



Confessions of a Reluctant Caregiver

OUR MISSION

TO CHANGE THE WORLD:
ONE INDIVIDUAL. ONE FAMILY.
ONE COMMUNITY AT A TIME.



The Original *Sisterhood*

SISTERS. FRIENDS. FAMILY.



The trio of sisters begins with Jenefer Jane "J.J." who was and always will be "in charge". She's the peacekeeper. The responsible one, ensuring Natalie and Emilie remained alive growing up. A seasoned executive and business owner, J.J.'s career path had her spend her first 17 years in the finance industry and the most recent 12 years as a business owner in the real estate, manufacturing, and retail sectors.



Next is Natalie, the middle child, who was and always will be Miss Congeniality. She's the athlete. The rebel responsible for three babysitters exiting the summer of '84. Natalie's journey led her to the human services field. A CEO at 31, her passion for serving others fast tracked her way to the executive suite.



Then there is Emilie, the youngest, who was and always will be "the baby". At 6'1", she is the sensitive and quiet soul. The one responsible for the guinea pig that begged for lettuce and the stray dog we adopted from the bus stop. A natural born caregiver, this mother of three has spent the majority of her life caring for others. She would serve the public in the government sector for 10 years before becoming the full-time caregiver for her mother.



Why *Confessions*?

RELUCTANCE. GUILT. SELF-DOUBT.



Natalie came up with the title, “Confessions of a Reluctant Caregiver” after acknowledging her own reluctance to being a caregiver for husband Jason, who was diagnosed with Head and Neck Cancer in February 2022. She realized this reluctance was due to her own guilt and shame related to her feelings of self-doubt and perceived inadequacies, and not due to a lack of desire to support Jason.

As she expressed these taboo emotions with sisters J.J. and Emilie, they empathized and confirmed their own feelings of guilt and shame for having similar thoughts in the caregiving journey with their mother, who has been living with Parkinson’s Disease for over 20 years.

At that moment, they knew there had to be others like them! Reluctant caregivers who wanted to provide the best support for our loved ones while maintaining their sanity. And Confessions was born!

The Podcast

RELATE. EDUCATE. INSPIRE. LAUGH.

Offering a candid, unfiltered space to confess the good, the bad, and the ugly of being a caregiver, the sisters harness the power of relationships and technology to relate, educate, inspire, and provide resources to individuals of all ages.

Through storytelling, guest interviews and information sharing, J.J. and Natalie, along with their guests, discuss their shared experiences.



MOST DOWNLOADED EPISODES

Ep65: Unexpected! Finding True Love in Caregiving

with guest Charisma Sydnor

Ep43: Caregiver-It's in our DNA

with guests The Scheissle Sisters

Ep1: "I am Enough" Overcoming Guilt

with J.J. Elliott Hill

Ep10: Madre Moves In - How Culture Impacts Caregiving

with guest Bonnie Chavez

STATISTICS

1M+

total podcast
downloads & streams
2024 YTD

300k+

average monthly
downloads & streams

54

countries podcast is
listened by

Top 5%

global ranking
ListenNotes.Com

“I wanted to thank you so very much for giving me the opportunity to share my confession. You both made it truly feel like I was talking to old friends and made me feel very comfortable and safe to share. I just can't thank you enough for creating such a beautiful space and allowing me to be vulnerable. *Podcast guest Christine Soza*

Social Media

FACEBOOK. INSTAGRAM. TIKTOK. LINKEDIN. YOUTUBE.

analytics



15,310 Followers
168k Impressions



11,354 Followers
73k Impressions



1,993 Followers
557k Impressions



1,172 Followers
18.6k Impressions



175 Followers
4,159 Impressions

**Cumulative follower growth
May '24 YTD: 21.48%**

demographics



Female: 77.14%
Male: 22.11%
Unknown: 0.75%
Top Age Group:
45 - 64



Female: 69.7%
Male: 30.3%
Top Age Group:
34 - 54



Female: 63.62%
Male: 27.81%
Unknown: 8.57%
Top Age Group:
45 - 54



Work with Us

KEYNOTES. SPECIALTY SERIES. TRAINING.

Caregiving can be hard but talking about it should not be. J.J. and Natalie candidly share their experiences with caregiving for a mother and spouse – the good, bad and downright unbelievable.

