishings to create a comfortable location for private one-on-one counseling sessions. Donation helps convert an existing out building on the grounds of the Hope Respite House in Moon Township. Exclusive naming rights are available. Identification signage provided.

Counseling Site Investment - \$3,000

Naming Opportunities

Amenities & Programming

Hope Respite House Gardens, with exclusive naming rights

Keep your company name front and center all year long with exclusive naming rights. Choose from several gardens, including the newest **Iris Memorial Garden**, each with varying annual upkeep/maintenance fees. Identification signage provided. You will also have the opportunity to provide a piece of artwork, statue, plaque, etc. to place as a permanent part of the garden. Partnerships offer stewardship opportunities, such as, spring clean-up day, which are great for corporate team building.

Annual Gardens Investment
\$1,500-\$2,500

Thank You for Your Consideration!



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HopeGrows.net

On behalf of our Hope Grows team and all the caregivers we serve, I'd like to thank you for your consideration of a Hope Grows Partnership and Visibility opportunity. Your support will help strengthen much-needed caregiver programs while meeting your company's branding, marketing, and charitable objectives, and enhancing your outreach efforts to the caregiver community.

We welcome a conversation to discuss your interest in any of the outlined opportunities or to create a custom package that better suits your needs.

Please contact me personally at lisa@hopegrows.net or 412.369.4673.

Thank you!

Lisa Story
Founder/Executive Director
Hope Grows

