



Leeza's Care Connection HUGS Program Integrated Quantitative & Qualitative Insights Summary

September 30, 2019

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I. OBJECTIVES & METHODOLOGY

HUGS Program Insights

Overview of Approach

Overall Business Objectives

- Generate insights about the HUGS program to support the efficacy of the program and **validate the value of the experience**
- Assess the unique benefits of the program compared to its competitive set
- Inform **potential and current donors and sponsors** of the features and benefits of the program through data and testimonials to encourage increased support
- Use information to engage with **community partners** and form new partnerships
- Inform next HUGS Ambassador class materials

Project Specifics

1. **Review secondary data** to analyze competitive program positioning/benefits of other compassion fatigue resources
2. **Administer a survey** to everyone who has expressed interest in and/or participated in HUGS to get feedback on what makes it unique/valuable/attractive
3. **Interview** 10 survey participants via webcam to share more of their story/experience

We
are
here

Quantitative Methodology

- In August 2019, KNow Research conducted a **~10-minute online survey** sent to those in the Leeza's Care Connection database
- **n=46** participants took the survey
- Participants were asked questions about their experience with the HUGS program; those not affiliated with HUGS were shown the mission statement and asked about its appeal

Caveat

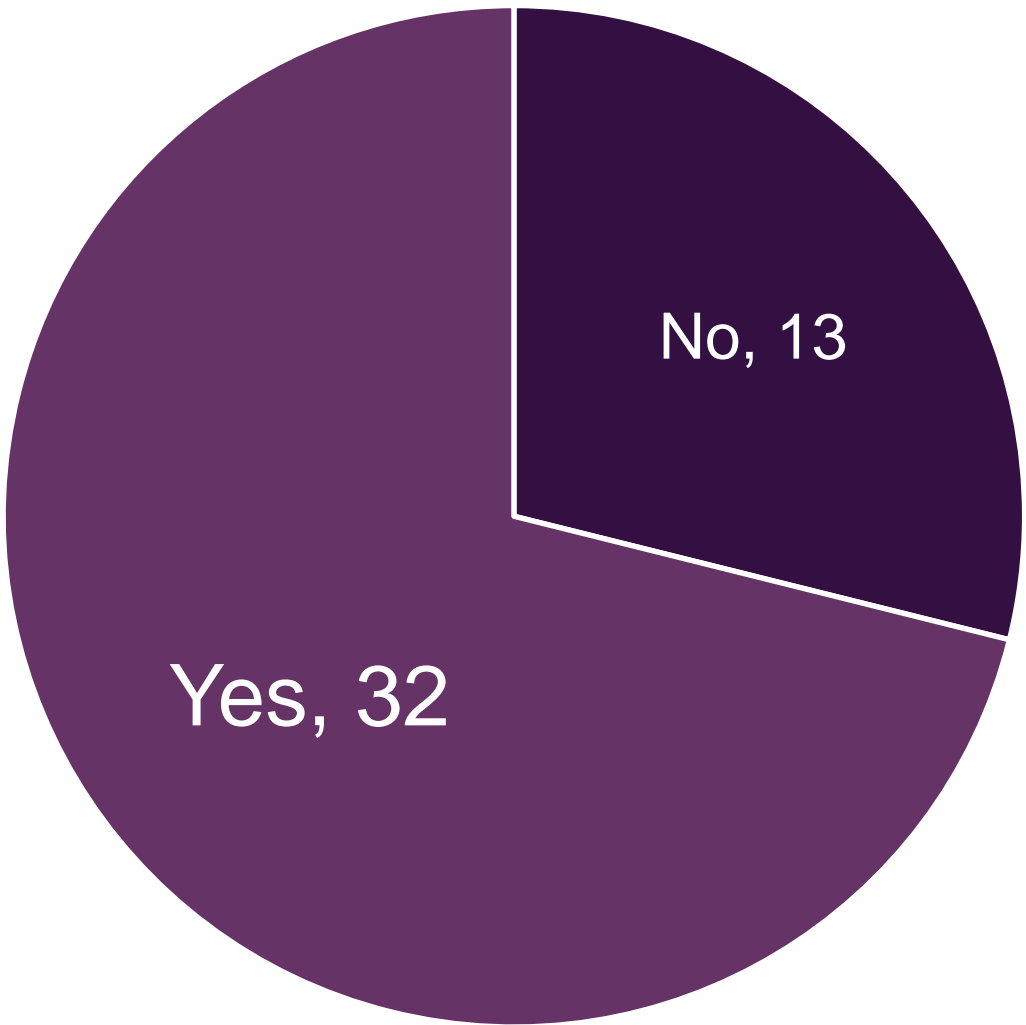
*Please note that the research in this project does not replicate the findings from a large scale quantitative sample. Instead, **this research should be used directionally** to inform strategic thinking. Due to sample size, please note that **the numbers reported in this report are actual number of survey participants who gave a response and not a percentage of participants.***

Survey Audience Snapshot

Caregiver Status
(# of responses out of 46 total responses)



Are you aware of HUGS?
(# of responses out of 45 total responses)



What is your primary involvement with HUGS?
(# of responses out of 31 total responses)



Involved with HUGS (11 responses)		Not involved with HUGS (20 responses)	
I am a trained HUGS Ambassador	8 responses	I am a volunteer at Leeza's Care Connection or Lexington Medical Center (not a facilitator or ambassador)	12 responses
I work at Lexington Medical Center	1	I am not involved with the HUGS program, but am aware of it in general	5
I have been a trainer/facilitator in the HUGS Program	1	I have been a support group facilitator in a program other than HUGS	3
I have connected with a HUGS Ambassador and am not a volunteer	1		



Q1. What describes you best? Base: Total sample n=46
Q3. Are you aware of the HUGS Program through Leeza's Care Connection? Base: Total sample n=45
Q4. What is your primary involvement with HUGS? Base: Aware of HUGS, n=31
Caution low sample, data is directional.

Qualitative Methodology

- In September 2019, KNow Research conducted **10 one-on-one in-depth interviews** with those who are involved with Leeza’s Care Connection
- The interviews were conducted via phone (n=8) or via webcam (n=2)
- Participants were asked questions about their experience caregiving and about the HUGS program or Leeza’s Care Connection

Interview Participant Snapshot

Involvement with HUGS	Participant Description (n=10)	
Involved with HUGS (n=5)	3	HUGS Ambassadors
	1	Trainer/Facilitator in the HUGS Program
	1	Lexington Medical Center Employee
Not Involved with HUGS (n=5)	4	Volunteers at Leeza’s Care Connection or Lexington Medical Center (not a facilitator or Ambassador)
	1	Former or Current Caregiver who is unaware of HUGS



II. KEY LEARNINGS SUMMARY & RECOMMENDATIONS

Key Learning – Program Efficacy



Need & Awareness

The need for programs like HUGS is high

- Many caregivers felt alone and unsupported before learning about Leeza's Care Connection / HUGS
- They are also largely unaware of other programs similar to HUGS that offer caregiver support



Mission

The HUGS Mission resonates with those involved with the program

- It is recognized for its trained, experienced caregivers who offer emotional support and encouragement to other caregivers, especially in the form of caring and listening



Performance

HUGS seems to be delivering on its promised benefits

- Those involved with HUGS express high overall satisfaction with the program and believe they are making an impact



Unique Benefits

HUGS is perceived as a unique program

- HUGS is a trailblazer; no other program so clearly places caregivers' needs at the forefront
- Focus on emotional support, self-care and "putting your own oxygen mask on first" are perceived as unique, ownable program strengths



Likelihood to Recommend

Those currently involved with HUGS intend to stay involved and recommend the program to others

- Among those not currently involved in HUGS, there is some moderate interest in connecting as a mentee or volunteering as an Ambassador

Primary Communications Recommendations

Emphasize 3 core messages to successfully communicate as the pillars of the HUGS program in order to attract potential donors, ambassadors and mentees

1

Ambassadors are trained, experienced caregivers who truly “get it”

Caregivers look for genuine, **hands-on support** from those who understand.

Those involved with the program explain that their **main reason for becoming involved is because they have first-hand experience with the caregiving journey** and want to **give back**. HUGS provides custom support based on the specific needs of caregiver mentees (e.g. men’s groups, spouse ambassadors supporting spouse caregivers, children caring for parents, etc.)

2

Connection, emotional support, caring and listening are available throughout the caregiving journey

Caregivers express a deep need for emotional support, encouragement and connection with others so they don’t feel so alone. Caring and listening are core program strengths. Therefore **highlighting the emotional realities of the journey and the power of listening, caring and understanding can deliver a memorable, impactful message**

3

HUGS encourages caregiver self-care, self-healing and self-worth

HUGS helps caregivers understand that **they are worthy of support for themselves, that their journey is not for naught, and provides tips to encourage self-healing and self-care**.

“Putting on your own oxygen mask first” is a cornerstone message that many caregivers identify as critical to their survival and health, and a message that HUGS can uniquely own.

Additional Communications Considerations

Outreach expansion opportunities include connecting with rural areas, fostering religious partnerships, offering in-home support, and messaging early intervention



Rural Outreach	Faith-based Partnerships	In-Home Programming	Early Intervention
How can HUGS spread the message to reach potential new ambassadors and mentees who live in the outskirts or in rural areas?	Is there an opportunity to partner with churches, synagogues or other faith-based affiliations?	Can ambassadors connect with caregivers within their homes, or via a webcam connection, especially those who are caring for patients who cannot easily travel?	Is there an opportunity to spread the message to younger adults who are not yet in the position of caring for a partner or a parent, but may find themselves in that position in the future?



III. DETAILED FINDINGS

- Realities of Life as a Caregiver
- Key Needs of Caregivers
- HUGS Awareness & Familiarity
- HUGS Involvement & Perceived Benefits
- Perceived Impact & Program Satisfaction
- HUGS Future Intent & Likelihood to Recommend

Caregiving can be an isolating, lonely experience

Caregivers express feeling alone in their struggle, without a support network of people who truly understand what they are going through

*There was times where **I felt very isolated** and then also **lost my own personality** because all I could talk about was my own parents' illness or doctor's appointments. Soon **people were drawing away or pulling away from me because they didn't want to hear what I was going through.***

– Britta, HUGS Ambassador



Asking for help as a caregiver can be difficult

Obstacles to asking for support include: not knowing what to ask, being too overwhelmed fulfilling caregiver duties, and lack of awareness of available resources

Unsure What To Ask For

*[My family] were tremendous help to me but it wasn't exactly what I wanted to do. When I say what I wanted to do, I **didn't know what to do**. I couldn't take any advice from them. I just stayed with my wife almost 24/7 and then I stayed alone in this big home by myself.*
– Harold, HUGS Facilitator

Too Busy / Tired / Overwhelmed

*I'm a caregiver. **It took me like probably more than a year of doing some of this stuff for it to all of a sudden hit me** - that part of the reason that I was feeling the way that I was was that **I was worn out, I was frustrated, I was tired, and sad**, and you know, all those things.*
– Donna, Former or Current Caregiver who is unaware of HUGS

Unsure Where to Turn

*I wish I had known about support. I **was not the kind of person who reached out as much**. And I think that once someone really knows there are a lot of people out there for help - then they do it.*
– Dottie, HUGS Ambassador

Above all else, caregivers need emotional support

Emotional Support and connection with others are the needs caregivers mention most frequently

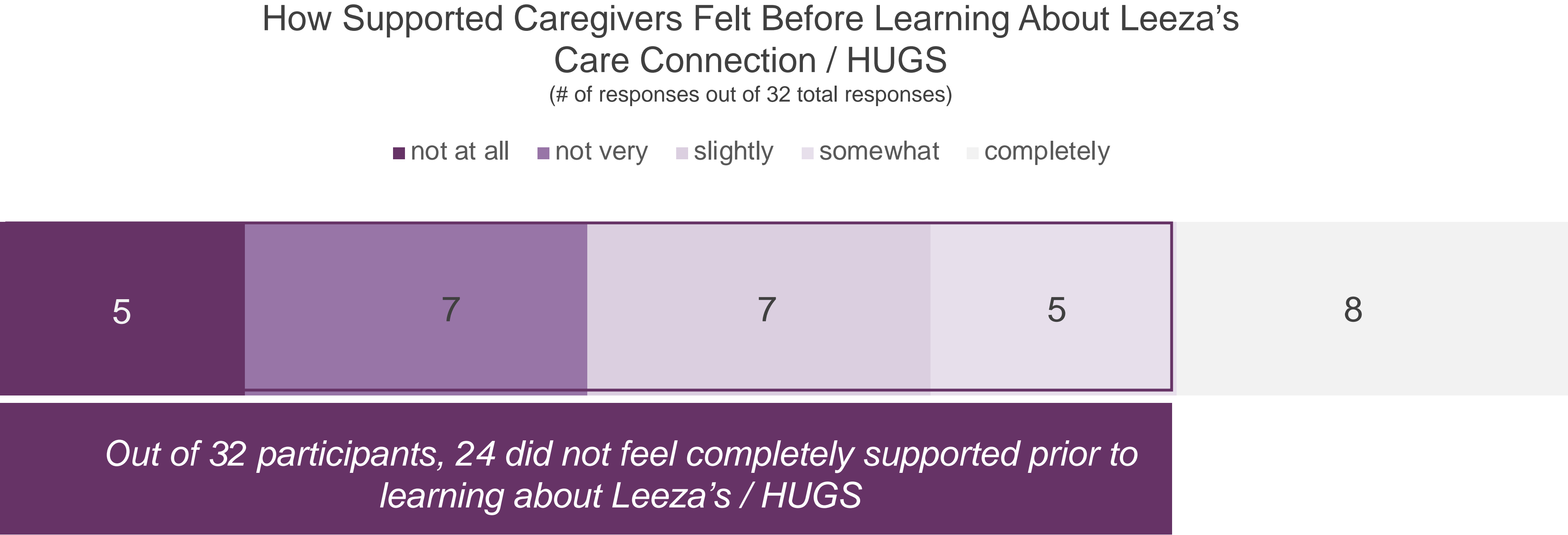
	What Caregivers Need	Needs In their own words (described by those not involved with HUGS)
Mentioned Most Frequently	<ul style="list-style-type: none">▪ Connection and emotional support from others who know what they're going through	<p><i>Caregivers need to know that they are not alone in their journey to get help for their love ones and for themselves.</i> – Not Involved with HUGS</p> <p><i>More legal and medical advice for themselves and loved ones</i> – Not Involved with HUGS</p>
	<ul style="list-style-type: none">▪ Practical Knowledge & Tips (how to navigate a diagnosis, legal advice, financial/tax advice)▪ Knowing how to communicate with person they're caregiving for▪ Learning how to be a caregiver	<p><i>Reminders and offers to help them take good physical, emotional and spiritual care of themselves</i> – Not Involved with HUGS</p> <p><i>In my case, knowledge about my mother's diagnosis of dementia and how best to react to her in different situations.</i> – Not Involved with HUGS</p>
Mentioned Less Frequently	<ul style="list-style-type: none">▪ Self-Care Support▪ More awareness of what Leeza's Care Connection offers	<p><i>The support is great, but as a volunteer in the community for many years I don't see much info available in areas which struggling families and caregivers are promoted to contact this wonderful resource.</i> – Not Involved with HUGS</p>



Communication Opportunity: Focus on providing emotional support, followed by tips and caregiver skill building in HUGS messaging

Caregivers felt unsupported prior to learning about LCC/HUGS

Reinforcing a need for programs like HUGS, about three-quarters of past and current caregivers said they felt under-supported or equipped on their caregiving journey before they knew about Leeza’s Care Connection / HUGS



Q2. Before you knew about Leeza’s Care Connection and/or HUGS, as someone who has been a caregiver for someone else, what describes the way you felt about the support and resources that had been made available to you to help you fulfill your role?
Base: Past or current caregiver, n=32 *Caution low sample, data is directional.*



HUGS uniquely fills a critical need for caregivers

HUGS is viewed as unique and impactful because it emphasizes providing much needed respite and emotional support to caregivers

Before I came to the hospital I didn't even know this was an available service or that a non-profit was looking to tackle this issue. I

had not really thought of a caregiver's relationship with the person they're caring for and what all that entails. So I think for me, the greatest benefit is just a greater knowledge of what's going on and how pervasive it is of an issue for caregivers that are going through all of that.