We customize our presentations and training events to meet the needs of the audience. Drawing on our professional backgrounds in health and human services, finance, as well as our personal caregiving experience and a good bit of humor, we aim to relate, educate, inspire, and entertain. You won't be disappointed!



HEROES MILITARY PODCAST SERIES

142k

downloads & live streams

95.6k

social media impressions

296

social media posts

42 days

campaign duration (11/23)

PODCAST SPONSORSHIP

2 Episodes

58k

downloads & livestreams

5k

social media impressions

72% / 28%

US / International listeners

14 days

campaign duration (12/23)

DENTAL HYGIENE VIRTUAL TRAINING

841k+

social media impressions

417

live course attendees

721

YouTube recorded views

28 days

campaign duration (5/24)



SPEAKING TOPICS.

- ✓ Work life balance in caregiving
- ✓ Family dynamics in caregiving
- ✓ The importance of long-term planning
- ✓ The cost of caregiving to stakeholders
- ✓ Recognizing mental health triggers
- ✓ Planning for aging starts at birth
- ✓ The impact of guilt and grief in caregiving
- ✓ How the past impacts our ability to care
- ✓ Interview based training on relevant health and wellness topics

AS SEEN IN

WALL STREET JOURNAL

Health
Triangle

nextavenue®

Reviews and Testimonials



Best podcast ever!

I have laughed, cried and agreed with every episode. I relate to every single one. Thanks, ladies for putting this out there. I needed it.

Apple Podcast Review



Great speaker! Great interview! Very engaging and very good information. Really liked the interview style instead of normal CE training class.

Series Education Review



These ladies are serving their parents & capturing stories that we all can relate to as we too strive to serve our aging parents. I can only hope my daughters do the same for me.

Facebook Review



You are great facilitators! Well prepared, able to handle tech problems that arose in one of the early sessions with humor. So grateful I was able to hear all the presentations. I learned lots.

Virtual Training Review

Future Initiatives

SPECIAL EVENTS. COLLABORATIONS. CAMPAIGNS.



Caregiving Youth: Hidden In Plain Sight - 8/24

This 5 week / 11 episode series spotlights the over 5.4 million children and teenagers in the U.S. and the tens of millions of youths worldwide, aged 21 or younger, who are currently or have previously provided care for individuals with complex illnesses, chronic conditions, disabilities, and mental health issues as well as for aging loved ones.



Heroes Caring for Heroes - 11/24

This annual series highlights our brothers and sisters in care, active duty and veterans, from the US, UK, and Canada. Guests share their caregiving journeys for both the seen and unseen scars of military life and war. The series also features interviews with organizations supporting these caregivers.



CVS Caregiving Ambassadors - 11/24

The sisters are teaming up with their mom for an internal and external caregiver campaign highlighting the impact CVS has provided us personally on our caregiving journey.



Take Care PBS Series - 01/25

Take Care is a Confessions initiative promoting health, home, and lifestyle in all stages of life. This concept is being adapted into a 10-episode series developed by PBS Appalachia and 10x Emmy-Award winning filmmaker, Jacob Dellinger. It will premier January 2025 and be available for national syndication April 2025.



Self Care at Sea - 10/25

This 7-Day Caribbean Cruise aboard the new Norwegian Aqua is focused on wellness and self-care. The extensive network of sponsors and partners for this event is designing a program to "Let Us Take Care of You". Lots more to come!

TRAINING & PRESENTATIONS

- New River Valley Area on Aging Caregivers Conference
Keys, August 2024
- The HPV Cancer Training Series with Jo-Anne Jones, RDH, FIADHE
Virtual Training, September 2024
- "Welcome to Your New Job: Caregiver" with Dr. Guy Maytal
Virtual Training, January 2025

OUR PARTNERS INCLUDE



WHAT YOU CAN EXPECT

Using our extensive professional backgrounds and firsthand caregiving experiences, we tailor our services to meet the business needs of our care partners. Our approach is to connect with our audience using various platforms in addition to training sessions and speaking engagements. We strive to engage the listeners and viewers with multiple touchpoints to provide valuable insights and support their unique journey.

Let's Talk



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