A Closer Look: Stories from caregiving

A WETA PBS documentary



OneAmerica® Financial



A labor of love, caregiving is a role that is quietly taken on by millions of Americans every day. According to a recent RAND Report*, an estimated 53 to 105.6 million U.S. adults provide unpaid care to family and friends. And with a rapidly aging baby boomer generation and longer life expectancies, even more families will soon be called to take on this vital, deeply personal and often challenging role.

From Executive Producer Bradley Cooper, "Caregiving" shares the heartfelt stories of those who step up in extraordinary ways. From grandchildren to spouses, their experiences reveal the emotional, social and economic pressures of caregiving — and the opportunities for innovation in long-term care.

This companion storybook offers a closer look at their journeys and highlights how OneAmerica Financial® is pioneering solutions that help caregivers find strength, security and support during life's most critical moments.

* RAND, America's Military and Veteran Caregivers: Hidden Heroes Emerging from the Shadows, page 2



“I like to say that there are only four kinds of people in the world — those who have been caregivers, those who are currently caregivers, those who will be caregivers and those who will need caregivers.”



— Rosalynn Carter, Former First Lady
Founder of the Rosalynn Carter Institute for Caregivers

Learn more about the film
Wellbeings.org/collection/caregiving

Creating community

At 29, Jacquelyn, a writer and screenwriter, put her own life on hold to become the full-time caregiver for her mother and grandmother, who were both living with dementia. Moving home during the pandemic, she faced not only the daily challenges of caregiving, but also the deep isolation it can bring.

By sharing her story on social media, Jacquelyn connected with others walking the same path, offering guidance, reassurance and the comfort of knowing they weren't alone.

WATCH HER STORY


caregiver
care·giv·er | \'ker-ˌgi-vər\
one who gives the tremend
aid to another.
a symbol of strengt

Eyes on Dad

Lynnette has spent five years caring for her father, Thomas, without a break. Now, with a chance to visit family in New York for her nephew's graduation, she faces the painful fear of stepping away, knowing he might forget her — even in such a short time.

Her story is one of deep devotion and love, showing that even in the face of loss, meaningful connections and cherished moments endure.

WATCH HER STORY



My first priority

Matt's life changed in an instant when his wife Kanlaya experienced two major strokes and was later diagnosed with cancer, leaving her paralyzed and cognitively impaired. While caring for her full-time, Matt works to keep life steady for their young son, Ty.

His commitment to Kanlaya shows both unwavering love and determination, knowing that Ty's greatest need is to have his mother present in his life.

WATCH HIS STORY



Love without bounds

After her husband Kenneth was diagnosed with a rare brain disorder, Malcoma Brown-Ekeogu stepped into the role of full-time caregiver. Facing financial strain and fading support systems, she continued to fight for his dignity while shouldering the heavy burden of caregiving on her own.

After 21 years of marriage, Malcoma's devotion only deepened, reflecting the strength and persistence so many caregivers embody. Following the filming of their story, Kenneth succumbed to his illness. Today Malcoma honors his memory as a devoted educator and advocate, teaching others in the U.S. and abroad about Frontotemporal Degeneration (FTD).

WATCH HER STORY


caree
/'ker,ē/
noun. A person who receives care
from the one who loves
caregiver
/'ker,givər/
noun. A person who gives up a life they
love to take care of the one they love

The state of caregiving

As conditions like Alzheimer's become more widespread, long-term care protection with caregiver support is more essential than ever to help close the care gap while while protecting families' legacies.

People age 65+ survive **4-8** years after an Alzheimer's diagnosis,[1] and by 2060, the number of Americans living with the disease is expected to **nearly double**.[2]

56% of Americans turning 65 today will need some form of long-term care.[3]

51% of informal caregivers struggle to balance caregiving duties with other obligations, while **47%** experience emotional stress and burnout.[4]

1 in 3 new informal caregivers struggle with a lack of caregiving knowledge.[4]

[1] Alzheimer's Association 2024 Alzheimer's Disease Facts and Figures, page 8
[2] Alzheimer's Association 2024 Alzheimer's Disease Facts and Figures, page 42
[3] Long-Term Services and Supports for Older Americans: Risks and Financing, 2022 (aspe.hhs.gov)
[4] OneAmerica Financial Leading Tomorrow: 2024 Caregiver Study

OneAmerica Financial® delivers on the promise of long-term care protection

For more than 35 years, OneAmerica Financial has supported families through the challenges of aging and long-term care. We understand the emotional, social and financial pressures that caregivers face. That's why we offer long-term care protection designed to take the burden off their shoulders, so families can focus on what matters most.

With OneAmerica Financial, your clients can count on:

Care beyond a check: Our Care Champions are in your clients' corner, every step of the way. More than a concierge, our dedicated team can do the heavy lifting, working with care providers to manage the bills and logistics.

Support for caregivers: We go beyond claims handling to support the well-being of caregivers and give them a shoulder to lean on. Because families deserve a resource they can call anytime, for any reason.

Guaranteed benefits: Our policies combine the stability of life insurance and annuities with the security of long-term care benefits, protecting an individual's health and wealth no matter what the future holds.

Choice and flexibility: Whether care is needed at home or in a care facility, families can build the long-term care strategy that's right for them. OneAmerica Financial offers flexible funding, joint protection and benefits for life — so individuals can receive care as long as they need it.

Choosing OneAmerica Financial means knowing that both your clients and their caregivers are supported, protected and empowered for the journey ahead.

With OneAmerica Financial, families are never alone in their caregiving journey. We believe **you're a name, not a claim.**

Aging should be a gift, not a burden.

Long-term care can call for lifelong support.

Everyone deserves a champion in their corner.

Learn more:
oneamerica.com/caregiving



"Caregiving" is a production of Lea Pictures and WETA Washington, D.C., in association with Ark media. Chris Durrance serves as Director for Ark media. Barak Goodman is Series Producer, Chris Durrance is Senior Producer and Ruth Fertig is Producer for Ark media. Executive Producers for Lea Pictures are Bradley Cooper and Weston Middleton. Executive Producers for WETA are John F. Wilson and Tom Chiodo. Producer for WETA is Kate Kelly. Production is managed for WETA by Jim Corbley.

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