– Thomas, Lexington Medical Center Employee

They have cared for loved ones before, and they can offer advice and sympathy and laughter. There is hope. Here is a place you can come, you can just sit and relax, and you don't have to worry for an hour.

–Mickey, Volunteer at Leeza's Care Connection

I've always been kind of strong, kind of self-sufficient, but I think it would've been nice to have had a place to go and think well, you know, what do I do with this form, what should I do with this. Just to have somebody to talk to, not that you would do anything differently, sometimes, but just to have someone else to say, "OK we've gone through the same thing".

– Kay, Leeza's Care Connection Volunteer



Source: Qualitative IDIs

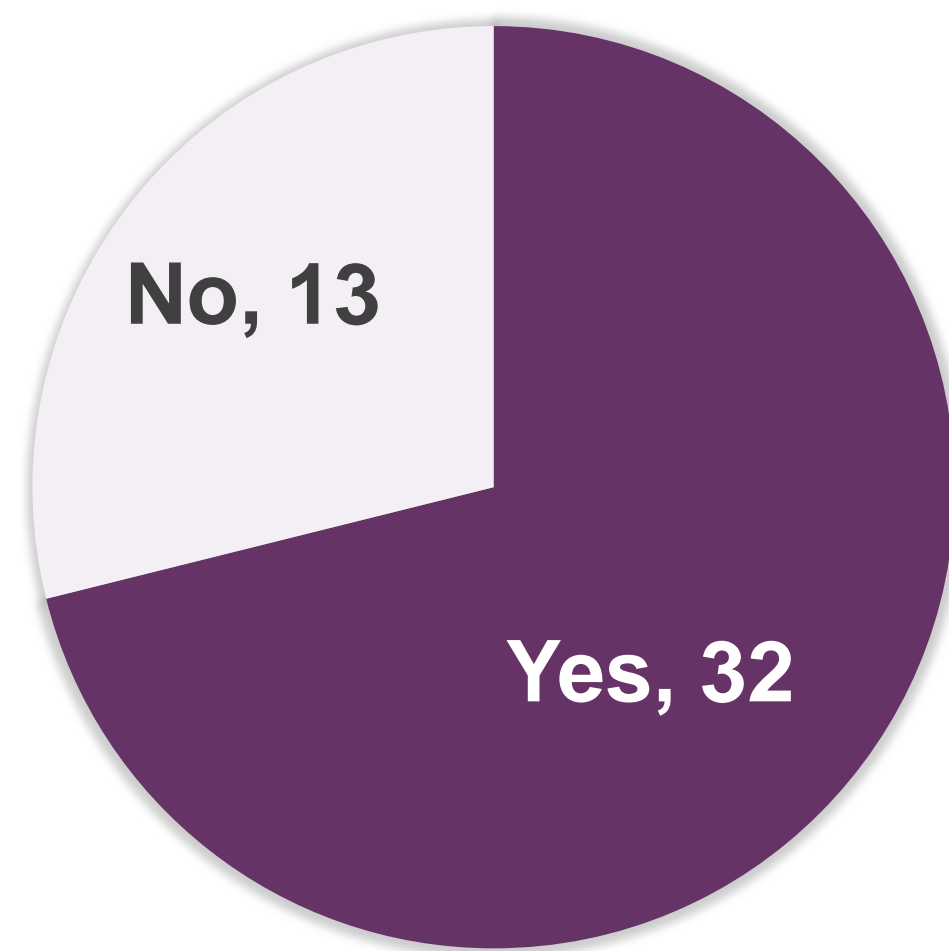


HUGS enjoys strong awareness & familiarity

While most people in the Leeza's Care Connection Database are aware of HUGS, there may be opportunity to increase familiarity of the program among those who are currently not involved with HUGS – a majority them are not familiar with the programs mission

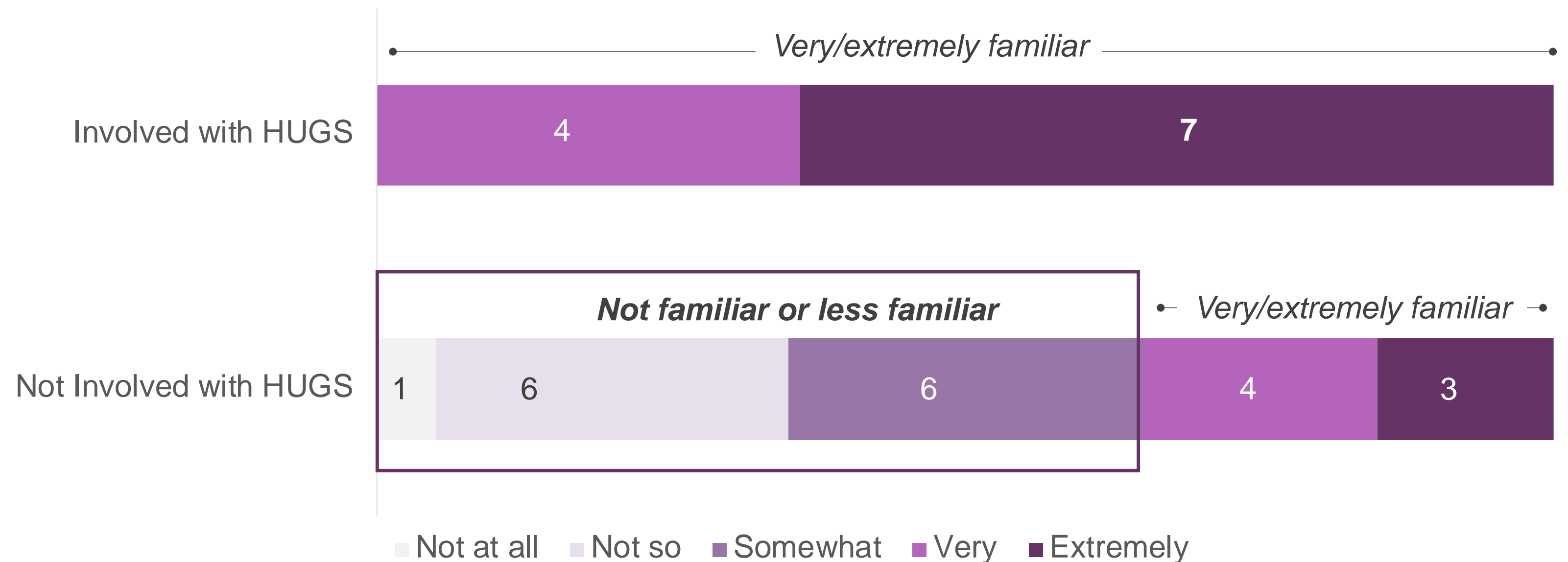
Are you aware of the HUGS program through Leeza's Care Connection?

(# of responses out of 45 total responses)



How familiar are you with the HUGS Program's Mission?

(# of responses)



Q3. Are you aware of the HUGS Program through LEEZAs Care Connection? Base: Total Sample n=45

Q5/7. How familiar are you with the HUGS Program's mission? Base: varies – Involved with HUGS, n=20, Involved with HUGS, n= 11

Caution low sample, data is directional.



HUGS mission resonates with those involved with the program

Those familiar with the program said that HUGS has trained, experienced caregivers who can offer emotional support and encouragement, and provide skills, knowledge and resources to caregivers

Trained, Experienced Caregivers

*The HUGS program is **a train-the-trainer model** that prepares individuals who have experienced being a caregiver to teach those new to it. – Involved with HUGS*

HUGS Ambassadors are people who have experience in the caregiving role, and provide support to those who are new to it or currently struggling through the process of being a caregiver. – Not involved with HUGS

Trained caring people available to give encouragement to caregivers – Not involved with HUGS

Offer Emotional Support & Encouragement

Let caregivers know they are not alone we have taken that walk down the road or just starting – Involved with HUGS

*It is **a place of comfort** and knowledge for the very growing number of caregivers. **A great resource** for caregivers and families. – Not Involved with HUGS*

Sharing love and understanding. – Not Involved with HUGS

Provide Knowledge, Resources, & Caretaker Skill Building

*Best teaching of how to handle difficult situations, how to understand, and **phrase things differently**. – Involved with HUGS*

*Hugs is a program that **educates and supports the family member in the role of caregiver**. – Involved with HUGS*

Helps you grow strong with knowledge in the caregiving process of loved ones. – Involved with HUGS

Helps caregivers have better skills. – Not Involved with HUGS

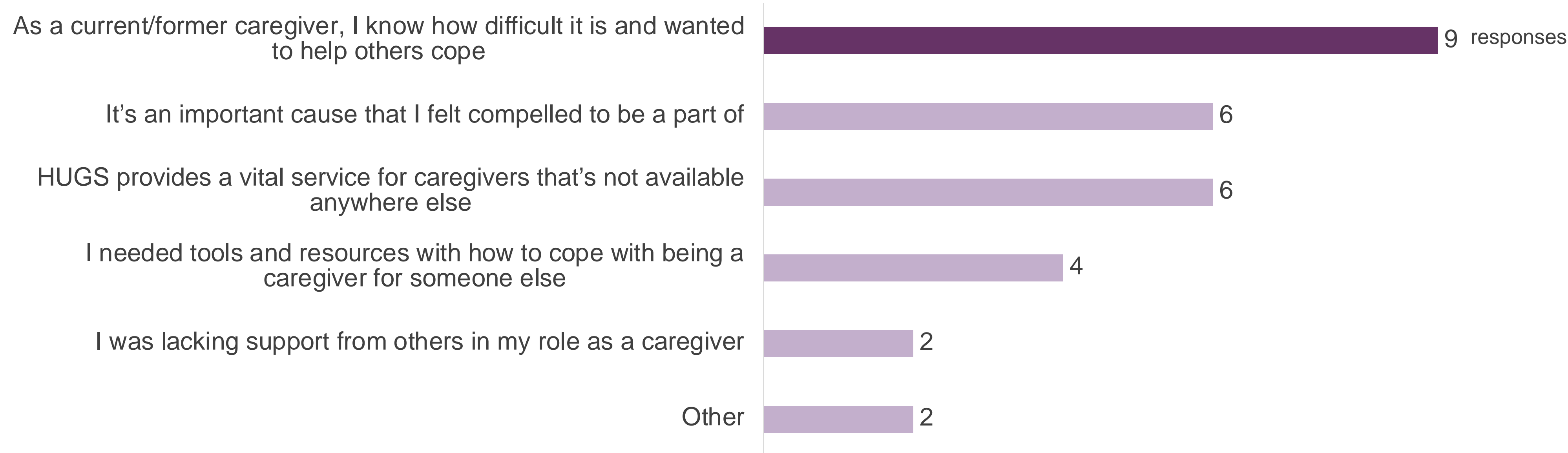



Q5/7. How would you describe the mission of HUGS in your own words? (OE)
Base: varies – Involved with HUGS, n=18, Involved with HUGS, n= 11 *Caution low sample, data is directional.*

Getting involved with HUGS is highly personal

Past personal experience as a caregiver combined with a desire to support to those who experiencing similar hardships is the lead reason for becoming involved with HUGS

What are reasons you got involved with HUGS?
(# of Responses out of 11 total responses)



 **Communication Opportunity:** Highlight the empathetic personal caregiving stories of Ambassadors when reaching out to potential mentees, Ambassadors and donors



Q17. What are some of the reasons that you got involved with HUGS? Select any that apply, or describe your own reasons below.
Base: Involved with HUGS, n=11 *Caution low sample, data is directional.*

Hopes for what they gain from their HUGS involvement are emotionally driven

Those involved with HUGS hoped to leverage their past experience to help others, gain greater fluency as caregivers themselves, and feel purposeful

Help Others

Ability to use my past caregiving experience as an effective tool to assist those going thru it now. – Involved with HUGS

The hope of helping others overcome difficult times. – Involved with HUGS

Improve My Skills

Confidence and readiness to assist others. – Involved with HUGS

Knowledge, how to be a team player, work with others in difficult situations. Be more attentive. Compassionate. – Involved with HUGS

Purpose and Meaning

*Learning stories of other care givers made helping others seem **very important to my life.** – Involved with HUGS*

I received a sense of gratefulness from caregivers when I just lent an ear, was able to refer a service available or just showing support for the caregivers plight. – Involved with HUGS



Communication Opportunity: Attract potential volunteer ambassadors by highlighting HUGS as an opportunity to give back/help, to improve skills and fluency as a caregiver, and inhabit a greater sense of purpose and fulfillment



Those involved with HUGS feel fulfilled by the program

Being involved with HUGS has provided an outlet to help others, helped build life and caregiving skills and knowledge, and given them purpose and meaning - the very same reasons they wanted to become involved in the first place!

