
EMPLOYER CAREGIVING PROGRAM

Give Employees Lotsa Helping Hands™

Provide employees with access to:

A private, web-based caregiving coordination service that allows friends, family members, neighbors, and colleagues to more easily assist your employees with the daily tasks that become a challenge during times of medical crisis, parenting, caregiver exhaustion, or when caring for an elderly family member.



Lotsa Helping Hands
create community

www.lotsahelpinghands.com



About Lotsa Helping Hands

Founded in 2005, Lotsa Helping Hands is a caregiving and volunteer coordination service, allowing family, friends, neighbors, and colleagues (the recipient's 'circles of community') to more easily assist with the daily meals, rides, shopping, housecleaning, carpooling, and errands that become a challenge during times of medical crisis, caregiver exhaustion, or when caring for elderly family members.

To date, hundreds of thousands of people have already participated in tens of thousands of Lotsa Helping Hands communities throughout the United States as well as in 70 countries.

Perhaps this sounds familiar...

Your star manager is a working mother of two young children. Her father, who lives nearby, has Alzheimer's disease and his condition is worsening.

She is the primary caregiver for her father and coordinates his care.

She runs the household and manages the childcare needs of her family.

Now, she organizes meals, visits, and transportation to specialists for her dad...another part-time job.

Life as a family caregiver is a constant juggling act.

Family caregivers often find themselves caring for an elderly parent or a sick loved one, frequently picking up their additional household responsibilities, all while trying to fulfill the demands of work and family.

Caregivers: While caregiving employees provide emotional and physical support to their loved ones, manage logistical tasks that come with providing care, and support other members of the family – they often are unaware that their own health and well-being are at risk.

Employers: We understand that in addition to trying to support your employee caregivers, you are also fully aware of the productivity loss as a result of these employees' circumstances.

Now, imagine this...

What if you had an immediate way to support your caregiving employees by providing a tool that will help them:

- Manage the daily tasks of caregiving coordination that become a challenge during times of medical crisis, parenting, caregiver exhaustion, or when caring for an elderly family member
- Reduce the stress of juggling the demands of their caregiving responsibilities with their work schedule
- Discover the sense of community that exists in their own workplace

That's where Lotsa Helping Hands comes in.

The Result?

- Employees are more focused at work
- You have a new opportunity for employee attraction, retention, and engagement
- You can offer another compassionate benefit to employees – at a significantly low price/value ratio – to make their lives easier



The Caregiving Puzzle... in the Workplace



American businesses lose between \$17B and \$33B each year due to employees' need to care for their loved ones.

What employee caregivers experience

Caregivers experience a lot of stress from juggling their personal lives and the demands placed on them from their managers and colleagues, not to mention from the anxiety that comes with caring for a loved one.

What does it mean to be a working caregiver?

Employee caregivers:

- Are prone to more stress-related illnesses, including diabetes, heart disease, and depression
- Worry about who will take care of their loved one while they are at work
- Feel overwhelmed by the task of organizing the many offers of help from friends, family, and colleagues

As a result, they:

- Take more sick days
- Come in late, leave early, or leave in the middle of the day
- Find it too difficult either to ask for help or to manage it, and wind up not taking full advantage of the available support from their natural 'circles of community'

What employers, like you, may experience

America's workforce continues to change... fewer people are in place to do more work with fewer resources.

What does it mean to employ a growing number of family caregivers?

Employers:

- Have shrinking budgets with fewer resources for employees
- Witness the growing trend of employees juggling caregiving responsibilities
- Are embracing low-cost resources to drive employee satisfaction and productivity

As a result, employers like you:

- Cope with the expense of leaves of absence from employees handling family and eldercare concerns
- Experience productivity losses in reduced hours and focus, as employee caregivers miss work days
- Juggle responsibilities and scheduling of employees as caregivers have to rearrange their work schedule



Commitment to Philanthropy

At Lotsa Helping Hands, we are committed to supporting the nonprofit sector, and as a result have selected national nonprofit partners who wish to offer our service to their constituents.

