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AARP and United Way Worldwide Team Up to Spotlight Millennial Family Caregivers

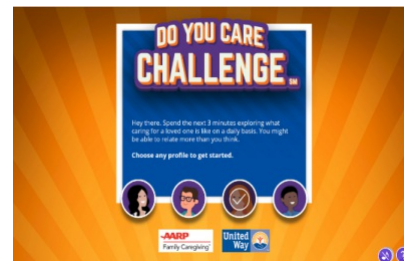
New online tool aims to increase awareness about millennials and family caregiving



WASHINGTON, DC—AARP and United Way Worldwide today announced the debut of the **“Do You Care Challenge_{SM}”**, a new easy-to-use interactive online tool that lets people get a sense of what “a day in the life” is like for a family caregiver. The tool was developed to help raise awareness about the surprising number of millennials ages 18–34 who are family caregivers and to encourage employers to create more caregiving-friendly workplaces.

There are approximately 40 million family caregivers in the U.S., **according to AARP**. The majority (60%) of caregivers are employed full- or part-time. Although many people may think of caregivers as being older adults, 25% of family caregivers are **millennials under age 35**. The average millennial family caregiver has been caring for a loved one for nearly three years.

“It can be difficult to understand the pressures and responsibilities that family caregivers face if you aren’t or haven’t been a caregiver yourself yet. Millennial caregivers often feel extra stress and isolation because their peers don’t relate and their employers don’t expect them to have these responsibilities,” said AARP Chief Advocacy and Engagement Officer Nancy LeaMond. “AARP is proud to partner with United Way Worldwide to help increase awareness, understanding, and support for family caregivers of all ages.”



The **“Do You Care Challenge_{SM}”** walks people through different scenarios of the daily decisions and challenges facing a typical family caregiver, including a single mother working two jobs, a full-time college student, and a married father of two, all millennials and all trying to assist a friend or other family member at the same time. The new tool provides helpful tips and resources, including links and telephone numbers for people to get assistance or obtain additional information on caregiving.

“Caregiving affects lives in many ways, at home, at work, and in school. The workplace is an area where employers can make a meaningful difference in helping the large number of their employees who are or will be family caregivers,” said Mary Sellers, U.S. President, United Way Worldwide. “One of the best ways we can support friends and family members who are caregivers is simply to ask how we can help.”

The **“Do You Care Challenge_{SM}”** can be found here: www.DoYouCareChallenge.org.

Additional resources:

- **FREE** *Prepare to Care: A Resource Guide for Families*. www.aarp.org/preparetocare
- AARP Family Caregiving Resource Center: www.aarp.org/caregiving
- United Way Worldwide: www.unitedway.org/caregivers
- *Supporting Caregivers in the Workplace: A Practical Guide for Employers*: <https://nebgh.org/family-caregiving-login/>

About AARP

AARP is a nonprofit, nonpartisan organization, with a membership of nearly 38 million that helps people turn their goals and dreams into “Real Possibilities” by changing the way America defines aging. With staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and promote the issues that matter most to families such as healthcare security, financial security, and personal fulfillment. AARP also advocates for individuals in the marketplace by selecting products and services of high quality and value to carry the AARP name. As a trusted source for news and information, AARP produces the world’s largest circulation magazine, AARP The Magazine, and AARP Bulletin. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. To learn more, visit www.aarp.org or follow @aarp on Twitter.

About United Way

United Way fights for the health, education and financial stability of every person in every community. Supported by 2.9 million volunteers, 9.8 million donors worldwide and \$4.7 billion raised every year, United Way is the world’s largest privately-funded nonprofit. We’re engaged in 1,800 communities across more than 40 countries and territories worldwide to create sustainable solutions to the challenges facing our communities. United Way partners include global, national and local businesses, nonprofits, government, civic and faith-based organizations, along with educators, labor leaders, health providers, senior citizens, students and more. For more information about United Way, please visit UnitedWay.org. Follow us on Twitter: @UnitedWay and #LiveUnited.

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