Help Others

*Has **helped me to give back**, let someone know they are not alone – Involved with HUGS*

***Feeds my volunteer heart.** – Involved with HUGS*

Improve My Skills

*It has **opened my eyes** to the difficulty of being a caregiver. – Involved with HUGS*

*The HUGS program **helped me as I cared for my Mother and Mother in law.** – Involved with HUGS*

*Taught me how to speak **more compassionate**, be kinder to situations. – Involved with HUGS*

Purpose and Meaning

*It has **brought more value to my self worth.** – Involved with HUGS*

*To be a part of encouraging others through a difficult season **helps me understand why I went through my own difficult season.** – Involved with HUGS*



Communication Opportunity: This further reinforces the importance of messaging HUGS as a meaningful volunteer opportunity, a way to gain skills and knowledge as a caregiver, and to feel a greater sense of purpose and fulfillment



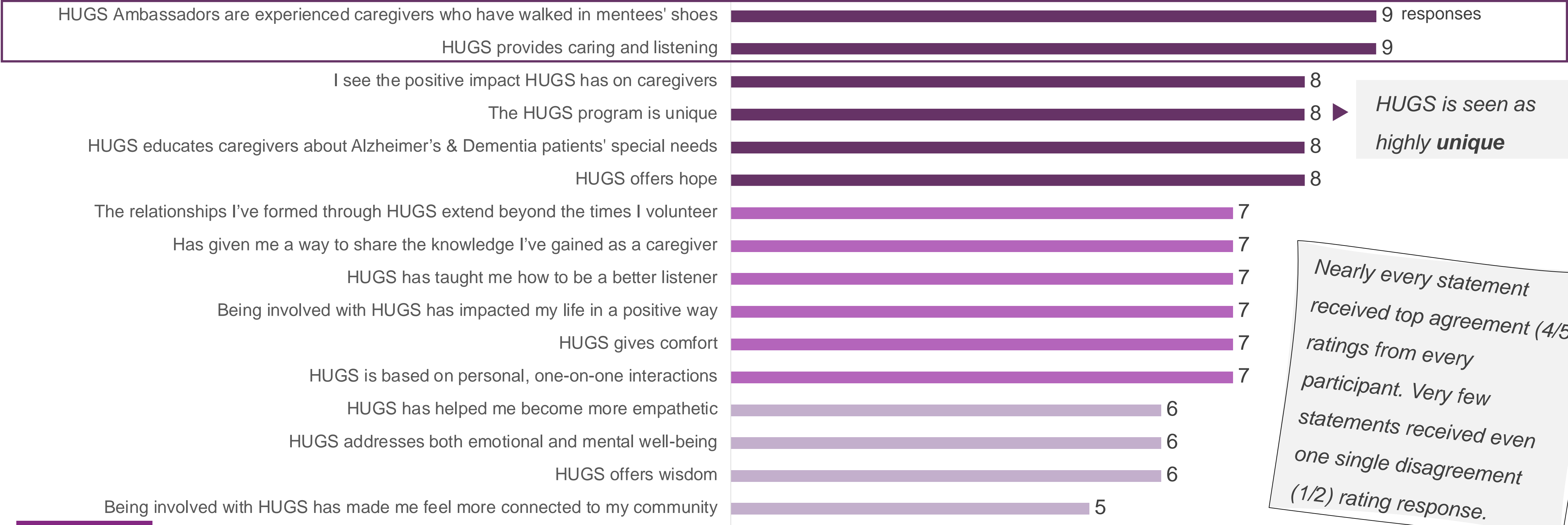
Q24. How has being involved with HUGS impacted your life personally? (Open End)
Base: Involved with Hugs, n=10 **Caution low sample, data is directional.**



HUGS delivers on promised benefits

When asked about specific benefits of HUGS, ALL benefits were well-received; the strongest benefits of the program are experienced caregivers and providing caring and listening

Strongly Agree with the Following HUGS Benefit Statements
(# of Responses out of 10 total responses)



Q25-27. On a scale of 1-5 where 1 is Strongly Disagree and 5 is Strongly Agree, please rate how much you agree or disagree with the following statements.
Base: Involved with HUGS, n=10 *Caution low sample, data is directional.*



Experience and a Listening Ear are key HUGS strengths

Interviewees support that HUGS' experienced ambassadors and providing caring and listening are foundational strengths of the program

Experienced Ambassadors

*When people come through this door at Leeza's, where they are in their journey, that **I have been there and I certainly relate to where they are** and that's not a bad thing, **that's a good thing because that way I'm really going to be able to help***

– Alfreda, HUGS Ambassador

Caring & Listening

*I think that a good caregiver or a **good volunteer really needs to learn how to listen**. You know, somebody telling their story. Don't use your story as an example but listen to theirs. And know that you care and that what they're going through is important to you*

– Britta, HUGS Ambassador



Source: Qualitative IDIs



Emphasis on self-care and support is a core benefit

HUGS gives permission to caregivers to take care of their physical, mental and emotional health, while also providing support and guidance on how to do so

It's a really good thing to give people permission to cry. After probably about the second session people will stay there and admit their emotions and not hide them. There's a real release...tears...knowing that you got someone there to grab your hand or to stay after the class is over, to bond that way...always somebody that's going to be there to help.

– Britta, HUGS Ambassador

You have to feel validated and remember you're so worthy of taking care of yourself as a caregiver. So if we can get the word out about how important it is for caregivers to take care of themselves, there's nothing wrong with seeking camaraderie and support for yourself as a caregiver.

– Alfreda, HUGS Ambassador

You've got to take your oxygen first. 60% of caregivers die before their mate. It was the mental comfort you get.

Suggestions of how to take care of yourself

– Harold, HUGS Facilitator

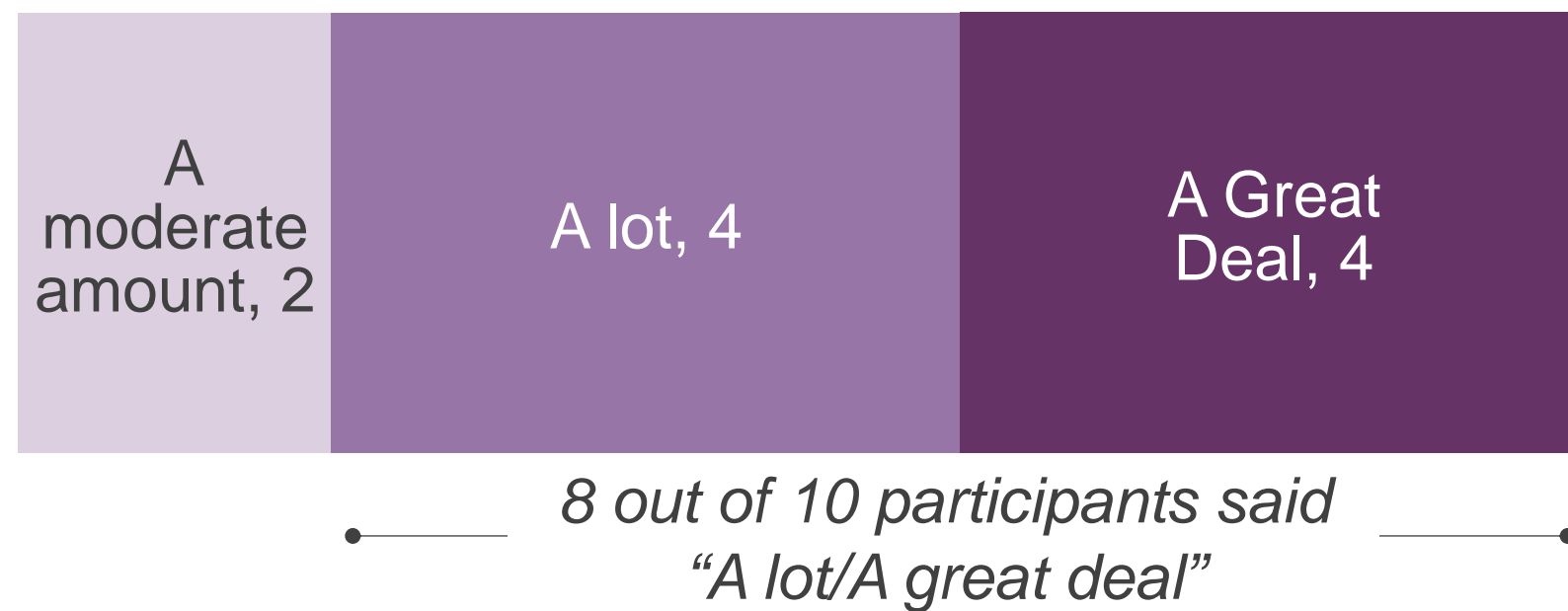




Participants report high levels of satisfaction with HUGS

Those involved with HUGS said their contribution made an impact and that they are satisfied with the program

How much of an **impact** do you feel your time/donation makes to HUGS?
(# of Responses out of 10 total responses)



All participants felt their contributions made an impact; no one selected "little" or "none at all."

Average **IMPACT** Rating
(with 5 being the highest)

4.2

How **satisfied** are you with the HUGS Program
(# of Responses out of 11 total responses)



All participants expressed satisfaction; no one selected "not so satisfied" or "not at all satisfied"

Average **SATISFACTION** Rating
(with 5 being the highest)

4.5

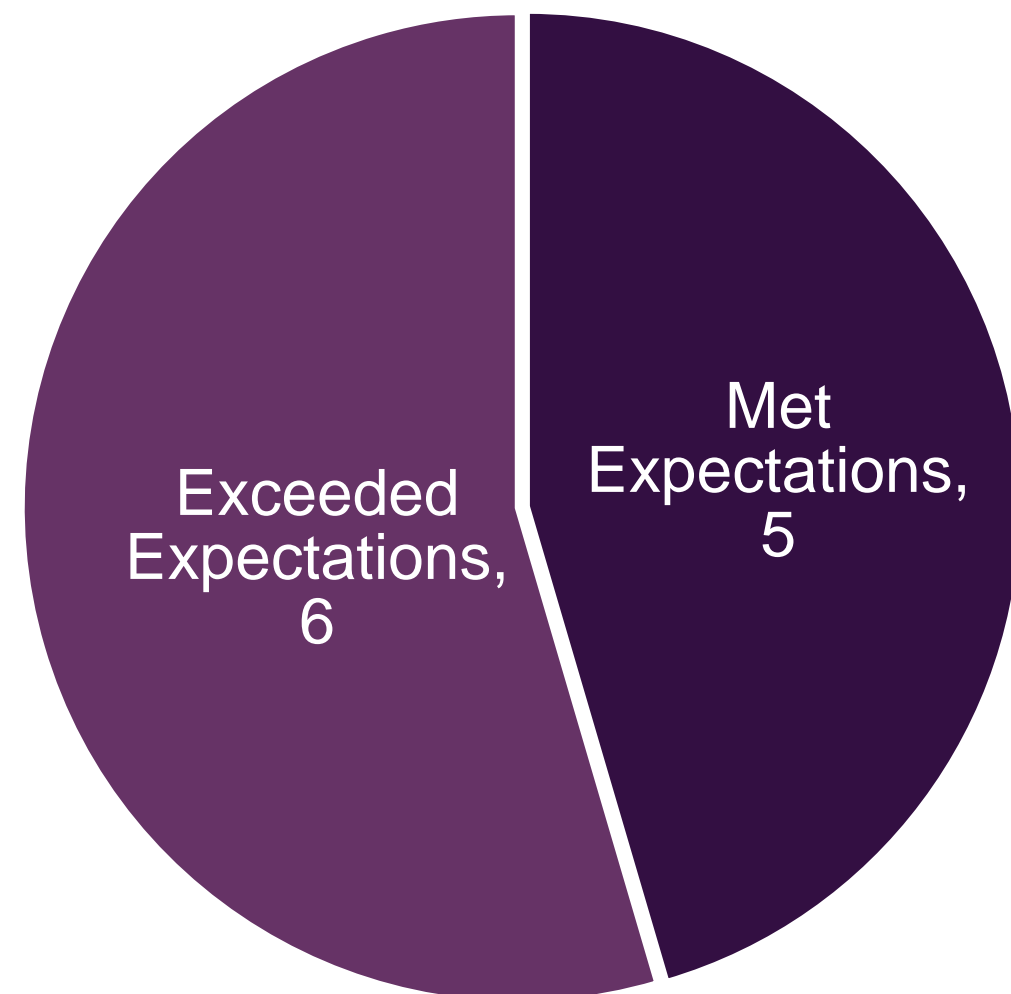


Being involved with HUGS meets/exceeds expectations

In their own words, gaining tools and resources as both a caregiver and ambassador, providing emotional support to others, and achieving a level of personal healing as a caregiver are reasons why many said being involved with HUGS meets/exceeds expectations

Does HUGS meet expectations?

(# of responses out of 11 total responses)



All participants said the program met or exceeded expectations. No one selected “not met my expectations”

Exceeded my expectations because it helped me to better understand some of the experiences and stages of my personal journey with caregiving. – Involved with HUGS

meeting other caregivers has helped me to deal with my loss. – Involved with HUGS

It has given me such knowledge. It has helped me cope with situations. – Involved with HUGS

Because of the many resources and tools I learned about. Did not expect such a nice HUGS graduation. – Involved with HUGS

Because it gave me the tools to help others and that, gives you good feelings and satisfaction.

