



Confessions
of a Reluctant
Caregiver

confessionsofareluctantcaregiver.com

2023 MEDIA KIT

Our Mission

To Change the World: One Individual. One Family. One Community at a Time.

Why Confessions?

RELATE. EDUCATE. INSPIRE. LAUGH.

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 JJ 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 ORIGINAL SISTERHOOD

The trio of sisters begins with Jenefer Jane “JJ” 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, JJ’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 ultimately becoming the full-time caregiver for her mother.

Ranked Top 5% by ListenNotes.Com

Top 5% most popular shows out of 3,193,069 podcasts globally

The Podcast

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, JJ, Natalie, and Emilie, along with their guests, discuss their shared experiences. Viewers and listeners alike will relate to our reluctance, be affirmed in their ability to be a caregiver themselves, and gain the courage to step out of the shadows to confidently express their own needs.

Caregivers are sure to laugh, cry, and everything in between but in the end, all will leave feeling better for the journey and part of the sisterhood of care.

LISTEN ON



Social media analytics



11,100 Followers
192,810 Impressions
+4,700 Post interactions



981 Followers
15,600 Impressions
1,112 Post interactions



359 Followers
2,378 Impressions
97 Post interactions



661 Followers
8,356 Impressions
834 Post Interactions



42 Followers
809 Impressions

Cumulative follower growth in Q2 2023: 193%

Audience demographics



Female: 90.25%
Unknown: 1.56%
Male: 8.19%

Age: 55+



Female: 61.02%
Unknown: 32.3%
Male: 6.65%

Age: 45 - 64

National + International Listeners
in over 17 countries worldwide



Strangers become neighbors weaving kindness into the fabric of our communities.

In March 2023, the Sisters transitioned their mother from a home environment to a skilled nursing community. During the downsizing process, they were left with numerous care items. They asked, "How could these resources serve someone else?" And CareForward was born.

Harnessing the power of technology, caregivers connect with supporters through the CareForward platform. Care supporters, comprised of individuals, businesses, churches, and organizations, donate Time, Talent, or Resources to meet critical caregiver needs. Through simple acts of generosity, CareForward supporters can be a lifeline to caregivers in need.

CareForward is Care in Action. Support can look like:

- Donating new or gently used items
- Home modifications to age in place
- Transportation to appointments
- Offer caregiver respite for self-care
- Monetary donations for travel, lodging, or everyday needs

Everyone can do something. Will you CareForward?



WHAT YOU CAN EXPECT

Using our past experiences professionally, combined with our caregiving experiences and a good bit of humor, we customize our services to meet the business needs of our partners in care. Seeking to meet our audience where they are, we engage caregivers via the confessions podcast, blog posts, website, social media, newsletters, emails blasts, training, and speaking engagements.

WORK WITH US

Caregiving can be hard but talking about it should not be. JJ, Natalie, and Emilie candidly share their experiences with caregiving for a mother and spouse – The good, the bad and the downright unbelievable. From life threatening illnesses to eviction from three assisted living facilities, their journey and lessons learned are relatable, inspiring, and laughable to any audience.

LET'S TALK



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