

## What is the Essentials by Caregiving.com Grant?

Essentials provides your organization with a branded landing page for family caregivers. Through this grant-funded opportunity, eligible organizations will receive access to a fully Essentialised, ready-to-deploy platform that equips family caregivers with trusted resources, including on-demand videos, guides, planning tools, and more. With no IT setup or integration required, the platform can be quickly launched and easily customized to include your organization's local resources and messaging. The page itself will typically start with the URL "https://www.caregiving.com/partners/" and end with the name of your organization.

## What type of information or content would we be providing or adding to the [Caregiving.com](https://www.caregiving.com) website?

In addition to your logo and social media links, your team is able to share content that is relevant to your users. This could include local resources, blogs, videos, articles your organization has written, or other supports that are important for your users.

## Can we include our logo and brand colors?

Yes, the logo you include on your application will be used on your page. The colors will be utilized for the banner carousel (see below).

## What is the Banner Carousel?

On the top of your Essentials page, there is a section for feature content and resources. The carousel will rotate through the items, or it can be manually advanced using the left and right arrows. There is a maximum of 10 carousel items. This is a great space to showcase your services, your contact page, your specialty programs, and even upcoming events. We recommend listing your main website as a minimum, however, if you choose not to have any items listed, then the carousel section will be hidden, and only Caregiving.com content will appear.

## Can the banners be updated with different colors?

Yes, reach out to your contact on our team to have any updates made to your Essentials page.

## Is there a minimum amount of content to be provided to the Essentials page or website?

There is no minimum. However, it is recommended that your team provide information about programs and services for family caregivers along with links to any of your most important resources. This helps family caregivers stay connected to the NPO as an integral partner in their journey. You can work with our team to either create articles for your Essentials page or link out to the content on another platform.

## Are our social media handles displayed on the Essentials page?

This feature is coming soon. In the meantime, we are happy to include them in a banner article.

## Can referrals be made directly to a provider or resource through the website?

Yes, as a part of your Essentials page, links to a service, providers, or resource can be added.

## What data reporting is provided by Caregiving.com

We are currently include very basic traffic analytics for your site. If there's a particular metric or behavior you're hoping to capture, please communicate that will your contact. They will be happy to share that with our developer team for review. While we can't guarantee implementation in every case, we'll do our best to explore options.

## Is there a vetting process for content added to [Caregiving.com](https://www.caregiving.com)?

Our content review process is designed to uphold the highest standards of accuracy to the best of our abilities. Our team of human reviewers and expert contributors verifies the information and identifies any potential biases within our content. Through research and editorial oversight, we strive to ensure that our content is reliable, unbiased, and trustworthy. While we are committed to maintaining these standards, we acknowledge that mistakes can occur as we are only human. However, we are dedicated to minimizing any errors and continuously improving our processes to deliver the most accurate and ethical content possible. If you feel we have made a mistake in our content, please contact us and include a link to the content you feel we should review.

It is important to emphasize that we do not normally list businesses or organizations outside of CBOs as community resources. Our intent isn't to be a directory, and the listing of businesses doesn't fall into our scope.

## How often are the topic sections and caregiving.com provided content updated?

We are committed to continuously refreshing and updating our content to provide our audience with the most up-to-date and relevant information. As new information becomes available, we do our best to update or remove existing content based on the latest research. As our library is extensive, there is a possibility that we will not catch every change that could be made. If any issues are brought to our attention, we do our best to rectify them quickly.

## How does [Caregiving.com](https://www.caregiving.com) create, monitor, or approve the content on the site?

Caregiving.com creates and owns the content on our site. We do not allow for 3rd party or automatic content creation outside of our own editorial process. Our content team consists of

almost partners like you, Caregiver Champions, contributors, external reviewers, and our Caregiving Solutions team. In addition, we utilize cutting-edge AI technology to streamline our processes and enhance the quality of our content in partnership with that team. By combining the speed and efficiency of AI with the expertise and creativity of our talented team, we deliver content that is accurate, engaging, and timely. This approach enables us to create the highest quality content for the most targeted audience at the fastest pace.

## Is there any mention or endorsement of Essentials, companies, books, insurance providers, etc., in caregiving.com's content?

Various organizations, essentials, resources, and books are mentioned throughout the site as resources. Our goal is to eliminate as many barriers as possible, one way we do this is by providing information regarding many of the resources available. However, we do not recommend or endorse any specific tests, physicians, attorneys, advisors, insurance providers, caregivers, procedures, opinions, advice, or other information that may appear on the site. If users rely on any of the information provided by the site, its employees, consultants, or its guests or visitors, they do so solely at their own risk in accordance with our [terms of use](#).

A limited number of content includes affiliate links. Content with these links, note their inclusion.