That's what a unknowing Care Giver needs! – Involved with HUGS

Many caregivers feel alone. By being one of many Hugs Ambassadors, I found sometimes we were the only contact to caregivers--so both our expectations were met. – Involved with HUGS



Q19. How would you evaluate how the HUGS program has met your expectations? (Select 1: The hugs program has... Exceeded my expectations; Met my expectations; Not met my Expectations)

Q20. Why did you say “{Q19}”? (Open End)

Base: Involved with HUGS, n=11 *Caution low sample, data is directional.*

💡 Opportunities for HUGS: Share ways to stay involved and improve outreach

While most say they were satisfied with their involvement in the program, some one-off mentions suggest HUGS could better communicate volunteer opportunities, improve program outreach, and offer volunteer reunions

Communicate Volunteer Opportunities

Let me know how to donate more time with the HUGS volunteering.
– Involved with HUGS

Improve Program Outreach

Continue to let communities know the great opportunity that exists at Leeza's and get information to the public.
– Involved with HUGS

Volunteer Appreciation

Hugs reunion for graduates.
– Involved with HUGS



Q28. What can the HUGS program do to improve your experience with the organization, if anything (Open End)
Base: Involved with HUGS n=8 *Caution low sample, data is directional.*

💡 Opportunities emerge to help expanding HUGS reach

IDI interviewees provide a range of suggestions to help expand program outreach

*I think churches are the closest thing that you have to things like this. **I think sharing the resources through churches is the way to get the word out***

– Kay, Leeza's Care Connection Volunteer

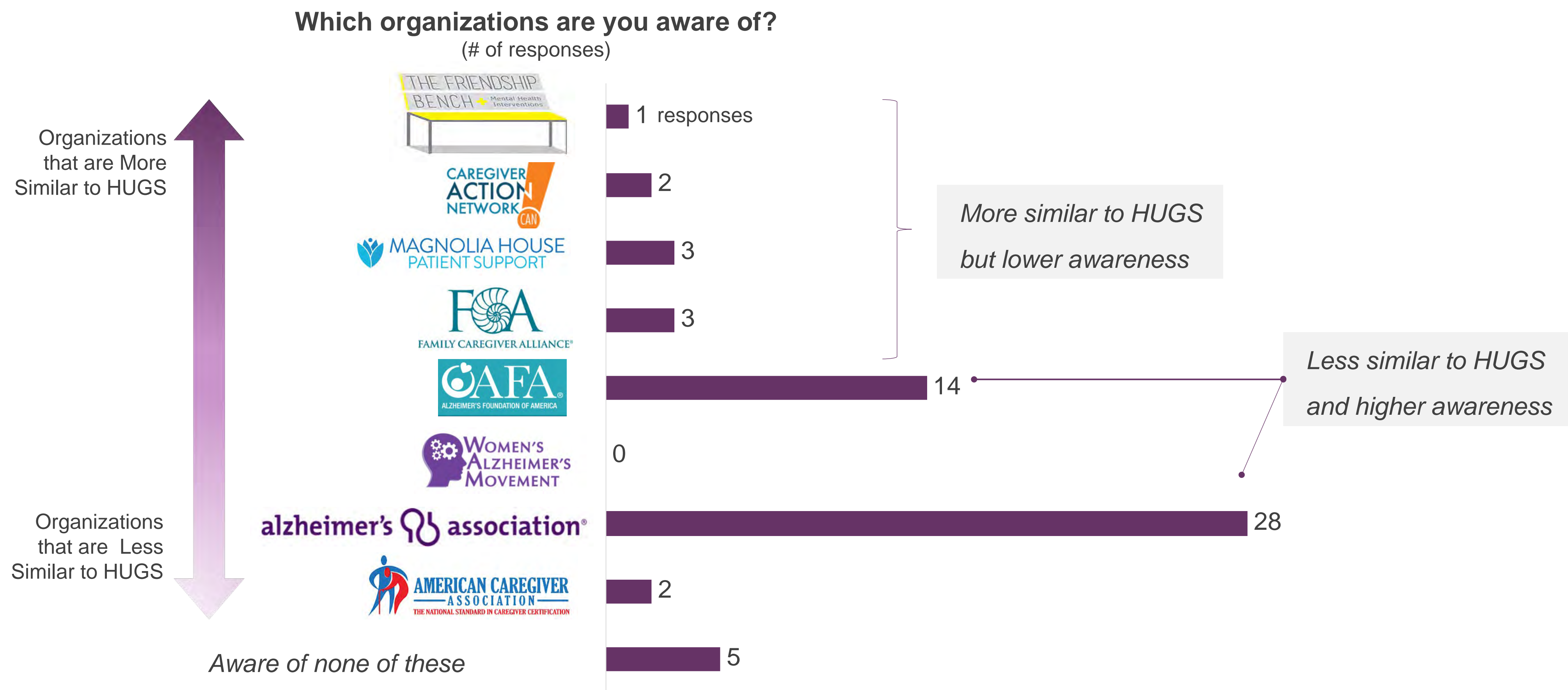
*It may prepare someone for an eventual role to become a caregiver, you know, and it's not something that everyone wants to think about. You don't want to think about your loved one, anyone you love in a difficult situation, but a lot of times it is a reality. **And it kind of helps brace a little bit, prepare on the front end.***

– Thomas, Lexington Medical Center Employee

- 1. Explore Opportunities for Rural Outreach:** Spread the message of HUGS to those on the edges of town or in rural areas
- 2. Expand Religious Partnerships:** Several talk about the warmth and support of their church or synagogue as a caregiver, and see it as a potential match with HUGS
- 3. Offer in-home or webcam enabled ambassador visits:** Many caregivers express difficulty in leaving the home when caring for a memory care patient
- 4. Consider Early Intervention:** spread the message to younger folks who may not yet be in a position of caregiving, but may find themselves in the position down the road and in need of support

Awareness of other programs similar to HUGS is relatively low

Participants are most aware of Alzheimer's Association and the AFA, but less aware of organizations that are most similar to HUGS

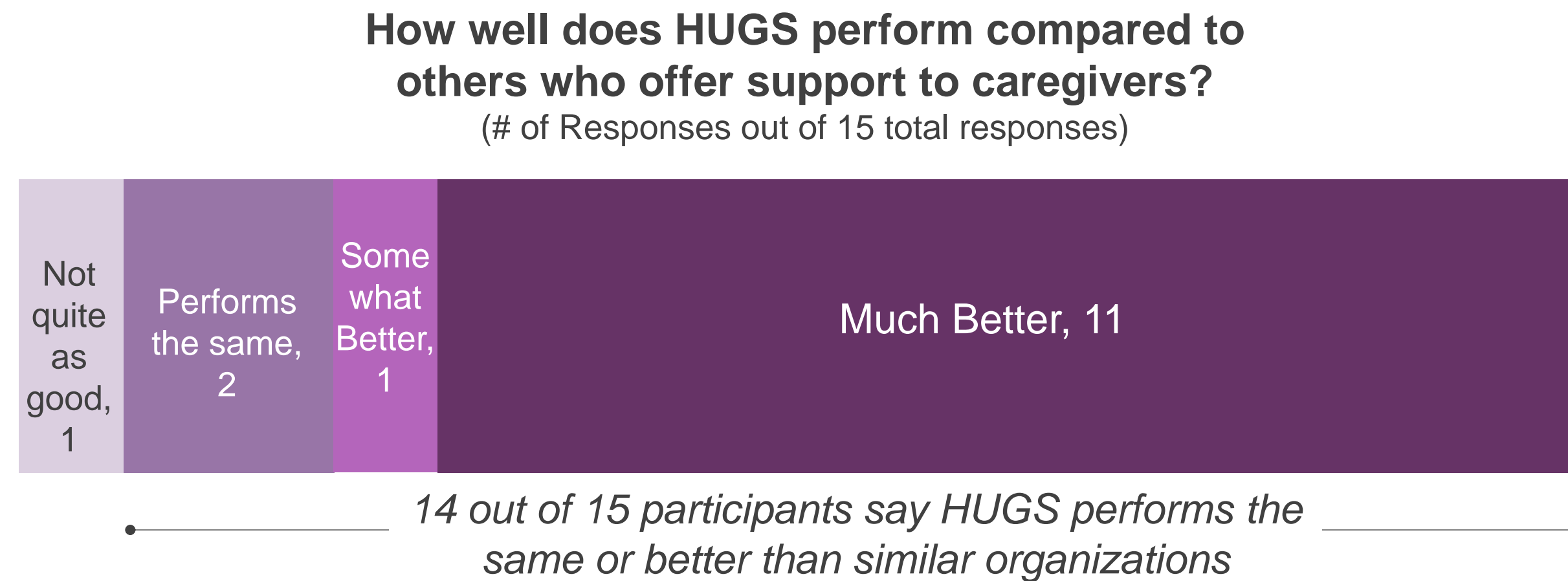


Q34. Which of the following organizations below are you aware of? Select all that apply Base: Total Sample, n=37
Caution low sample, data is directional.



HUGS performance relative to competitors is strong

Most say HUGS performs "much better" compared to other programs that offer a degree of support to caregivers, providing further evidence that HUGS is unique and impactful



Needs More Support

– Involved with HUGS, Indicated
HUGS performs “not quite as good”

There seems to be more support geared toward families, and individuals in need of support

– Involved with HUGS, Indicated HUGS performs
”Much better”

HUGS talks directly to the caregiver and offers services that best suit their needs

– Involved with HUGS, Indicated HUGS performs
”Much better”



Q35. Overall, how well would you say HUGS performs as an organization compared to others who offer support to caregivers that you are aware of? (Select 1: Not at all as good; Not quite as good; Performs the same; Performs somewhat better; Performs much better); Q36. Why did you say {{ Q35 }} than other similar organizations? Base: Aware of at least one organization in Q34 AND familiar enough with HUGS to compare, n= 15

Caution low sample, data is directional.



HUGS is a trailblazer in caregiver focused support

HUGS and Leeza's Care Connection provide a unique benefit relative to other agencies and charities by emphasizing the needs of the caregiver, first and foremost



Most every other business or charity is set up to help the loved one, the patient, not the caregiver. And the caregiver is still here. They still have to function. They may have given up their job to help care for their loved one. Hey, we are here. Stop in have a cup of coffee, sit and rest. We're the only one around that cares for the caregiver. We take care of you.

– Mickey, Volunteer at Leeza's Care Connection

A lot of it is like I said, emotional support. So many people come in here...that's just in the camaraderie. It's reaching people. Seeing people come through here and I've seen the change in them and I've seen them be able to walk through painful times and still come back in here and thank us and then come and get involved in other activities and come back and volunteer

– Alfreda, HUGS Ambassador



Those involved with HUGS are likely to continue to stay involved

Participants currently involved with HUGS expressed a belief in the power of HUGS and intend to continue on as with their involvement in the program



All participants indicate a high likelihood for future involvement; no one selected moderate/ slightly/ or not at all likely



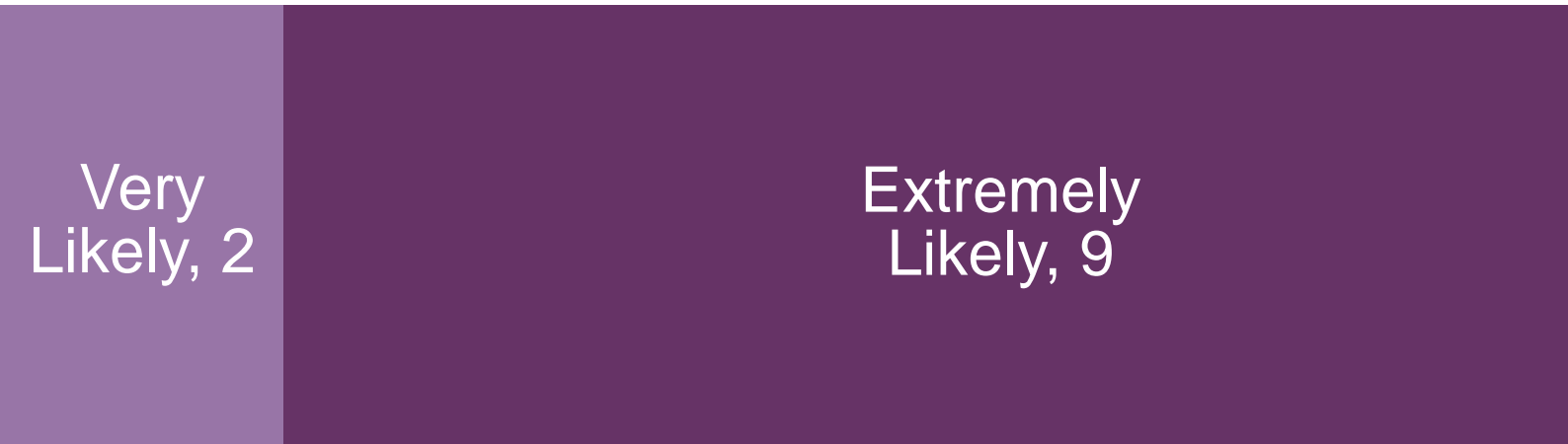
Q23. How likely are you to continue volunteering with HUGS (Select 1: Extremely likely; Very likely; Moderately likely; slightly likely; Not at all likely) Base: Involved with HUGS, n=7
Caution low sample, data is directional.



Those involved with HUGS are likely recommend it to others

Participants currently involved with HUGS intend to recommend the program to others

How likely are you to **recommend getting involved with HUGS** to someone?
(# of Responses out of 11 total responses)



*All participants expressed likelihood to **recommend**; no one selected moderate/ slightly/ or not at all likely*

Average **LIKELIHOOD TO RECOMMEND TO OTHERS** Rating
(with 5 being the highest)



Why would you recommend?
(Open End)

Being a caregiver can be extremely difficult, and often takes a toll on the caregiver. Having a network of individuals who have experienced a similar situation is extremely important. – Involved with HUGS

Hugs gives a well rounded knowledge of how to assist others with their caregiving journey. – Involved with HUGS

The HUGS program may be the only positive contact a caregiver has. HUGS Ambassadors are a positive asset to a caregiver by listening and offering available services. – Involved with HUGS

The program is enlightening and gives the caregiver the opportunity to connect with other caregivers. – Involved with HUGS



Q15. How likely are you to recommend getting involved with HUGS to someone? (Select 1: Extremely likely; Very likely; Moderately likely; slightly likely; Not at all likely) Q16. Why did you say {{ Q15 }} Base = Involved with HUGS, n= 11
Caution low sample, data is directional.

