Caring Across Generations: A Campaign for Jobs, Justice and the Transformation of Care

September 27, 2011, 1:00 PM – 5:00 PM

Ford Foundation, 320 East 43rd Street

Presenters include Ai-Jen Poo, Executive Director of the National Domestic Workers Alliance and Sarita Gupta, Executive Director of Jobs with Justice

The visionary Caring Across Generations campaign is the initial building block in what could be one of the most transformative movement-building efforts of this time, and we hope that you will join us to learn about it, celebrate its evolution and help build strategies to ensure its success.

The Ford Foundation’s Quality Employment and Democratic Participation Units are co-hosting this meeting along with our partners the Jewish Funds for Justice, the NFG Working Group on Community and the Open Society, Ms and Rockefeller Foundations.

This briefing opens the Ford Foundation’s Democracy, Rights and Justice Program’s Organizing Renaissance USA series: four funder briefings focused on cutting edge developments in organizing and movement building.

Background: The “age wave” begins this year – every eight seconds someone in the United States will turn 65. In the years ahead, this aging population will require more care and more workers will be looking for quality, dignified employment. The nation desperately needs new jobs, remedies for the growing crisis in care, and new paths to citizenship. The ambitious and inspiring vision of the National Domestic Workers Alliance, Jobs with Justice, and their many partners is to address these challenges simultaneously. In July they launched the Caring Across Generations campaign, the first giant step of a far-reaching effort to transform long-term care in the United States by building a powerful, sustained, values-based movement. Linking and led by care recipients and providers and their families, the Campaign has five specific goals:

- new quality jobs in home care to meet the growing need for care;
- labor standards and improved job quality for new and existing jobs;
- career ladders for home care workers
- a new visa category and path to citizenship for immigrant care workers; and
- support, including a tax credit, for families in need of access to quality cares.

Among a host of innovations, Caring Across Generations has established the Care Fund to build resources for this complex effort, which includes local organizing, national alliance building, large scale leadership training, Care Congresses across the country, and ongoing documentation of the stories of the workers and care recipients at the heart of the effort. Recall the costs of nationwide efforts on immigration and health care; while significantly less expensive, this campaign aims to raise $5 million by the end of 2012 for the first phase of its work.

Briefing Summary: This briefing’s comprehensive overview of Caring Across Generations will demonstrate how an integrated and intersectional approach such as this campaign advances a broad social justice agenda, and the importance of leadership from those most impacted by existing conditions. Funders will have the opportunity to see how the campaign addresses particular issues—including immigration, civic participation, workers’ rights, aging, health, and women’s rights—as well as how its movement building approach connects these issues. Managing the tension between scale and depth, navigating the challenges of building a broad and diverse alliance, and maximizing resources for intersectional work in a world of silos are among the strategic issues the briefing will explore. Lunch will be provided and a closing reception is scheduled from 5:00 – 6:30 PM.

More information will follow, and please direct questions to Alta Starr, Program Officer, Democracy, Rights and Justice, at a.starr@fordfoundation.org or Laine Romero-Alston, Program Officer, Assets, at l.romero-alston@fordfoundation.org.

Please RSVP to Sharon Geremia, Senior Program Assistant, at s.geremia@fordfoundation.org.