

HOW THE PARTNERSHIP CAN HELP?

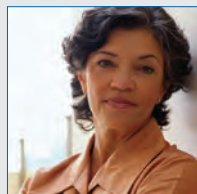
With a focus on eldercare in the Roanoke Valley, the Partnership for Employed Caregivers was established to:

- ▶ Assist employers through education, awareness and support.
- ▶ Enhance the well-being and effectiveness of their employees who are engaged in eldercare.

Membership is free and open to all employers. Benefits include access to:

- ▶ Employee and Employer Toolkits
- ▶ Community Resource Guide
- ▶ Speakers for Educational Seminars and Brown Bag Lunches
- ▶ Support Network of Eldercare Friendly Companies

To find out more about the Partnership visit www.employedcaregivers.org. To join the Partnership or to talk with a corporate member about how they have developed eldercare friendly policies, practices and benefits, call 540-982-2345 or e-mail info@employedcaregivers.org.



“
*With a mature workforce
having to provide care
for aging relatives,
it is obvious that the organizations
that will thrive in the
first half of the 21st century
will be those whose policies
recognize eldercare concerns and work
with employees to manage them.*”



PARTNERSHIP FOR EMPLOYED CAREGIVERS

AWARENESS • EDUCATION • SUPPORT

FOCUS ON ELDERCARE IN THE ROANOKE VALLEY

P.O. BOX 13947 • ROANOKE, VIRGINIA 24038-3947

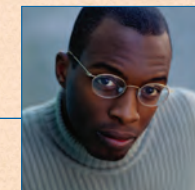
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about other sponsorship opportunities.

ELDERCARE



HOW DOES IT AFFECT
YOUR COMPANY?





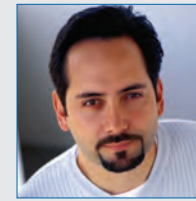
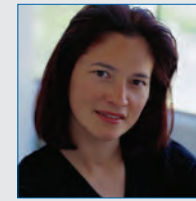
CAREGIVING – WHAT IS IT AND WHO IS DOING IT?

Twenty percent of the Roanoke Valley is age 60 and older, and that number is predicted to double over the next 25 years. Studies show that nearly all eldercare in Virginia is provided by family and friends. Most caregivers provide an average of 18 hours of care a week and over 40% of those caregivers are also caring for children.

Caregiving covers a broad spectrum of responsibilities and often includes a combination of:

- ▶ Arranging doctor visits
- ▶ Shopping and cooking
- ▶ Providing transportation
- ▶ Feeding, dressing, and bathing

Even when a senior resides in a long-term-care facility or has a full-time home health nurse, the family caregiver remains on-call, 24 hours a day, 7 days a week.



WHAT DOES ELDERCARE COST EMPLOYERS?

One in every four employees is a caregiver, but that is often a well-kept secret. In a recent study by AARP, caregivers anonymously admitted that their performance at work had been compromised. Many had to reduce their hours or give up their job entirely, leaving the employer to bear the cost to recruit and train a replacement.

- ▶ 33% decreased their hours
- ▶ 11% took a leave of absence
- ▶ 7% dropped to part-time
- ▶ 3% turned down a promotion
- ▶ 4% chose early retirement and
- ▶ 6% gave up work entirely

There are also costs associated with informal adjustments in work schedules due to phone calls, shorter work days, and longer lunch hours. Although these interruptions are more difficult to track, it is estimated that the impact to an employer is over \$1,100 per employed caregiver annually.



WHAT ARE THE BOTTOM LINE BENEFITS?

Eldercare friendly companies will:

- ▶ Find it easier to attract and retain the best workers.
- ▶ Increase productivity by reducing stress on employees.
- ▶ Reduce disruptions in work schedules.
- ▶ Enhance their community image, which can attract new customers.

There are a variety of ways that an employer can reverse the adverse affect that caregiving has on the company including educational seminars, brown bag lunches, long-term-care insurance, flextime, flexible spending accounts, and paid (or unpaid) leave. The expense to the employer can range from nothing to a specific investment per employee. Most importantly, though, are the long-term benefits to both employers and employees by recognizing and addressing the challenges that eldercare can present.