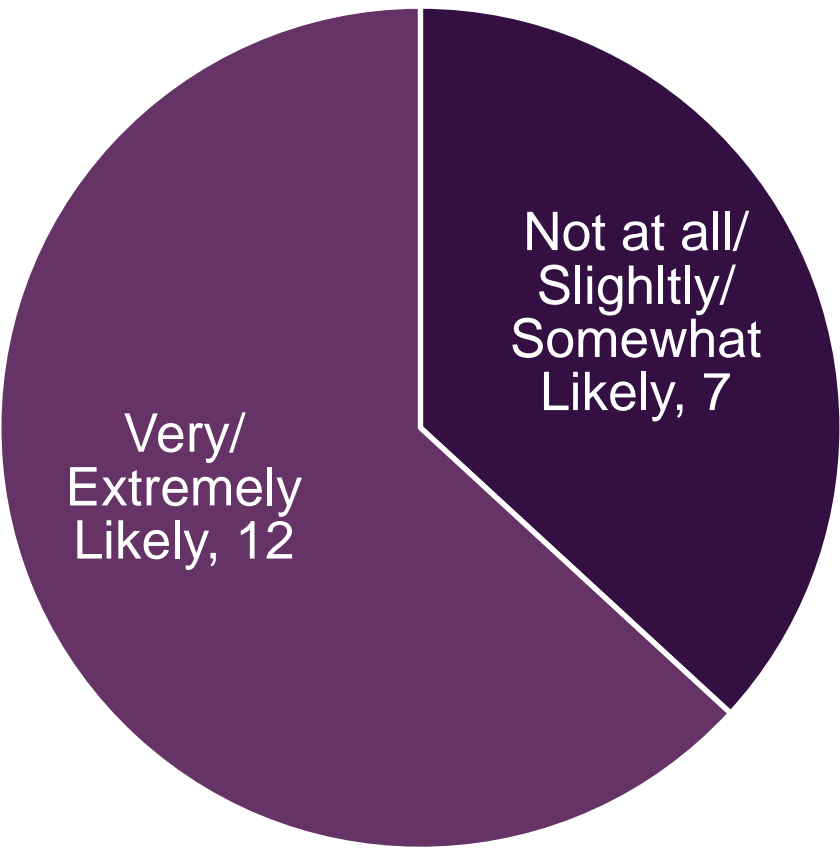
Those not currently involved express interest in connecting with an Ambassador

After reading the HUGS mission statement, those not currently involved with HUGS expressed interest in connecting with an Ambassador, especially those currently in a caregiving role

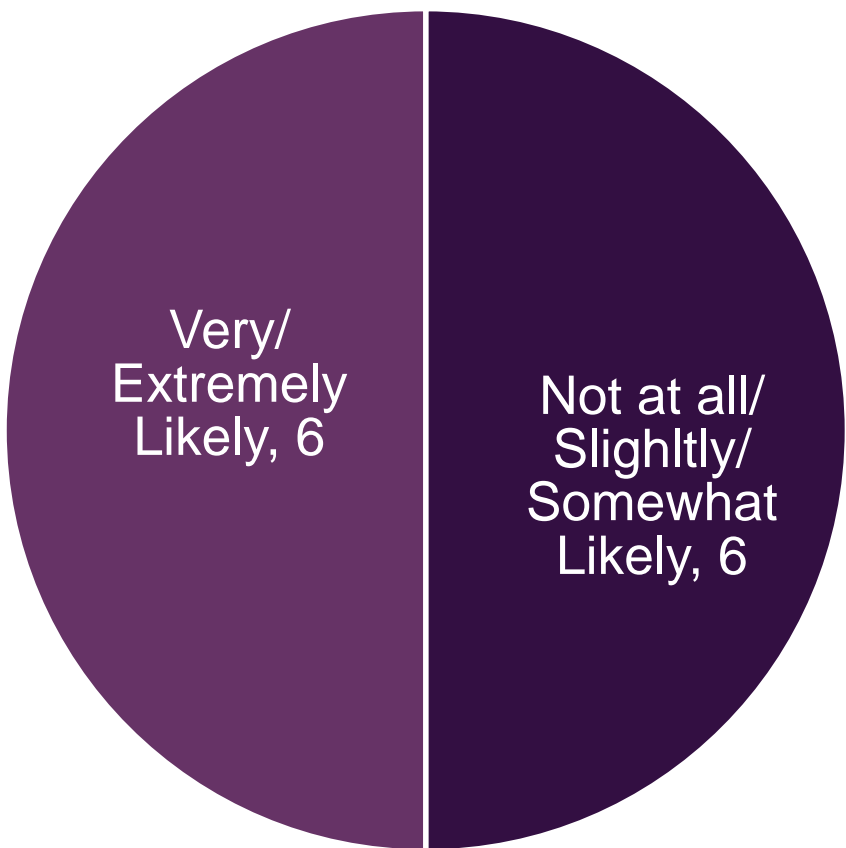
Likelihood to Connect with HUGS Ambassador

Asked to those not currently involved with HUGS

Caregivers (Former or current)
(# of responses out of 19 total)



Non-Caregivers
(# of responses out of 12 total)



Reasons why/why not connect with a HUGS Ambassador

✓Yes	✗No
✓The program is beneficial/ there is a high need	✗Not a caregiver currently

*I see the **benefits** to the caregivers of Leeza's programs*
– Not Involved with HUGS

*Because **when I was a caregiver to my Mom, the nurses, CNA's, and staff where she was living did not offer any help to the family to understand exactly what was going on with her diagnosis.***
– Not Involved with HUGS

*No one ever thinks they will be in the role of a caregiver, but the reality is that many of us have a very high likelihood of becoming a caregiver one day. **If I do become a caregiver, I would hope that I would reach out to someone who has already walked the path of being a caregiver and who has learned about what to avoid and how to best care for their loved one.***
– Not Involved with HUGS



The following questions were asked after participants were presented with the HUGS mission statement:
Q10. How likely are you to connect with a HUGS ambassador based on the description above? (Select 1: Extremely Likely, Very Likely, Moderately Likely, Slightly Likely, Not at All Likely)
Q11. Why did you say you are [insert answer to Q10] to connect with a HUGS ambassador based on the description above? (Open End)
Base: Not Involved with HUGS, n=31 *Caution low sample, data is directional.*

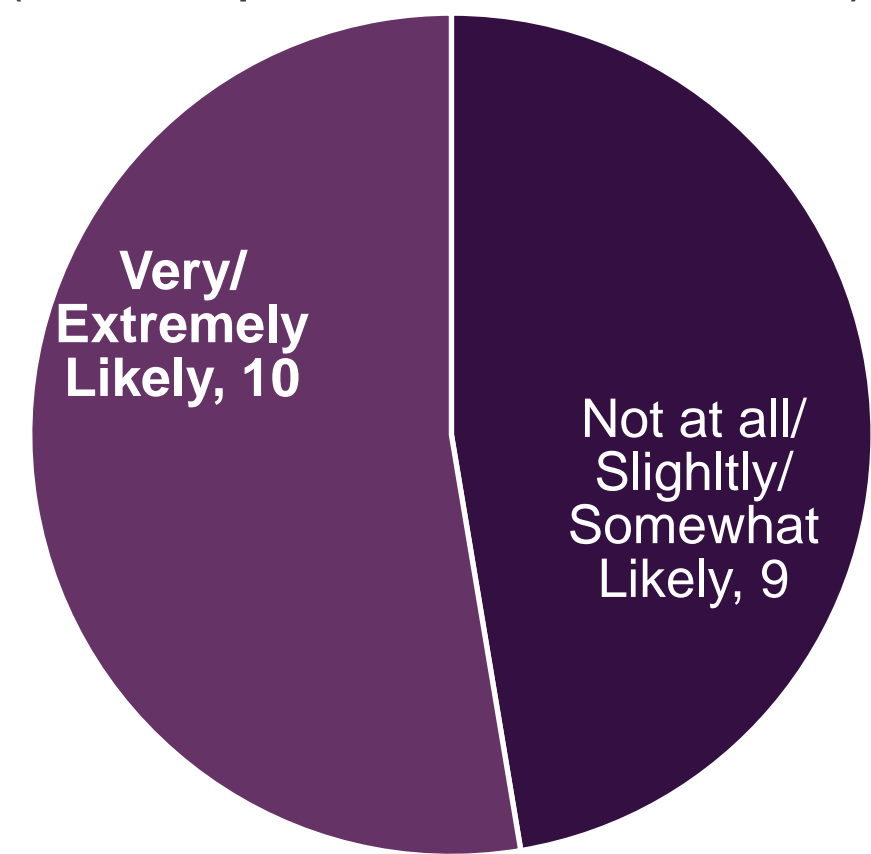
Some not currently involved express interest in volunteering as an Ambassador

Key reasons for being interested include: recognition of the need for a caregiver support system. Time and physical restraints are reasons for not being interested in volunteering

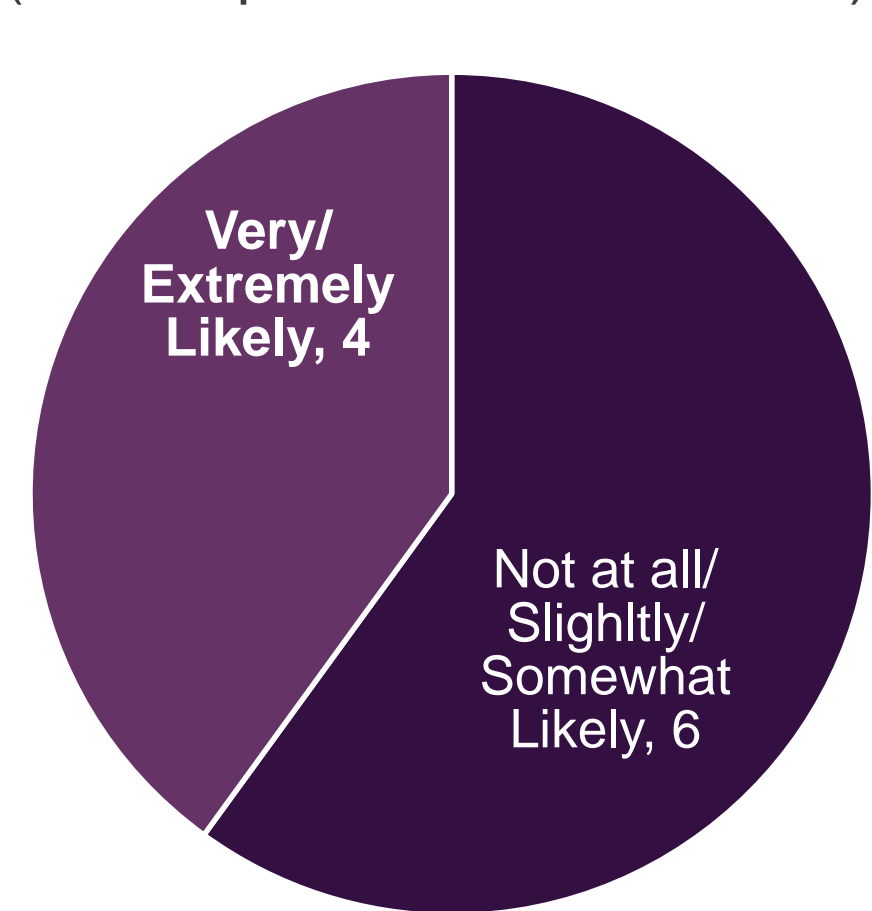
Likelihood to Volunteer as a HUGS Ambassador

Asked to those not currently involved with HUGS

Caregivers (Former or current)
(# of responses out of 19 total)



Non-Caregivers
(# of responses out of 10 total)



Reasons why/why not volunteer as a HUGS Ambassador

✓Yes	XNo
✓Want to help others	XNot currently a caregiver
✓HUGS is important / valuable	XNot enough time
✓Can sympathize with caregivers	XNot physically able to
✓Already a volunteer with Leeza’s Care Connection, so this is also a fit	

*Because I feel that **there is a need for the family to understand their loved ones situation. There is a need to learn the facts about his or her diagnosis and how best to react to any given situation that might arise.***
– Not Involved with HUGS

Wonderful program but I have too many time constraints at this time
– Not Involved with HUGS



The following questions were asked after participants were presented with the HUGS mission statement:
Q12. How likely are you to volunteer as a HUGS ambassador based on the description above? (Select 1: Extremely Likely, Very Likely, Moderately Likely, Slightly Likely, Not at All Likely)
Q13. Why did you say you are [insert answer to Q12] to volunteer as a HUGS ambassador based on the description above? (Open End)
Base: Not Involved with HUGS, n=31 *Caution low sample, data is directional.*



