



Building Women's Equality Through Strengthening the Care Infrastructure

THE CRISIS

Every year in the United States, **4 million children are born** and **4 million people in the Baby Boomer generation age into retirement**. Both ends of the American population require care and caregiving, **a responsibility that has largely fallen on women**.

The care system is an inadequate patchwork of programs built on racism, ableism, sexism, and exclusion. It has been starved of financial resources and has not kept up with ballooning demand, ultimately debilitating working families while depending on women, especially women of color, to shoulder the majority of care responsibilities. Now is the time to transform the care infrastructure and to remove the longstanding structural barriers that prevent women from being fully active in their homes, workplaces, and societies.

86%
of direct care
workers are women

61%
of family caregivers
are women

Women spend
3x more
time on unpaid care than men

Caregivers are
3x as likely
to be living in poverty
or just above it

OUR VISION FOR WOMEN



**SUSTAINING
WAGES**



**AFFORDABLE,
HIGH-QUALITY CARE**



**DIGNITY AND
RESPECT**



**POWER AND
AGENCY**

OUR GOAL

The ultimate goal of our work is for all women—regardless of race, gender, or socio-economic background—to be able to give and receive the care they need for themselves and their families without the threat of economic instability.

Together with our partners, we will collaborate across multiple care advocacy spaces to:

- 1** | **Build trust and relationships** across state-based organizations with aligned interests around the need for care solutions.
- 2** | **Transform social norms and culture to value care** as a collective responsibility and a worthy investment.
- 3** | **Make the case for evidence-based policies** that are shaped by the voices and experiences of women caregivers.

A GROUNDBREAKING COLLABORATION

In an unprecedented move, our project will bring together partners across care movements that traditionally are pitted against each other and forced to compete, negotiate or prioritize the needs of the working families we represent to build the power to win a transformational care system together. Our roles and connections to multiple coalitions across care initiatives can propel change forward through a movement-based approach, agile enough to seize upon unforeseen opportunities and troubleshoot new challenges.

OUR PARTNERS

- Culture Change
- Coalition Building
- Research
- Gender Equality
- Disability Justice
- Workers Rights
- Racial Justice
- Health Care Access
- Equity
- Women's Justice
- LGBTQI Justice
- Elder Justice
- Caregiving Advocacy
- Multi-Generational Policy Advocacy
- Economic Security

THE RIGHT LEADERS FOR THIS TRANSFORMATION

National Domestic Workers Alliance (NDWA) and Caring Across Generations are uniquely positioned to lead this work. NDWA has proven that culture change and building narrative power can lead to policy change that can impact how care jobs are perceived and valued. Caring Across, a fiscally sponsored project of NDWA and the primary convener of this project, brings a decade of insight from nimbly experimenting and actively learning from lessons and best practices of culture change and grassroots mobilization to move campaigns at the national and state level.

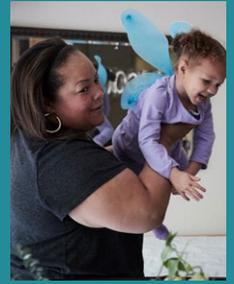
During the COVID-19 pandemic, NDWA and Caring Across ran #CareForAll and #CareisEssential campaigns to amplify caregiving stories and policy solutions to the care infrastructure crisis. The visibility of these campaigns and extensive research, coupled with local organizing, positioned us to win emergency relief for domestic workers excluded from federal COVID-19 relief packages.

YOUR INVESTMENT IN ACTION

Your support extends the reach of our work to deliver on our vision, comprised of opportunities to fund at varying levels:

- \$1M** | Identify and mobilize an additional 10 local networks of caregivers.
- \$5M** | Run a targeted multi-platform ad campaign to mobilize a diverse and intersectional population of caregivers with an ad reach goal of two-four million people reached.
- \$10M** | Support the scaling and replication of our unique coalition convening model in all 50 states across the United States.

INTERESTED IN LEARNING MORE?



[Watch the Care Can't Wait Summit](https://caringacross.org/care-cant-wait/)

[Read the Building Our Care Infrastructure](https://caringacross.org/carepaper/)

[\(caringacross.org/care-cant-wait/\)](https://caringacross.org/care-cant-wait/)

[\(caringacross.org/carepaper/\)](https://caringacross.org/carepaper/)

[Watch The ECW Video](#)



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Caring Across Generations

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