These partners include:

The ALS Association
Alzheimer's Association
American Lung Association
American Parkinson's Disease Association
Breast Cancer Network of Strength
Family Caregiver Alliance
The Leukemia & Lymphoma Society
Living Beyond Breast Cancer
Muscular Dystrophy Association
National Alliance for Caregiving
National Coalition for Cancer Survivorship
National Family Caregivers Association
National Health Council
National Hospice and Palliative Care Organization
National Kidney Foundation
National Marrow Donor Program
National MS Society
National Ovarian Cancer Coalition
National Stroke Association
Rosalynn Carter Institute for Caregiving
Well Spouse Association
Young Survival Coalition

One Piece of the Puzzle... A Simple Idea for Your Employees



Your employees spend the majority of their waking hours at the workplace. Chances are, if they have caregiving responsibilities, they use corporate resources during the day to coordinate

such things as doctor appointments, homecare services, visits for loved ones, and after-care for their children.

Now, through Lotsa Helping Hands, you and your employees can reap the benefits of a web-based service where caring communities can be created by your employees and their loved ones to coordinate responsibilities, allowing your employees to be even more efficient and focused while at work.

Here's how it works:

Lotsa Helping Hands is:

- a caregiving and volunteer coordination web service,
- allowing family, friends, neighbors, and colleagues (the recipient's 'circles of community')
- to more easily assist with the daily meals, rides, shopping, housecleaning, babysitting, carpooling, scheduling visits, and errands
- that become a challenge during times of medical crisis, caregiver exhaustion, or when caring for an elderly family member.

Lotsa Helping Hands provides:

- the ability for any employee to immediately create a secure, private web community for any other employee and/or their loved ones as needed
- intuitive group calendar for scheduling tasks
- platform for securely sharing vital medical, financial, and legal information with designated family members
- easy-to-use and customizable sections for facilitating communication among community members including facility to post photos, well wishes, blogs, journals, message boards, and resources



Our Employer Caregiving Program

Our Employer Caregiving Program allows you to private label your own version of the Lotsa Helping Hands service and offer it to your employees as a compassionate, cost-free benefit to make their lives easier, reduce their stress, and increase overall productivity – while reinforcing your commitment to their work / life balance.

What's the Starter Page?

The Starter page, found at the web address www.YourOrg.lotsahelpinghands.com, is the link where your employees will find the branded caregiving and volunteer coordination service.

Starter Page

The screenshot shows a web browser window displaying the 'YourOrg' website. The browser title is 'Microsoft Corporation - Windows Internet Explorer' and the address bar shows 'http://yourorg.lotsahelpinghands.com/'. The website features a navigation menu with 'Home', 'How it Works', 'Create a Community - It's Free', 'About Us', 'Tell a Friend', and 'Sign In'. A central section titled 'What can I do to help?' includes a text block describing the service as a simple, immediate way for friends, family, and neighbors to assist loved ones in need. Below this is a 'Calendar of Activities' for July and August 2007, with a callout box stating: 'The Community Home Page calendar displays when help is needed, as well as those dates where the member has already signed up.' At the bottom, there is a 'Creating A Community Is Easy!' section with 'Get Started' and 'View Demo' buttons, and a 'What Users are Saying:' section with a testimonial.



What's the Community Page?

Once an employee creates a private caregiving coordination community from the branded Starter page, this employee – and all the other members invited into this community – can sign in and begin using the many features available within the Community pages, including the coordination calendar, community message board, resource pages, and well wishes wall.

Community Home Page

The screenshot shows a web browser window with the URL <http://yourorg.lotsahelpinghands.com/>. The page is titled "YourOrg Team Amelia" and is described as "A YourOrg caregiving coordination website". It is powered by "Lotsa Helping Hands".

At the top, there is a navigation bar with "Home", "Me", "People", "Administration", and "About" buttons. A "Welcome Jane Smith" message is displayed, along with "Sign out", "Tell a friend", and "Help" links. A "Switch community..." dropdown menu is also present.

The main content area features a "Thank you!" post by Julie Benson, dated Monday, 8/6/07, 11:46 AM. The post includes a photo of an elderly woman and text expressing gratitude to friends and family for their help.

Below the post is a "Calendar" section with two views: "DECEMBER 2008" and "JANUARY 2009". The calendar shows tasks and events for each day, with a legend indicating "Selected day", "I'm scheduled", "Help needed", "Needs met", and "Event".

On the left side, there is a sidebar with various navigation buttons: "Announcements", "Calendar (30 tasks available)", "Vital Info", "Photo Gallery (2 new)", "Alzheimer's Resources", "Message Board (1 new)", "Resources", "Sherri's Journal", and "Well Wishes". At the bottom of the sidebar, it lists "Coordinators" with "Julie Benson" as the primary coordinator.