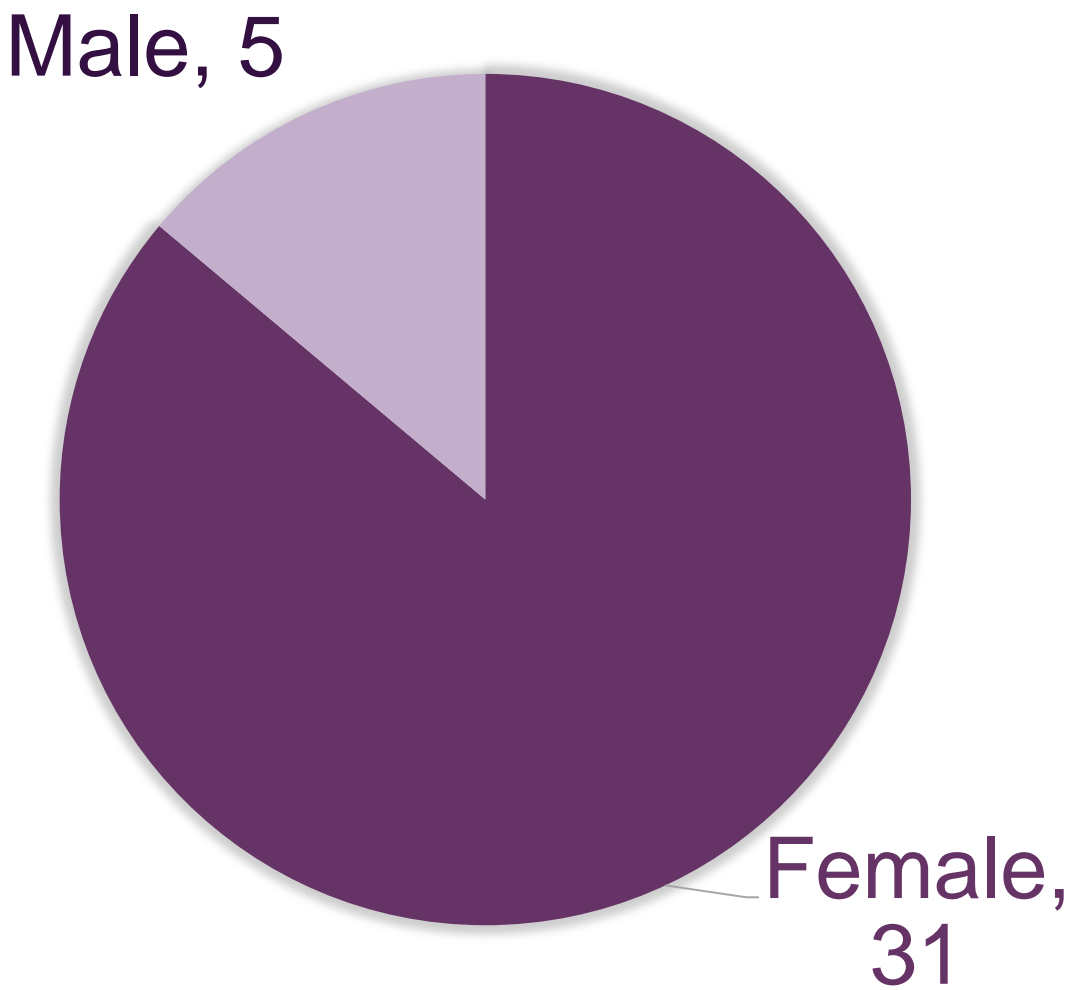
IV. APPENDIX

- Demographics
- Stimulus Shown
- Additional Findings
- Competitive Review

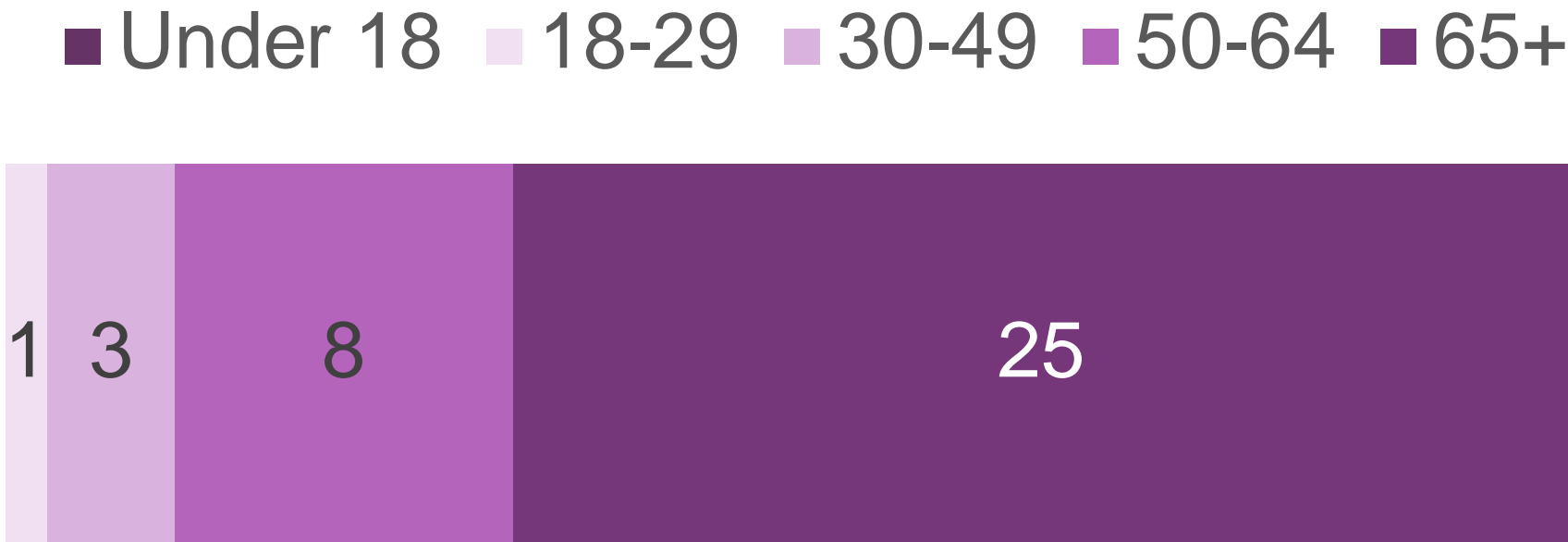
Appendix: Quantitative Participant Demographic Summary



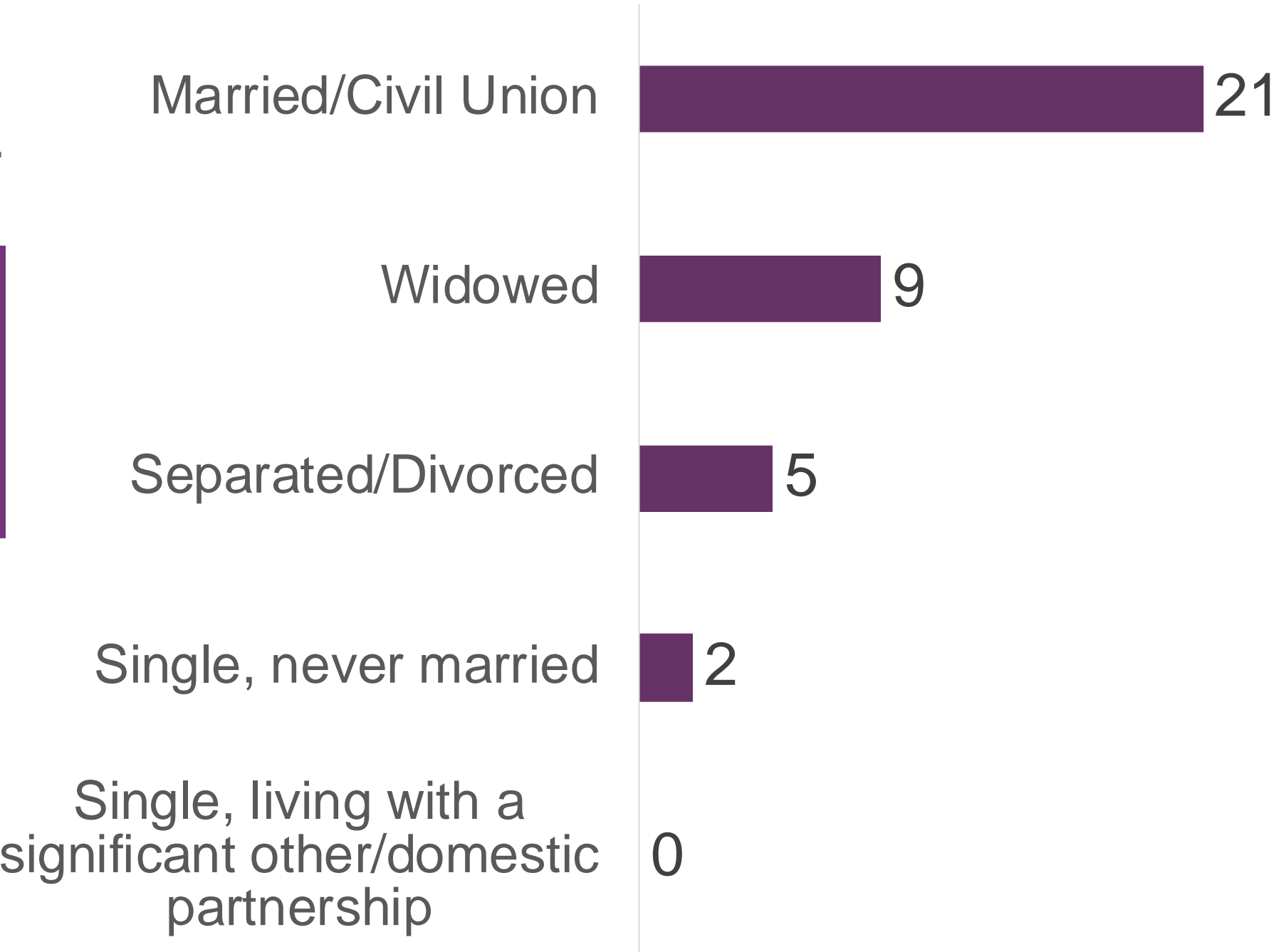
Gender



Age

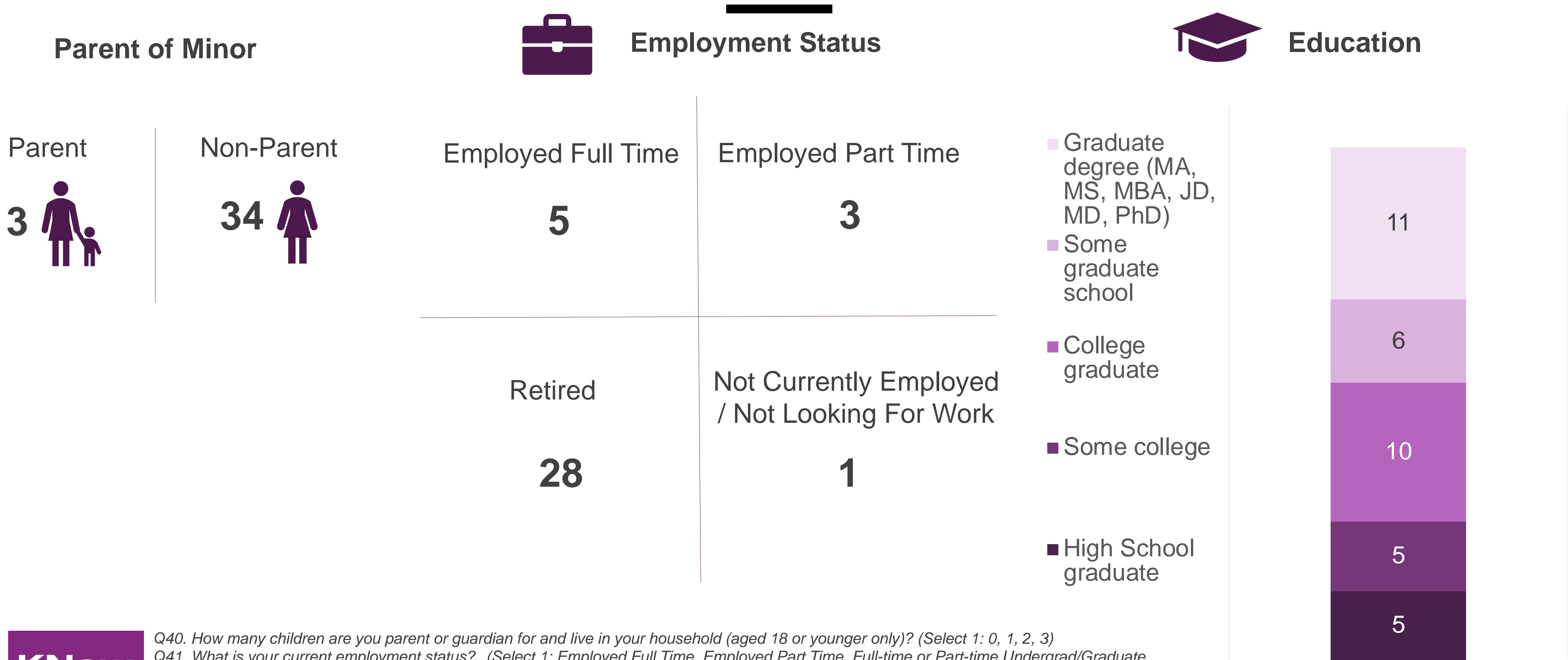


Marital Status



Q37. To which gender identity do you most identify? (Select 1: Male, Female, Transgender Female, Transgender Male, Gender Variant/Non-Conforming/Non-Binary), Base: n=36
Q38. Which of the following categories includes your age? (Select 1: Under 18, 18-29, 30-49, 50-64, 65+) Base: n=37
Q39. Which of the following best describes your current marital status? (Select 1: Married/Civil Union, Widowed, Separated/Divorced, Single – never married, Single – living with a significant other/domestic partnership) Base: n=37

Appendix: Quantitative Participant Demographic Summary



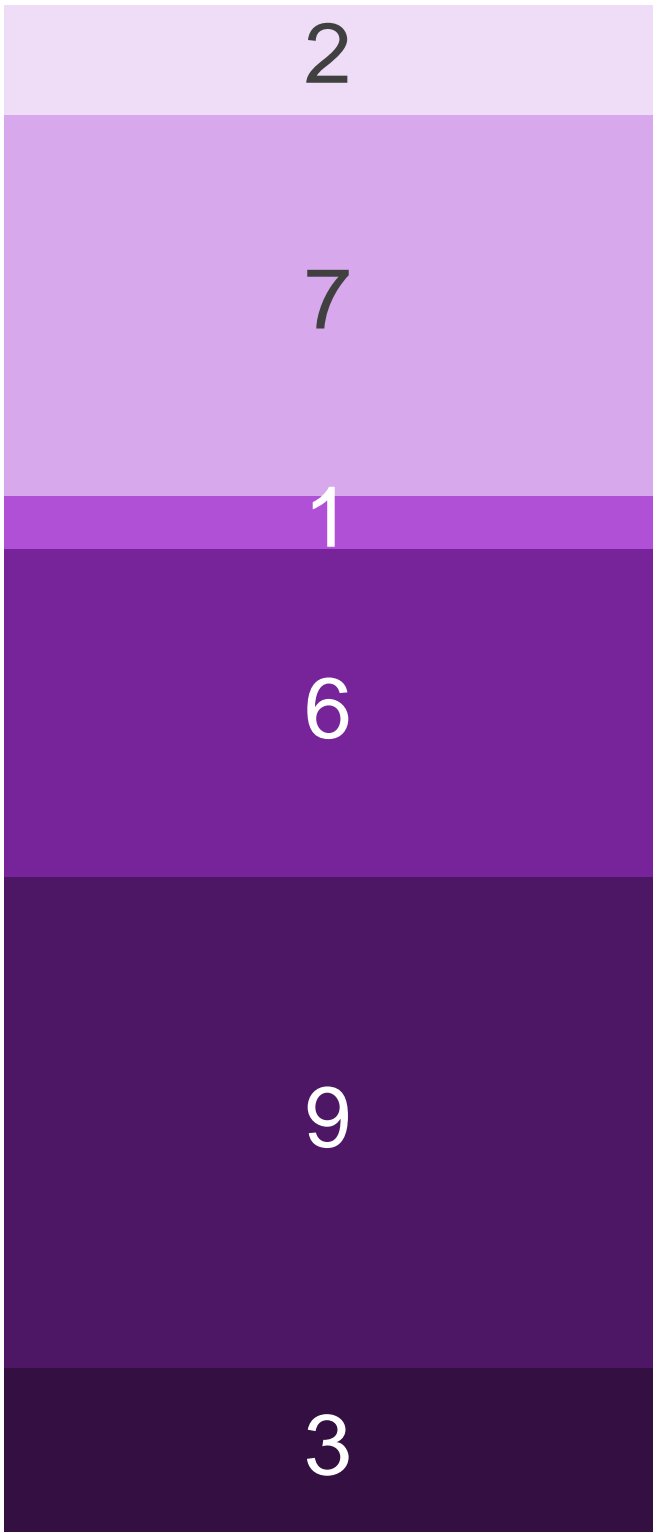
Appendix:

