



FOR IMMEDIATE RELEASE

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**National Family Caregivers Month Communications & Marketing Toolkit:
Working Together to Advance the National Strategy to Support Family Caregivers Across Wisconsin**

The **Wisconsin Family & Caregiver Support Alliance (WFACSA)** celebrates family caregivers every day and is proud to recognize November as National Family Caregivers Month by releasing the **National Family Caregivers Month Communications & Marketing Toolkit: [Working Together to Advance the National Strategy to Support Family Caregivers Across Wisconsin.](#)**

This toolkit was developed using findings from the **2024 Statewide Results: Caregiver Needs Assessment, Evaluations, and Survey Data**. To learn more about the results, click [here](#). WFACSA extends gratitude to Governor Tony Evers for officially proclaiming November as Family Caregiver Month in Wisconsin. The proclamation will be released soon and shared statewide.

According to *Caregiving in the U.S. 2025*, a new report from AARP and the National Alliance for Caregiving, **63 million Americans now provide unpaid care to an adult or child with health or functional needs—a nearly 50% increase since 2015.** (Source: AARP and the National Alliance for Caregiving, *Caregiving in the U.S. 2025*). You can read the full report [here](#).

WFACSA encourages everyone to **recognize the friends, neighbors, and loved ones in their lives who serve as family caregivers**. Even small gestures like offering a meal, running an errand, or simply listening can ease a caregiver's load.

WFACSA extends heartfelt appreciation to the team whose creativity and dedication made this **[Toolkit](#)** possible: Kristin Voss, Kristine Meyer, Ashley Berghoff, Ivy McKee, Kayla Steinke, Rachel Watkins-Petersen, and Bryn Ceman.

Let's make sure every Wisconsin caregiver feels seen and supported, not just in November, but all year long! To learn more about WFACSA, visit our website: www.wisconsincaregiver.org.