Features of our Employer Caregiving Program

- Our hosted service linked from your corporate intranet
- 24/7 Member Support to all hosted communities
- Annual license fee for unlimited number of communities
- Free and automatic functional upgrades, as available
- Company name and logo on Starter page
- Company name and logo on every Community page
- Paragraph in the “About Us” section of all community websites
- Resources: 1 Button for customization on all community websites such as “How to help someone battling cancer”.
- No paid advertising on Community pages
- Custom default “Announcements” in all communities when they are first created such as “Our organization is pleased to provide this caregiving community to support your needs. We hope it is helpful to you, your family and your community.”
- Marketing templates for promotional purposes

Benefits to providing Lotsa Helping Hands to employees

Caregiver Support

See how caregivers benefit from reduced stress

- Decreased anxiety from simple, quick coordination of needs with available resources
- Reduced stress in communicating with those who want to provide support
- Faster recovery of loved ones resulting from psycho / emotional community support

Additional Marketing Exposure

Extend your company’s brand

- Spread brand recognition beyond your employee base – every time an employee creates a private community website, your company’s name and logo will be viewed many times – by an average of 50 or more members
- Derive goodwill as your company is associated with caring about employees

Employee Engagement

Watch your corporate culture improve as employees begin to actively help one another

- Strengthened workplace culture from employees helping one another and engaging in new volunteer activities
- Gratitude that their employer cares enough to find resources which help make a positive impact on their lives
- Reinforcement of your company’s commitment to social responsibility

Return on Investment

Achieve bottom line growth through increased employee productivity

- Low-cost introductory annual license fee provides immediate way to bring tangible support to employee caregivers
- Increased productivity from offering a caregiving coordination tool that can reduce employee absenteeism as well as frequency of arriving to work late and leaving early
- Reduced health care costs as employee caregivers lower their own health risks associated with the stresses of caregiving



Creating a private community is easy...and requires no training

1. Your employee goes to the company intranet and clicks on the “Lotsa Helping Hands” link.
2. In less than 2 minutes, they can create (either for themselves, a colleague, or for another family member or friend) a private web-based caregiving coordination community, e.g. ‘Debbie’s Helpers’
3. As a coordinator of this new community, the employee may add additional coordinators and community members – from inside and outside of the company.
4. Using our standardized templates, the coordinators (in consultation with the recipient / family) create new activities requiring assistance including meals delivery, rides, and other tasks.
5. Whenever members sign in to ‘Debbie’s Helpers’, the system automatically displays activity calendars showing open volunteer opportunities.

The next time a caregiving employee is in crisis and someone asks “What can I do to help?” – the answer is easy

1. Other colleagues, family members, friends, and neighbors provide their name and email address to the community coordinators to be added to ‘Debbie’s Helpers’.
2. The new member signs in with their private password and immediately sees the various tasks requiring volunteer help, whether it’s a meal on Monday, Wednesday, Friday nights for the next six weeks, or twice-a-week rides to medical appointments.
3. The member can instantly sign-up by clicking on a specific task. Lotsa Helping Hands automatically sends confirmation emails to the family and coordinators, and email reminders one month, one week and one day prior to a commitment.
4. In addition to the coordination and tracking of volunteer activities, the system provides additional community building features including posting of announcements, blogs, well wishes, photos, and resources.

“At Lotsa Helping Hands, we believe in the power of community. In the face of the changing economy and increasing demands on all of us, we need one another more than ever to manage daily tasks, especially when balancing work while caring for elderly parents or a sick loved one. That’s why we are excited to bring our service to America’s business community.” – Hal Chapel, Co-Founder and CEO

Commitment to Privacy

Lotsa Helping Hands is committed to protecting the privacy of all members of Lotsa Helping Hands communities. As stated in the privacy policy in our Terms of Use, personal information will never be sold or given to third parties.



Corporate volunteerism is on the rise

According to the U.S. National Council on Workplace Volunteerism, more than 463,000 employees volunteer, giving more than nine million hours of their time in the U.S. and abroad. The Lotsa Helping Hands coordination service can be an additional resource to promote and organize these other volunteer programs.