Quantitative Participant Demographic Summary

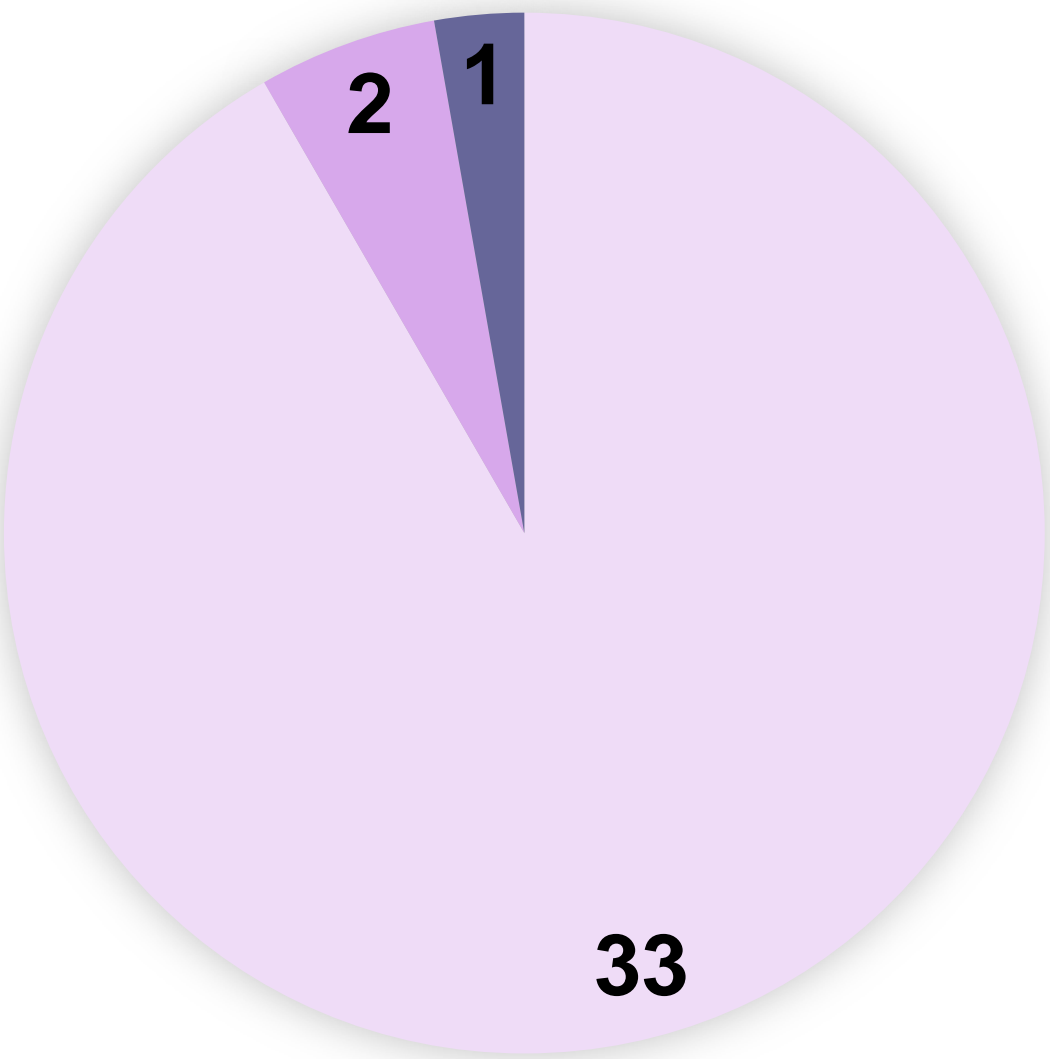


Annual Household Income

- \$200,000 or more
- \$150,000-\$199,999
- \$100,000-\$149,999
- \$75,000-\$99,999
- \$50,000-\$74,999
- \$25,000-\$49,999
- Under \$25,000



Ethnic Background / Heritage



- Caucasian/White
- African American/Black
- Other (Jewish)

Q43. Which of the following best describes your current total annual household income? (Select 1: Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000-\$199,999, \$200,000 or more) Base: n=28

Q44. Which of the following best describes your ethnic background or heritage? (Select 1: Caucasian/White, Asian/Pacific Islander, Hispanic/Latino, African American/Black, Native American, Mixed Race, Other (please specify)) Base: n=36

Appendix:

Qualitative Participant Snapshot

#	First Name	Last Initial	Participant Segment	Caregiver Status	Age	Gender	Interview Format
1	Kay	B	Volunteer at Leeza's Care Connection or Lexington Medical Center (not a facilitator or Ambassador)	Current or former caregiver	65+	Female	Phone
2	Donna	M	Former or Current Caregiver who is unaware of HUGS	Current or former caregiver	65+	Female	Phone
3	Dottie	F	HUGS Ambassador	Current or former caregiver	?	Female	Phone
4	Thomas	T	Lexington Medical Center employee	Has not been a caregiver	18-29	Male	Phone
5	Harold	K	Trainer/Facilitator in the HUGS Program	Current or former caregiver	65+	Male	Phone
6	Alfreda	B	HUGS Ambassador	Current or former caregiver	65+	Female	Webcam
7	Mickey	C	Volunteer at Leeza's Care Connection or Lexington Medical Center (not a facilitator or Ambassador)	Has not been a caregiver	?	Female	Phone
8	Barbara	H	Volunteer at Leeza's Care Connection or Lexington Medical Center (not a facilitator or Ambassador)	Current or former caregiver	65+	Female	Phone
9	Jim	B	Volunteer at Leeza's Care Connection or Lexington Medical Center (not a facilitator or Ambassador)	Has not been a caregiver	65+	Male	Phone
10	Britta	C	HUGS Ambassador	Current or former caregiver	65+	Female	Webcam

Appendix:

Quantitative Stimulus Shown to Non-HUGS Caregivers

HUGS MISSION STATEMENT

Our HUGS team is a network of caring ambassadors who have walked the path of family caregiving and are available and accessible to share their wisdom with others new to the journey. These volunteers are certified through a collaborative partnership between Leeza's Care Connection and Lexington Medical Center, to provide virtual or actual contact with those who may feel lost, afraid, or alone. They are a team of Hope and Help who can offer an authentic lifeline for others who are called upon to care.

Appendix:

Additional Learning – Volunteer Involvement

HUGS volunteers and donors generally indicate that getting involved is easy; it's clear how their time/donation is spent; and they feel recognized for their contributions

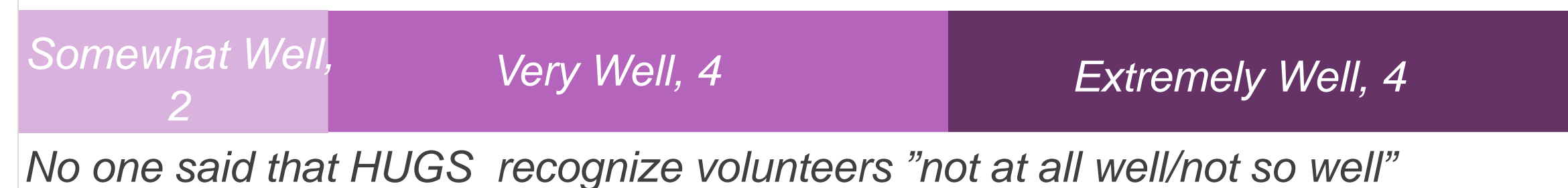
How easy or difficult was the process of volunteering or donating (whichever is applicable to you) to HUGS?



How well did HUGS explain how your time or donation will be spent?



How well does HUGS recognize volunteers or donors for their contributions?



Appendix: Additional Learning – Donations



"I am likely to donate money to HUGS

(# of Responses out of 8 total responses – asked to those currently involved with HUGS)

Strongly Disagree ■ Somewhat Disagree ■ Neither Agree/ Disagree ■ Somewhat Agree ■ Strongly Agree



6 out of 8 participants are likely to donate to HUGS

Average **LIKELIHOOD TO DONATE** Rating
(with 5 being the highest)

4

Other Nonprofits Mentioned where Participants Donate Time or Money (Open End)

- **Leeza's Care Connection (16 mentions)**
- **Received 5-10 mentions: "My Church", St. Jude's, Alzheimer's Association (5-10 mentions each)**
- American Heart Association, Birthright, American Cancer Association, Easter Seals, LRMO Library, Sharing God's Love, Veteran's Organization (2-4 mentions each)
- Amedisys Foundation, American Diabetes Association, Corpus Christi Catholic, DAV, Florence Crittenton Programs, Kittiwake Church, Lexington Medical Center Foundation, LICS, LMC, LRMO Schools, Mission Lexington, Montana Orphanages, MUSC, Oliver Gospel Mission, Our Lady of Victoria Charities, Parkinson's Foundation, Prisma Health, Red Cross, SC Alliance Party, Sexual Trauma Services of the Midlands, Shelter Them in Africa, Teen Challenge, United Way of the Midlands, UUMC Church, Washington Street Methodist Church Soup Kitchen, WREN (1 mention each)

Mentioned most

Mentioned Least

Appendix: Competitive Report



HUGS Competitive Set Review Report

8.14.19

HUGS Program Insights

Overview of Approach

Business Objectives

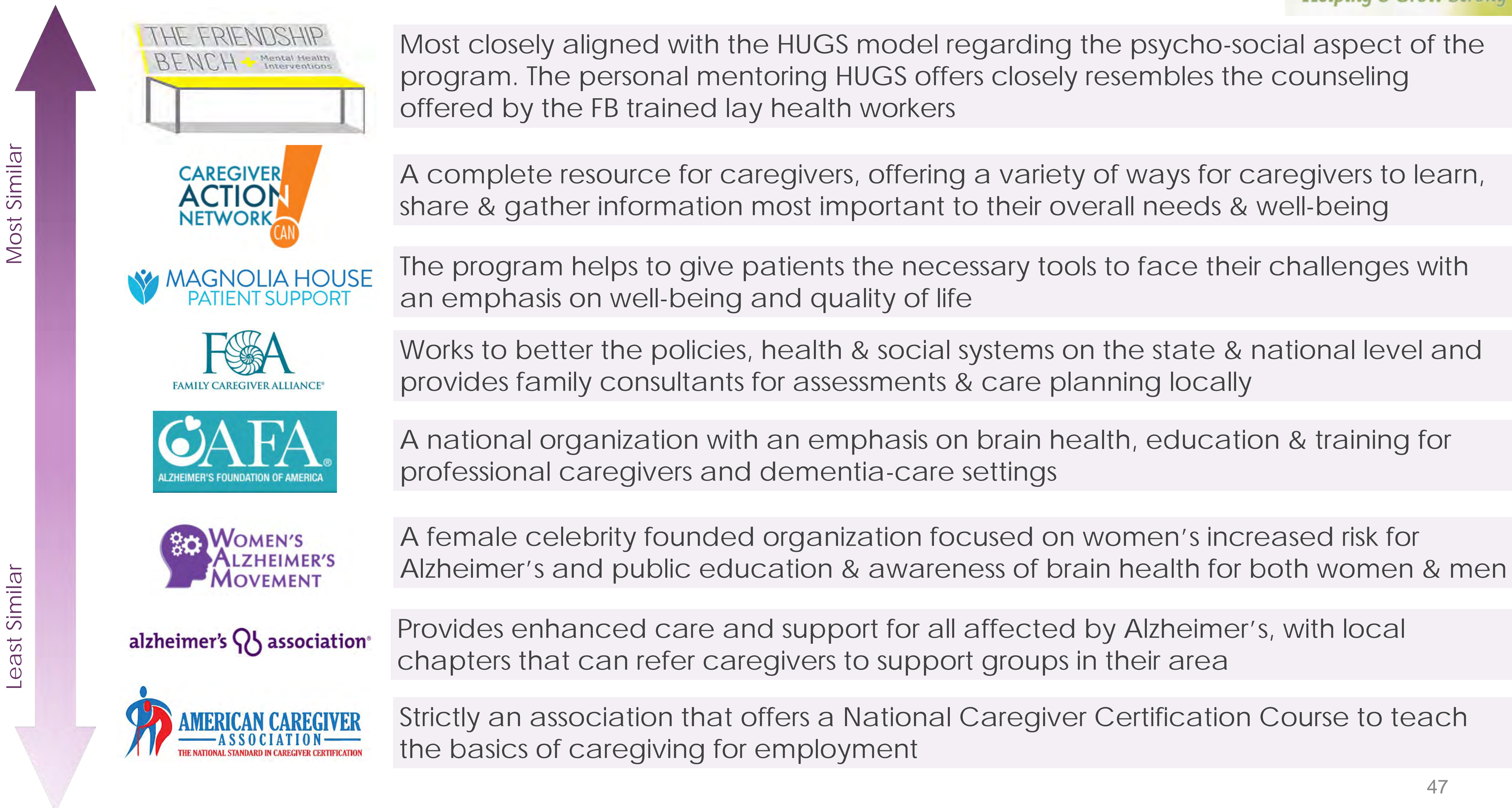
- Generate insights about the HUGS program to support the efficacy of the program and **validate the value of the experience**
- Assess the unique benefits of the program compared to its competitive set
- Inform **potential and current donors and sponsors** of the features and benefits of the program through data and testimonials to encourage increased support
- Use information to engage with **community partners** and form new partnerships
- Inform next HUGS Ambassador class materials

We
are
here

Project Specifics

1. **Review secondary data** to analyze competitive program positioning/benefits of other compassion fatigue resources
2. **Administer a survey** to everyone who has expressed interest in and/or participated in HUGS to get feedback on what makes it unique/valuable/attractive
3. **Interview** ~10 survey participants via webcam to share more of their story/experience

HUGS's Competitive Set





HUGS in Review

While eight organizations are similar to HUGS in nature, the HUGS program offers unique benefits and opportunities, that can be emphasized with its potential donor base

HUGS	Key Messages	Donor Information	Implications for HUGS
<i>Our HUGS team is a network of caring ambassadors who have walked the path of family caregiving and are available and accessible to share their wisdom with others new to the journey</i>	HUGS model is a very human-centered approach to caregiving. Most competitors only offer stories/help/resources via bulletin boards, blogs & “partner” websites	Various ways to donate: Leeza’s Care Connection currently accepts donations, holds fundraising events and utilizes volunteers	Unique Benefits: HUGS is a unique program. There are no other major organizations that offer a <u>caregiving mentoring program</u> . There are support groups & outreach to Social Workers, but no actual <u>training</u> program
201 St. Andrews Rd., Columbia, SC 29210 www.leezascareconnection.org	<i>“Volunteers are certified through a collaborative partnership between Leeza’s Care Connection and Lexington Medical Center, to provide virtual or actual contact with those who may feel lost, afraid, or alone.”</i>	The HUGS program partners with Lexington Medical Center	Unique Impact: HUGS has a <u>celebrity</u> to promote the program. Only the national organizations have the same ability to make an impact in this way

