

## CREATING A STRONG GLOBAL VOICE FOR CARERS

*The real work of carer organizations around the world is the “relentless process of selling the message”. The need will only continue to grow for the next 20 years as new challenges emerge.*

Baroness Jill Pitkeathley

**IN 1998, THE MATRIARCH OF FAMILY CAREGIVING ORGANIZATIONS**, Baroness Jill Pitkeathley, hosted the first international conference on family caregiving in London England with attendance of over 200 participants from Europe and North America. This meeting was the genesis of an international collaboration that resulted in the formation of the International Alliance of Carers Organizations (IACO). Taking advantage of international aging and caregiver symposiums in Australia, the United States and other locations, representatives from various countries worked to develop the core structure and governance model of what would soon take the shape of an international alliance. Incorporated in 2012, IACO held its inaugural meeting in Dublin Ireland (May 2013) where the seven founding countries came together to share their strategic directions and initiatives and identify collective goals and objectives for the Alliance. The founding members of IACO include:

- Carers Canada
- Care Alliance Ireland
- Carers Australia
- Carers New Zealand
- Carers Sweden
- Carers UK
- National Alliance for Caregiving (United States)

As an international alliance, IACO serves as an umbrella organization that provides cohesive direction, facilitates information sharing, and actively advocates for family caregiving at an international level. IACO is governed through a steering committee organizational model. The IACO Executive Committee, comprised of the working group chairs, ensures the collective interests of members are respected, obligations are fulfilled and the operational structure is effectual. IACO members include both non-governmental organizations and multinational corporations that demonstrate an understanding of family carers, a willingness to collaborate and communicate, and a commitment to the IACO vision, mission and goals.



## SHAPING A UNIFIED VISION FOR FAMILY CAREGIVERS

### Our Vision

IACO will establish a global understanding and recognition of the integral role of carers in respect to care recipients, health and social care systems, and society.

### Our Mission

IACO supports the needs, and improves the quality of life of carers, through international partnerships and advocacy that strengthen and honor the voice of family caregivers.

## FOSTERING INTERNATIONAL ACTION FOR CAREGIVERS

*There is a clear urgency of caregiver issues and the need to work toward a global strategy for change.*

Fourth International Conference  
on Caregiving  
2007, Toronto Canada

IACO members work together and independently to; raise awareness of family carers and their issues, identify and disseminate best practices, and enhance caregiver wellbeing. To this end, the goals of IACO are:

- Engage members to share and increase knowledge, expertise and experience.
- Act as a resource for carer organizations globally.
- Facilitate international advocacy to advance programs, policies and legislation that support caregiver wellbeing.
- Increase awareness of the role and value of the Alliance.

*How we manage care and caring in a changing and ageing world is one of the world's greatest challenges touching everyone's lives.*

Fifth International Carers Conference 2010, Leeds England



# FORMING ALLIANCES – DEVELOPING A LEGACY

## Membership in IACO

**FULL MEMBERSHIP** Members of IACO are national family caregiver organizations within their countries whose primary role is to provide caregivers with objective information, programs, and advocacy to help them improve the quality of their lives, the lives of the person(s) they care for, and their families' wellbeing. Each country will have one designated organization or peak body as its Full Member representative.

To become Full Members, organizations must meet the following criteria:

- A non-profit and non-governmental agency.
- Legal status appropriate to its country of origin, with a written constitution and/or bylaws. (If no appropriate legal status exists in the country of origin, this criterion may be waived at the discretion of the IACO Executive Committee).
- A national organization or an umbrella group (one per country).
- Demonstrate a commitment to caregivers through provision of information, resources, research, support services and advocacy.
- Family caregiver-centered, with the needs and views of carers driving its strategy, policies and activities in a significant way.

**ASSOCIATE MEMBERSHIP** is available to international healthcare-related organizations, companies or institutions of higher education with interest in supporting the family caregiver.

## Sponsorship of IACO

The long-term sustainability of IACO is dependent upon the generous donations of members and sponsors. Foundation and project grants facilitate the advancement of specific initiatives that IACO undertakes to promote global awareness and support for carers.

A sponsor's support of IACO is an expression of their proactive interest and involvement in improving the lives of caregivers. Sponsors work collaboratively with IACO and provide their insight and knowledge to assist IACO in achieving our vision.

### **BRONZE SPONSORS** (*investment \$10,000 US*)

- Annual Associate Membership in IACO.
- Connectivity to a community of thousands of international family caregiving, aging and eldercare professionals.
- Priority communication about activities and developments in the international family caregiving, aging and long-term care fields.
- Informal consultation on caregiver support programs and research initiatives.
- Sponsorship level attribution in print materials, IACO website and official IACO conference presentations.
- Opportunities to collaborate on new research and projects.
- Sponsorship level attribution in newsletters and communications.

## **SILVER SPONSORS** (*investment \$20,000 US*)

- Annual Associate Membership in IACO.
- Connectivity to a community of thousands of international family caregiving, aging and eldercare professionals.
- Priority communication about activities and developments in the international family caregiving, aging and long-term care fields.
- Informal consultation on caregiver support programs and research initiatives.
- Sponsorship level attribution in print materials, IACO website and official IACO conference presentations.
- Opportunities to collaborate on new research and other projects.
- Sponsorship level attribution in newsletters and other communications.
- Logo and sponsorship level attribution during all face-to-face meetings and networking events.
- Logo and link to sponsor's website on the IACO website.
- Opportunities to appropriately participate in briefings, meetings, conference calls, webinars and other related IACO events.
- Sponsorship level attribution in IACO's Annual Report.
- Sponsorship level attribution and corporate logo on the National Alliance for Caregiving website, [www.caregiving.org](http://www.caregiving.org) (or other country websites as appropriate).

In addition to those benefits listed for the Silver Sponsors, Gold sponsors receive:

## **GOLD SPONSORS** (*investment \$30,000 US*)

- Opportunity for a nationally recognized caregiving advocate to address your organization's senior staff.
- Host recognition for a biannual CEO briefing on issues in the caregiving arena.
- Access to IACO's research project databases.

In addition to all the above benefits Platinum sponsors receive:

## **PLATINUM SPONSORS** (*investment of \$40,000 US*)

- Host recognition at official receptions and meals for all of IACO's meetings, composed of leading international caregiving advocates.
- The opportunity to host a focus group, teleconference, or Q&A session with IACO members (topics must be unbranded to a specific product).

**TOGETHER WE CAN BUILD A  
GLOBAL UNDERSTANDING  
AND RESPECT FOR THE VITAL  
ROLE OF CARERS**

To learn more about becoming a member or sponsor of IACO please contact Rick Greene at [international@caregiving.org](mailto:international@caregiving.org)

For more information on IACO visit our website at [www.internationalcarers.org](http://www.internationalcarers.org)