



We Care Walk & Roll Sponsorship Talking Points

The Direct Caregiver Workforce Crisis is the most significant risk factor for individuals in need of supports and is only anticipated to worsen without thoughtful, community-unified efforts to do better. The entire nation is experiencing this Caregiver crisis, the state of Wisconsin is in a Caregiver crisis, our very own Sawyer County is experiencing a Caregiver crisis. We have people in our own community who do not have the supports they need. These supports range from nursing supports to housekeeping, meal prep, laundry, help with dressing and bathing and transportation to appointments. ALL these supports are considered caregiver supports and we need ALL these types of caregivers.

WE CARE engages the local community to identify existing resources, explore ways to leverage all our resources, and collectively act on new solutions. IT TAKES THE ENTIRE COMMUNITY to have a significant impact and change the status of this caregiver crisis. We've used this method to enact significant change in local communities across Wisconsin with the principles of asset-based community development.

We will be hosting a **WE CARE Walk & Roll** in your community to educate and spread awareness about the caregiver crisis. This event will also provide an opportunity for those searching for caregivers to share more information about their needs and connect them to a caregiver.

Here are some important facts you can share:

- **327 nursing homes have shut down since 2020**
- **More than 400 of certified residential care homes are at risk of shutting down in 2022**
- **By 2034, older adults will outnumber children for the first time in our history**

To have a walk in our community, we are outreaching to area organizations that may be interested in sponsoring the WE CARE Walk & Roll. We thought of your organization as you could benefit from this addressing this significant crisis.

Sponsorship dollars will support:

- Booths for area organizations seeking caregivers to share about their organization and needs
- Fees and supplies to host the Walk & Roll
- Light refreshments and snacks for walkers
- Media and other advertising efforts to spread awareness about the caregiver crisis and the Walk & Roll

For example: Hospitals would benefit by being able to complete more effective discharge planning with more caregivers meeting the needs of people needing additional support when leaving the hospital.

One link on the flyer allows you to register for FREE to be a Walker/Roller (or a Team of Walkers/Rollers), register for a FREE Booth and donate to become a Sponsor. I can email you the flyer now.



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Describe the sponsorship levels and what each offers:

*See attached flyer and grid below

	Logo on bags & flyers	Sponsor announced on radio	Logo on large poster sign	Logo on small poster sign	Booth with premium location	Recognition on social media posts
Gold \$500	✓	✓	✓		✓	✓
Sliver \$250	✓			✓	✓	✓
Bronze \$100	✓				✓	✓

If you are interested in supporting further, you can join our local we care meetings (get contact information to include them in the next meeting invite).