HUGS Benefits

Based on the findings of the secondary research, the following unique benefits should be explored in the survey



Unique Benefits

- HUGS addresses both emotional & mental well-being
- HUGS is based on personal, one-on-one interactions
- HUGS provides caring and listening
- HUGS offers hope
- HUGS offers wisdom
- HUGS gives comfort
- HUGS educates caregivers about Alzheimer's & Dementia patients' special needs
- HUGS Ambassadors are experienced caregivers who have walked in mentees' shoes

We also learned about the diverse array of donation options used by other organizations. Consider implementing all or some of the following:

- ✓ Direct monetary donations
- ✓ Tribute pages
- ✓ Donate a car
- ✓ Planned giving
- ✓ Gifts of stock or other securities
- ✓ Donor advised funds
- ✓ Volunteering
- ✓ Company gift matching
- ✓ Event participation
- ✓ Advocate for the cause
- ✓ Create your own fundraiser



COMPETITIVE SET



The Friendship Bench

Most closely aligned with the HUGS model regarding the psycho-social aspect of the program. The personal mentoring HUGS offers closely resembles the counseling offered by the FB trained lay health workers

Friendship Bench	Key Messages	Donor Information	Implications for HUGS
<p><i>Working to enhance mental well-being and improve quality of life in communities</i></p> <p><i>Friendship benches are a safe place for people struggling with anxiety and depression to find help</i></p>	<p><i>“The Friendship Bench project is an evidence-based intervention developed in Zimbabwe to bridge the mental health treatment gap.”</i></p>	<p>Donor Benefit: Corporate funders & collaborators are helping change the mental health gap in Zimbabwean</p>	<p>Similarity: Their emphasis is also on human interaction and experienced caregivers</p>
<p>4 Weale Road Milton Park Harare, Zimbabwe www.friendshipbenchzimbabwe.org</p>	<p><i>“Our mission is to enhance mental well-being and improve quality of life via problem-solving therapy delivered by trained lay health workers.”</i></p>	<p>Diverse Donations: in addition to financial donations, donors can also give food, clothes, blankets, or cleaning products</p>	<p>Similarity: Their focus on people who are suffering from common mental disorders, such as anxiety and depression</p>

Caregiver Action Network (CAN)



CAN (and the National Family Caregivers Association); a complete resource for caregivers offering a variety of ways for caregivers to learn, share & gather information most important to their overall needs & well-being

CAN	Key Messages	Donor Information	Implications for HUGS
<p><i>CAN is the nation's leading family caregiver organization working to improve the quality of life for the more than 90 million Americans who care for loved ones with chronic conditions, disabilities, disease, or the frailties of old age.</i></p>	<p><i>"A non-profit organization providing education, peer support, and resources to family caregivers across the country free of charge"</i></p>	<p>Partnerships: Much of CAN's strength comes in large part from partnering with many large companies and organizations across the country</p>	<p>Similarity: CAN Care Community Bulletin Board & Family Caregiver Toolbox allow caregivers to gather information from a variety of resources, but is a strictly 'information-centered' model</p>
<p>1150 Connecticut Ave, NW, Suite 501, Washington, DC www.caregiveraction.org</p>	<p>CAN Goals: Create Resourceful Caregivers, Respect for Family & Capable Caregivers, Reduce Caregiver Stress</p>	<p>Donation Breakdown: Foundations, personal contributions and grants made up 82% of CAN's 2017 revenue, while only 10% came from fundraising & 8% was miscellaneous income</p>	<p>Difference: Does NOT offer a mentoring program of any kind. Their ACE program (Assisting Caregiving Employees) is only for caregiving <u>companies</u> who are concerned about absenteeism/turnover, employee health & improving productivity⁵²</p>

Magnolia House

The patient support division of Tower is an integrative survivorship wellness center with in-depth programs offered at no cost to cancer patients and survivors



Magnolia House	Key Messages	Donor Information	Implications for HUGS
<i>Magnolia House is dedicated to helping those with a cancer diagnosis optimize wellness and quality of life.</i>	<i>“Magnolia House provides an array of free fitness, therapeutic, and holistic programs that empower participants to develop a physical and emotional toolkit to meet the challenges of the disease from diagnosis to survivorship”</i>	Vast Array of Events: Events are a primary source of fundraising. Golf outings, celebrity poker & boutique luncheons are just a few of their ongoing charity events	Similarity: Magnolia House offers classes to help heal the mind and body. Classes vary from yoga, belly dancing, meditation, bootcamp workouts to healing through art, Pilates, acupuncture and panel discussions
8767 Wilshire Blvd Ste 401, Beverly Hills, CA 90211 www.towercancer.org/magnolia-house/	<i>All classes are FREE to cancer patients, and survivors no matter where treatment was received</i>	Donations are accepted directly through Tower Cancer Research	Similarity: Leeza’s Care Connection is comparable to their model with emphasis on Alzheimer's disease, while HUGS also focuses on self-care

Family Caregiver Alliance (FCA)



For over 40 years, FCA has provided services to family caregivers of adults with physical and cognitive impairments, such as Parkinson’s, stroke, Alzheimer’s and other types of dementia

FCA	Key Messages	Donor Information	Implications for HUGS
<p><i>The mission of Family Caregiver Alliance (FCA) is to improve the quality of life for family caregivers and the people who receive their care</i></p>	<p><i>“FCA is a longtime advocate for caregivers in the areas of policy, health and social system development, research, and public awareness, on the state, national and international levels”</i></p>	<p>Gifts help the FCA to increase recognition by policy-makers, professional care providers, and the public of the social and economic impact of long-term care, continue the innovative educational services for caregivers, and counseling services for families & improve the emotional and physical well being of family caregivers and their loved ones</p>	<p>Difference: The National Center on Caregiving was established as a program of FCA & works to advance the development policies and programs for caregivers in every state but offers no mentorship or ambassador program of any kind</p>
<p>101 Montgomery Street Suite 2150 San Francisco, CA 94104 www.caregiver.org</p>	<p><i>“The services, education programs, and resources from FCA are designed with caregivers’ needs in mind and offer support, tailored information, and tools to manage the complex demands of caregiving”</i></p>	<p>Monetary donations, memorial gifts or planned giving are all accepted forms of donations to FCA</p>	<p>Similarity: The Bay Area Caregiver Resource Center (local affiliate) allows caregivers to meet with an FCA Family Consultant for an assessment and care planning session</p>

Alzheimer's Foundation of America (AFA)

The mission of the AFA is to provide support, services and education to individuals, families and caregivers affected by Alzheimer's disease and related dementias nationwide, and fund research for better treatment and a cure



AFA	Key Messages	Donor Information	Implications for HUGS
<p><i>The AFA is a national organization with an emphasis on brain health, education & training for professional caregivers and dementia-care settings</i></p>	<p><i>“AFA offers free weekly, telephone-based support groups, facilitated by AFA’s licensed social workers, designed to give caregivers a place to connect and share with one another”</i></p>	<p>Multiple Donor Options:</p> <ul style="list-style-type: none">▪ Donations▪ Planned Giving▪ Combined Federal Campaign (Payroll deduction)▪ Gifts of Stock or Other Securities	<p>Similarity & Difference: AFA Care Connection provides integrative therapeutic programming for those with Alz., education classes for the general community and wellness classes which assist care partners but do not offer a program that mentors family members</p>
<p>322 Eighth Avenue, 16th Floor, New York, NY 10001 www.alzfdn.org/</p>	<p><i>“In addition, AFA offers a variety of <u>educational materials</u> and <u>events</u> to help arm caregivers with tips and strategies to help facilitate meaningful living for both the caregiver and the individual living with dementia throughout their journey”</i></p>	<p>Multiple Donor Options Continued:</p> <ul style="list-style-type: none">▪ Active Community Fundraising▪ Special Fundraising Projects▪ Company gift matching▪ Vehicle donation▪ Create your own fundraiser	<p>Difference: The on-going classes/training of the HUGS program allow for a more personal connection</p>

Women’s Alzheimer’s Movement (WAM)



Founded by Maria Shriver, WAM is a nonprofit organization that is dedicated to raising awareness about women’s increased risk for Alzheimer’s and to educating the public — women and men — about lifestyle changes they can make to protect their brain health

WAM	Key Messages	Donor Information	Implications for HUGS
<p><i>Every 65 seconds, a new brain develops Alzheimer’s. Two-thirds of the brains with Alzheimer’s belong to women, and no one knows why that is. The Women’s Alzheimer’s Movement is determined to find out why.</i></p>	<p><i>“Women are at the epicenter of the Alzheimer’s crisis. That’s why we must be at the heart of the solution.”</i></p>	<p>Crowd Fundraising: The Women’s Alzheimer’s Movement raises money to support women-based research through their annual crowd-fundraising initiative</p>	<p>Similarity & Difference: The Caregiving section of the WAM website offers helpful strategies and resources and share inspiring stories but offer no classes or workshops regarding caregiving</p>
<p>https://thewomensalzheimersmovement.org</p>	<p><i>“Through our annual campaigns and initiatives, we also raise dollars to fund women-based Alzheimer’s research at leading scientific institutions, so that we can better understand this mind-blowing disease and hopefully get closer to a cure”</i></p>	<p>Other options: Move for Minds and other campaigns, as well as accepting donations directly through their website</p>	<p>Similarity: HUGS may want to consider reaching out to WAM regarding publicity about the program since Leeza is already a member</p>

The Alzheimer's Association



The leading voluntary health organization in Alzheimer's care, support and research

The Alzheimer's Association	Key Messages	Donor Information	Implications for HUGS
<p><i>Our Vision:</i> A world without Alzheimer's disease.®</p> <p><i>Our Mission:</i> To eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health</p>	<p><i>“The Alzheimer’s Association was founded in 1980 by a group of family caregivers and individuals who recognized the need for an organization that would unite caregivers, provide support to those facing Alzheimer’s and advance research into the disease”</i></p>	<p>Multiple Donor Options:</p> <ul style="list-style-type: none">▪ Employee giving▪ Donations▪ Tribute pages▪ Donate a car▪ Planned giving▪ Donate stock	<p>Similarity & Difference: Alzheimer’s Association has a special section dedicated to caregiver help but offers no specific classes or training program that mentors caregivers/family members</p>
<p>225 N. Michigan Ave. Floor 17 Chicago, IL 60601</p> <p>www.alzconnected.org</p>	<p><i>“Together we can end Alzheimer’s”</i></p>	<p>Multiple Donor Options Continued:</p> <ul style="list-style-type: none">▪ Donor advised funds▪ Volunteer▪ Shop for the cause▪ Event participation▪ Advocate for the cause	<p>Difference: As a national organization, the Alzheimer’s Association loses the “family feel” that HUGS offers their ambassadors, volunteers, family members & donors</p>

The American Caregiver Association (ACA)

The National Accrediting Body for Caregivers



ACA	Key Messages	Donor Information	Implications for HUGS
<p><i>ACA's primary role is to educate and certify caregivers for a variety of work, insurance and family situations</i></p>	<p><i>"The American Caregiver Association's unifying vision is to bring awareness to as many people as possible about the issues and challenges that our aging seniors face"</i></p>	<p>The ACA is a for-profit company</p>	<p>Difference: The ACA is not a true competitor to the HUGS program. It is strictly an association that offers a National Caregiver Certification Course (NCCC) for employment as a caregiver</p>
<p>info@americancaregiverassociation.org</p> <p>www.americancaregiverassociation.org</p>	<p><i>"It is also our vision to be a leader in expanding the knowledge base of the caregiver profession in our collective effort to ultimately secure a better quality of life for every senior as they live out the twilight of their life"</i></p>	<p>They offer 'bundled courses' for certification as a caregiver or National Assisted Living Manager</p>	<p>Difference: American Caregiver Association is the national certifying and accrediting organization for caregivers but does not put emphasis on the psycho-social needs of a caregiver</p>

PROCESS

The week of August 5th, KNow Research researched all 8 competitor's websites, social media sites and company annual reports

Financial statistics pulled from financial reports (*when available*)

SOURCES


- HUGS - facebook.com/leezascareconnection; twitter.com/LeezasCareCafe
youtube.com/user/LeezaGibbons
- Alzheimer's Association - facebook.com/actionalz; twitter.com/alzassociation,
youtube.com/user/actionalz; instagram.com/alzassociation; pinterest.com/AlzAssociation;
linkedin.com/company/alzheimer%27s-association
- Alzheimer's Foundation of America - [facebook.com/ AlzheimersFoundationofAmerica](https://facebook.com/AlzheimersFoundationofAmerica);
instagram.com/alzfdn/; [linkedin.com/ company/alzheimer-s-foundation-of-america/](https://linkedin.com/company/alzheimer-s-foundation-of-america/);
[tyoutube.com/ channel/UCEOBsqYM6VD-kVwwgPOUs7g](https://youtube.com/channel/UCEOBsqYM6VD-kVwwgPOUs7g)
- American Caregiver Association - [www. americancaregiverassociation.org](http://www.americancaregiverassociation.org)
- Alzheimer's Foundation of America -
www.facebook.com/AlzheimersFoundationofAmerica/; twitter.com/alzfdn;
[www.facebook.cowww.linkedin.com/company/alzheimer-s-foundation-of-america/](https://www.facebook.comwww.linkedin.com/company/alzheimer-s-foundation-of-america/)
- CAN - www.facebook.com/CaregiverActionNetwork; twitter.com/caregiveraction
- Family Caregiver Alliance - twitter.com/CaregiverAlly; www.linkedin.com/company/family-caregiver-alliance/; www.youtube.com/user/CAREGIVERdotORG
- Friendship Bench - www.facebook.com/friendshipbenchzimbabwe/;
twitter.com/friendshipbench/
- Magnolia House -www.towercancer.org/magnolia-house/;
www.facebook.com/TowerCancerResearch
- WAM-facebook.com/thewomensalzheimersmovement;
twitter.com/womensalzinstagram.com/womensalzmovement


Thank you!

 Click [here](#) to access Dropbox folder containing all project output materials (e.g. audio, video & photo files)



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