Ways to Use the Lotsa Helping Hands Service

Employee Caregiving:

Place link on your employee intranet for caregiving coordination needs

Corporate Volunteerism:

Use the service to promote and organize other employee volunteer programs

Corporate Citizenship:

Integrate Lotsa Helping Hands into your company's framework for corporate citizenship

Human Resources Messaging:

Identify content and resources to 'push' into community websites

“Lotsa Helping Hands helps companies engage employees for volunteering, not only for individual family needs but the service can ignite volunteer efforts throughout the company. It is a powerful way for employees to support one another and benefit from giving and receiving.” – Barry Katz, Co-Founder

Military Families • Parenting • Schools • Youth Action Programs • Religious Groups



While the majority of Lotsa Helping Hands communities were initially formed as caregiving coordination communities, many members have gone on to create new communities for other volunteer coordination activities. Thousands of communities have been created solely for the purpose of volunteer coordination – from neighborhood organizing, to play groups, youth action programs, classroom / parent organizing, and high school community service.

Lotsa Helping Hands™ create community



Stories of community support

It is impossible to entirely convey the profound sense of community that transpires within Lotsa Helping Hands communities. Here are a few communities that demonstrate how a person's "circles of community" can come together to provide support to loved ones during times of need.

HELP with Prayers for Paul

The Challenge

- A 39 year old father of three young children was diagnosed with an inoperable germ cell tumor that metastasized to his chest.
- His family struggled with him during 4 cycles of chemo treatment, each cycle lasting 6 hours a day for an entire week.

The Result

- A Lotsa Helping Hands community was created and 200 volunteers volunteered to help with rides for the children, meals delivery, and support for the family.

RELIEF for a Military Family

The Challenge

- A Washington D.C. naval officer learned that his pending deployment to Kuwait was to occur just four days after the birth of his third child.
- He and his wife were overwhelmed with how she was going to manage the emotional and physical challenges without him.

The Result

- A group of 40 women, aptly called "The Gibson Girls" came together to help – coordinating grocery shopping, play dates, and even help with taking out the garbage on cold winter nights.

RAPID Coordination

The Challenge

- In Bethesda, MD a young couple was left homeless after a devastating fire that also put their 1-year old triplets in intensive care.
- The family was not only devastated from their losses, but also struggling to juggle hospital visits and healthcare for their young children.

The Result

- A veritable herd of more than 600 volunteers – local and from across the country – came together to coordinate donations for the family, transportation, meals and emotional support.

FACTS AND STATS

The integration of community involvement into the broader corporate citizenship strategy of the company continues to deepen as does the engagement of other internal and external stakeholders in building and delivering the company's community involvement strategy and programs.

Source: Boston College Center for Corporate Citizenship.

37% of employees don't believe that their organizations provide a real and ongoing effort to inform employees of the family-friendly programs that are available.

Source: Families and Work Institute

Both male and female children of aging parents make changes at work in order to accommodate caregiving responsibilities. Both have modified their schedules (men 54%, women 56%). Both have come in late and/or leave early (men 78%, women 84%) and both have altered their work-related travel (men 38%, women 27%).

Source: Sons at Work: Balancing Employment and Eldercare, MetLife Mature Market Institute, June 2003

Women average 11.5 years out of the paid labor force, primarily because of caregiving responsibilities; men average 1.3 years.

Source: 101 Facts on the Status of Working Women produced by Business and Professional Women's Foundation



Get started



Contact us for details about our licensing program.

All you need to do is decide where to place the links on your intranet and determine the best ways to announce this service benefit to your employees (suggestions can be provided). To learn more about how to give your employees Lotsa Helping Hands™, contact us today about our Employer Caregiving Program. Call **978-823-1630**.

“Your website is outstanding. Easy to use, intuitive, well thought out. It's the answer to one of our first practical questions in this crisis: "How can we manage all the offers of help?" From our hearts, thank you. We're grateful for a tool that's so useful in a really tough time of need.” – Jeffrey, Vermont

“This is a wonderful program that I stumbled upon when searching for the address to the hospital to send a thank you note. I was in the hospital for 3 weeks and delivered twins who were in NICU for 4.5 months. Although people asked what they could do, there was no coordinated effort, so driving me to the hospital post-surgery fell to my parents exclusively; preparing food fell to no one, so drive-thru food became a necessity for us. We were very fortunate for all the care that our family received, but this service would have made things a great deal easier.” – Donna, Massachusetts



Our Vision:

We believe in a world where building circles of caring communities becomes a recognized way to find meaning in both giving and receiving.



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www.lotsahelpinghands.com