



## Partner With Us to Close the Caregiver Gap

CareForce Pathways Sponsorship Prospectus | Indian River, Martin & St. Lucie  
Counties, FL

### The Problem

Florida is experiencing rapid growth in its aging population while simultaneously facing a significant shortage of direct-care workers. **Nearly one in four Floridians is already age 65 or older, and an estimated 283,700 direct-care job openings are projected statewide between 2022 and 2032.** Across the Treasure Coast, families are increasingly challenged by the rising cost of home-care services. Assisted Living and Memory Care communities continue to experience staffing shortages, and hospital discharge planners struggle to secure timely placement for patients who are medically ready to leave acute care. At the center of this challenge is an insufficient supply of **qualified, skilled, and retained caregivers**. The underlying problem is a fragmented workforce pipeline. **Recruitment, training, specialization, placement, and retention have operated as separate systems rather than as one coordinated pathway.**

### Our Response: CareForce Pathways

CareForce Pathways is a six-phase **caregiver workforce connection pipeline** — **Recruit, Train, Specialize, Place, Retain, Advance**. The program prepares and connects home health aides (HHAs) and certified nursing assistants (CNAs) with specialized training in **dementia care, medication awareness, and caregiver mental wellness**. Graduates are prepared to enter the workforce with greater confidence and job readiness, while receiving up to **12 months of retention coaching, mentorship, mental wellness, and proposed wage-growth and career-advancement pathways.**

### 6-Year Program Targets

|                                             |                                     |                                     |
|---------------------------------------------|-------------------------------------|-------------------------------------|
| <b>100</b><br>Certified caregivers per year | <b>85%</b><br>Placed within 90 days | <b>70%</b><br>Retained at 12 months |
|---------------------------------------------|-------------------------------------|-------------------------------------|

### Why Sponsor CareForce Pathways

Your sponsorship is more than a donation — it is a **workforce investment** with measurable return. Replacing a direct care worker costs employers \$3,000–\$8,000 in recruiting and onboarding. CareForce Pathways reduces that cost by training workers who are better prepared, connected to employers from day one, and supported to stay. Sponsors gain:

- Demonstrated community health leadership in a region-wide crisis
- Employer-sponsor access to a certified, vetted graduate pipeline
- Brand recognition across tri-county healthcare and senior living networks
- Quarterly impact reports with outcomes tied directly to your investment



## 2026–2032 Sponsorship Tiers

| Benefit                                  | Founding Partner<br>\$25,000+ | Champion<br>\$10,000 | Advocate<br>\$5,500 | Supporter<br>\$2,500 | Friend<br>\$1,000 | Community Ally<br>\$500 |
|------------------------------------------|-------------------------------|----------------------|---------------------|----------------------|-------------------|-------------------------|
| Named cohort sponsorship                 | ✓                             | ✓                    | ✓                   | —                    | —                 | —                       |
| Logo on program materials & certificates | ✓                             | ✓                    | ✓                   | —                    | —                 | —                       |
| Priority employer access to graduates    | ✓                             | ✓                    | —                   | —                    | —                 | —                       |
| Speaking role at graduation ceremony     | ✓                             | ✓                    | —                   | —                    | —                 | —                       |
| Website & social media recognition       | ✓                             | ✓                    | ✓                   | ✓                    | —                 | —                       |
| Quarterly impact report                  | ✓                             | ✓                    | ✓                   | ✓                    | ✓                 | —                       |
| Tax-deductible acknowledgment letter     | ✓                             | ✓                    | ✓                   | ✓                    | ✓                 | ✓                       |
| Named in annual donor report             | ✓                             | ✓                    | ✓                   | ✓                    | ✓                 | ✓                       |

## Custom Sponsorship Opportunities

We also welcome in-kind and structured arrangements, including:

- Scholarship sponsorships: fund one trainee's full certification at **\$1,500**
- Scholarship sponsorships: fund one trainee's full scholarship at **\$5,500**
- Cohort naming rights: "**The [Your Name] Class of 2026/2027**"
- In-kind contributions: uniforms, supplies, classroom space, simulation equipment
- Multi-year commitments welcome at any tier

**Ready to invest in the Treasure Coast's Caregiver future?**

**Contact FaithMarie Griffiths, MSN-RN, Dementia-BC, President**  
**[www.TreasureCoastCaregiverInc.org](http://www.TreasureCoastCaregiverInc.org) / 772-249-2492**

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SPONSOR**



*Treasure Coast Caregiver Workforce Foundation, Inc. is a Florida nonprofit with 501(c)(3) status*