## Will there be ways in the future that will allow users to connect or interact?

We are in the development phase of a socialization solution that will allow our family caregiver users to interact with their communities. We are very excited about what this means for caregiving support nationally. In the meantime, caregivers can create an account if they wish to comment on, like, or save content.

## What will promotion look like on our end for the site?

We will provide you with a media kit. Your Essentials page will have its own unique Essentials link that you will be able to provide to your users. As time permits, our marketing team can work with your organization as well to do some additional joint promotions.

## Where can we find a copy of [Caregiving.com](#)'s Certificate of Insurance and articles of incorporation?

Both can be found at this [link](#).

## Where can we find a copy of [Caregiving.com](#)'s Privacy and Security policy?

Our Privacy policy can be found [here](#). The Terms of Use are located [here](#).

## Is any PHI required to search for resources on [Caregiving.com](#)?

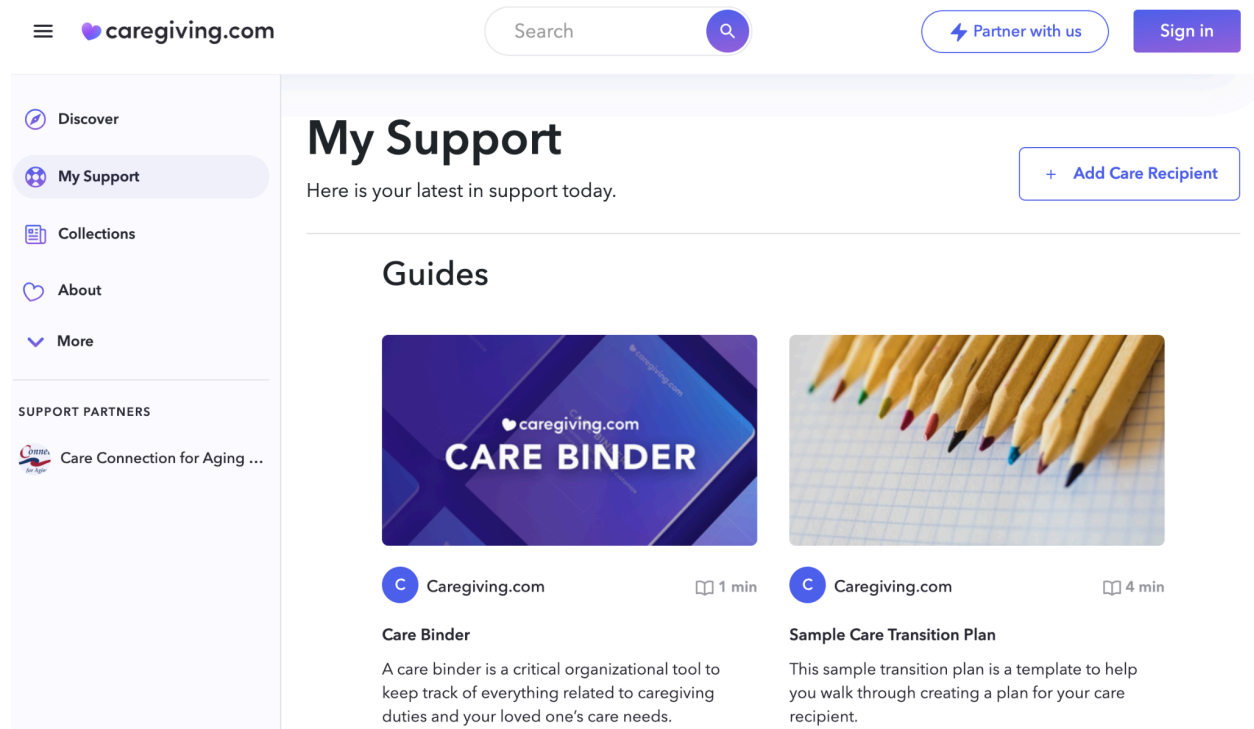
No, caregiving.com can be used without creating an account and providing any information. Users have the option to create an account should they wish to.

## Sharing your Essential Page with Users:

When your page is ready to launch, you will receive an email that includes your “Insights” link. This URL connects caregivers directly to your organization as a Support Partner and allows them to curate resources on Caregiving.com based on their specific needs.

When caregivers land on your Insights page, they’ll have the option to complete a short survey about various aspects of their caregiving experience. They can also choose to skip the questions if they prefer and receive a more generalized experience. Caregivers who complete the survey will receive personalized support through our Thrive Protocol.

Sharing this link with caregivers also places your organization in the always-visible “Support Partners” list, giving users easy access to your page and resources across the site. Support Partners appear in the list on the left side of the screen, as shown below.



For graphics and draft copy to share with your community, see the media kit included in your launch email.