

# Community Partnerships *Playbook*



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# Jack's has a *10-Year-Goal*

By 2034, we want to have improved the lives of one million caregiving men.

**Community Partners are essential**  
*to achieving our goal.*

## **Community Partnership Objectives**

- Create a community of Partners that includes disease-specific organizations in order to provide resources and support programs tailored to the unique situation our community's Caregivers are facing.
- Refer caregivers to appropriate support groups and counseling services to help them cope with stress, burnout, and emotional challenges they face as caregivers.
- Connect caregivers with advisors and experts to help them manage caregiving-related expenses and legal matters, as well as navigating insurance, benefits, and financial planning for long-term caregiving.
- Promote Caregiver wellness and self-care.
- Strengthen advocacy and awareness by promoting our Community Partners and their missions by providing them with referrals and a listing on our website that links back to their own site.
- Partner at events and campaigns to highlight the importance of caregiving and the resources available to support caregivers.
- Continuously evaluate the effectiveness of programs and partnerships, gathering feedback from caregivers to adapt and improve services.

# Who is a *Community Partner*?

A community partner is an organization, group, or individual that collaborates with us in a mutually beneficial way to enhance the resources and support available to family caregivers. Our community partners come from a diverse range of sectors and include:

## 1. **Disease-Specific Organizations**

- These organizations focus on particular illnesses or conditions. They provide caregivers with specialized resources, educational materials, and support programs tailored to the unique challenges associated with specific health conditions.

## 2. **Non-Profit Support Groups and Counseling Services**

- These partners offer emotional and psychological support to caregivers. They help caregivers manage stress, cope with burnout, and navigate the emotional complexities of caregiving.

## 3. **Non-Profit Financial and Legal Experts**

- These partners assist caregivers in managing expenses, understanding benefits, and planning for long-term caregiving needs. They provide guidance on financial planning, legal matters, and navigating the complexities of insurance and benefits.

## 4. **Healthcare Providers**

- These partners ensure that caregivers and their loved ones have access to necessary medical resources, regular health check-ups, and specialized healthcare services.

## 5. **Wellness and Self-Care Programs**

- These partners provide activities and resources focused on promoting self-care and overall well-being. They include yoga studios, fitness centers, and meditation experts who help caregivers maintain their physical and mental health. They are often presenters at our conferences and workshops.

## 6. **Advocacy Groups**

- Advocacy organizations work to raise awareness about the challenges faced by family caregivers and advocate for policies that support them. These partners help amplify the voices of caregivers and promote positive change at the community and policy levels.

By working together with these diverse community partners, we aim to create a robust support network for family caregivers, addressing their unique needs and enhancing their ability to provide care. Our partnerships are built on mutual respect, shared goals, and a commitment to making a positive impact on the lives of caregivers and their families.

# What to expect as a *Community Partner*

As a valued community partner, your involvement and collaboration with our organization are crucial to supporting family caregivers. Here's what you can expect as part of this partnership:

## **1. Onboarding Meeting**

The onboarding meeting serves as an introduction to our organization and an opportunity to learn about your organization. During this meeting, we can each share information about our mission and objectives. We can also discuss the resources and services our organizations provide and explore potential areas of collaboration. The purpose of this meeting is to help establish a strong foundation for our partnership and ensure alignment in our goals and efforts.

## **2. Community Partner Email Updates**

These emails will be sent approximately twice a year. These updates are outside of communications for specific events we are collaborating on. The purpose of these emails is to keep you informed about the collective impact of our network, and to present opportunities for engagement and participation.

## **3. Informal, Semi-Annual Check-Ins**

These check-ins are designed to maintain open lines of communication, update any changes to your organization's contact information, website listing, and logo, and ensure that our collaboration continues to meet mutual goals. They can often be an email communication or a brief phone call. Regular check-ins help us stay aligned, address any concerns, and strengthen our working relationship.

## **5. Collaborative Events and Campaigns**

We will invite you to participate in various events and campaigns designed to support caregivers and raise awareness about the importance of caregiving. These events may include workshops, webinars, health fairs, and advocacy campaigns. The goal of these events is to enhance the reach and impact of both our organizations and provide additional support and resources to caregivers.

We value your partnership and look forward to working together to provide the best possible support and resources to family caregivers. Thank you for your commitment to this important cause.

# Our Core Values

## *We are humble.*

Our relationships with caregivers, sequel makers, donors, and community partners are relationships between equals. In being completely honest about ourselves, we stay teachable. We are confident in our strengths, and wide open about our weaknesses. We measure our success through the effort we give in making others successful. Honest feedback is like oxygen to us. We are modest in our trappings, and we are relentlessly grateful. We review our actions against the language of ego and pride because we are the guides in the story, not the heroes.

## *We are reliable.*

We keep our promises not only to others, but also to ourselves. We strive for our say/do ratio to be 1/1. We communicate with precision, avoiding fuzzy words like “sure”. We are only satisfied when we are feeling inspired by, and equipped for, the challenges we face.

## *We are curious.*

We cultivate an atmosphere of wonder where ignorance shows up as something positive, a new frontier to explore, an inspiration for our learning, not something to be embarrassed by or avoided. Our aim is mastery. We strive to reinvent the rules, to generate new discourses and disciplines. We are willing to take risks by overriding our perspective and choosing a new one for the sake of learning and contributing to our field.

## *We are compassionate.*

“Compassion is seeing your pain reflected in another person’s circumstances and then choosing to sit with them in the dark, so they don't have to be alone. Compassion recognizes the dignity we all deserve and connects us in our shared humanity. Someone who is compassionate gives themselves freely to others, often at their own expense, so that those they serve may feel less alone or maybe even be relieved of some of the burdens they bear.”

-Dustin Cesarek, Founder

## *We are courageous.*

“To me the more important courage isn’t the heroic kind. We have the opportunity to practice a less flashy, ordinary kind of courage every day- the kind that requires us to speak openly and honestly about how we’re feeling, and about who we really are, deep down inside. Ordinary courage happens when we’re afraid and yet we still take the actions our values require of us.”

\_Kyle Woody, Founder

## *We are resilient.*

“Resilience is all about advancing despite the adversity we face. Being a caregiver taught me what it truly means to be resilient and how that allows us to get the most out of the precious time we have with friends and loved ones.”

-Justin Nicolay, Founder