



FFN Appreciation Week Digital Toolkit

Thank you for joining us for the fourth annual Family, Friend and Neighbor (FFN) Appreciation Week, September 13-18, 2026.

FFN caregivers are the grandparents, nanas, aunties, abuelitas, family, friends and neighbors who care for children across the country, and they are the backbone of child care in America. Over 5 million FFN caregivers look after 11.5 million children each year, yet they often remain invisible in policy conversations and public life. This week is our opportunity to spotlight and celebrate them.

This digital toolkit contains social media posts, graphics, and templates to raise visibility for family, friend and neighbor caregivers. Please use it as a starting point to develop content that draws on your network and team's strengths and unique stories.

We're glad you're here.

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1. FFN WEEK AT A GLANCE: DAILY THEMES AND KEY DATES

Family, Friend and Neighbor Appreciation Week is a way to bring national awareness to a workforce that provides essential support to children, families, and communities, but is often overlooked. During the week, each day has its own theme focused on different aspects of FFN care and caregivers.

DAILY THEMES:

Date	Theme
Sunday, September 13	Honoring the Grandparents at the Heart of FFN <i>Join us in celebrating National Grandparents' Day!</i>
Monday, September 14	All Grown Up With FFN Care <i>Adults who received FFN care during their formative years are all around us, and they were shaped by the caregivers who helped raise them.</i>
Tuesday, September 15	How FFN Supports Culture and Community <i>Families often choose FFN because they want caregivers who share their language and culture and are part of the same community.</i>
Wednesday, September 16	Celebrating FFN Care's Unique Flexibility <i>FFN caregivers are there when other care isn't: for infants and toddlers, for overnight and weekend hours, for children with disabilities, and for families in rural communities.</i>
Thursday, September 17	Food Justice and FFN Care <i>Food provides children with nutrition, connects them to cultural traditions and is a wonderful way to learn and play. FFN caregivers need access to healthy food for themselves and the children they care for.</i>
Friday, September 18	FFN Care Has Always Been Universal <i>As the promise of universal child care gains wider recognition, it's crucial to recognize the important role FFN care has played and will continue to play in providing loving and essential support for children and families.</i>

KEY DATES:

Sunday, September 13: National Grandparents' Day

September 16 at 3 p.m. ET/12 p.m. PT: National webinar, [Celebrating Progress and Building Futures with FFN Caregivers](#)



2. KEYNOTE WEBINAR: CELEBRATING PROGRESS AND BUILDING FUTURES WITH FFN CAREGIVERS

Join us for Family, Friend and Neighbor Appreciation Week's keystone event: **Celebrating Progress and Building Futures with FFN Caregivers**, on Wednesday, September 16 at 3 p.m. ET/12 p.m. PT. Register [here](#).

During our conversation, we'll celebrate policy progress supporting FFN care and imagine a shared future that lifts up these caregivers at the heart of our communities.

The live event will cover:

- **A provider's perspective:** What it means to be an FFN caregiver today, in terms of its rewards as well as what meaningful support would look like.
- **Progress at local and state levels:** How communities in North Carolina, Kansas, Colorado, New Mexico, and beyond have taken action to resource FFN care.
- **Building the system communities deserve:** What new proposals mean for FFN caregivers on the federal level and how to create a child care system that fully includes these providers already doing the work.

Co-sponsors are encouraged to attend the webinar, share the [registration link](#) with their networks, and help us spread the word during the week.

https://us02web.zoom.us/webinar/register/WN__tDryjH1TNGNeFkszAWqGQ



3. SOCIAL MEDIA CONTENT AND GRAPHICS

GUIDELINES AND TIPS FOR SOCIAL MEDIA:

Make it personal: The sample captions below are starting points. Rewrite them in your own words, or skip them and share your own story. Posts that include a real memory, a real person or a real experience will resonate more deeply.

Boost each other: When you see another co-sponsor or community member posting about FFN Appreciation Week, like it, share it, repost it and tag them. A list of participating co-sponsors and their social media handles is included after the sample captions and prompts.

Tag Home Grown and use the hashtags: Tagging @HomeGrownHBCC ([Instagram](#) and [Facebook](#)), Home Grown Child Care ([LinkedIn](#)) and @HomeGrownOrg ([X](#)) helps us find and amplify your posts throughout the week. Use #FFNAppreciationWeek on every post.

GRAPHICS:

Graphics are available in English and Spanish. To download ready-to-use graphics, [click here](#). To access editable templates on Canva and add your logo, [click here](#).

SAMPLE CAPTIONS AND PROMPTS:

Honoring the Grandparents at the Heart of FFN - Sunday, September 13	
Sample Captions	Prompts
- Did you know? There are over 5 million FFN caregivers who look after 11.5 million children in the United States, and many of these caregivers are grandparents. Families often rely on grandparents for child care during nontraditional hours, such as evenings and holidays, when other child care settings are closed. #GrandparentsDay - Did you know? 1 in 4 children in the U.S. under the age of 5 are cared for by a grandparent some or all of the time their parent is working. #GrandparentsDay - Today is #GrandparentsDay! Thank you to the many grandparents who provide child care for their grandchildren. Were you cared for by a grandparent? Share a favorite memory with us! ❤️ - Across the country, grandparents play a major role in supporting child care, particularly for young children. A 2023 Harris poll found that 42% of working parents rely on grandmothers for child care, and according to the 2011 US Census, nearly one in four children under age five receive regular care from a grandparent. #GrandparentsDay	<i>CALL TO ACTION: It's National Grandparents' Day! Were you cared for by a grandparent? Share your favorite memory of you and your grandparent!</i> <i>I received care →</i> - Growing up, my [grandma, grandpa, etc.] cared for me while my parents worked. I loved [INSERT FAVORITE MEMORY] with them. Thank you to all of the grandparents who provide child care for their grandchildren! #GrandparentsDay <i>I provide(d) care →</i> - When I cared for my [grandchild/grandchildren], one of my favorite memories together is [INSERT FAVORITE MEMORY]. I'm grateful to be able to support my family and be part of my grandchild's growth and learning. #GrandparentsDay

All Grown Up With FFN Care - Monday, September 14

Sample Captions	Prompts
- Adults who received FFN care during their formative years are all around us, and they were shaped by the caregivers who helped raise them. During #FFNAppreciationWeek, we're proud to celebrate the FFN caregivers who made a difference in a child's life. #AllGrownUpFFN - With over 11.5 million children cared for by an FFN caregiver each year, it is no surprise that many adults have fond memories of being in an FFN child care setting. Were you cared for by an FFN caregiver? Share your favorite memories in the comments below! #AllGrownUpFFN - FFN caregivers support children in every community. These children grow up to be teachers, doctors, lawyers, artists, executives, and whatever else they put their minds to! Are you All Grown Up With FFN Care? Share your experiences and tag #AllGrownUpFFN - FFN caregivers leave lasting impressions on the children they care for. Even when #AllGrownUpFFN, adults can remember the positive impact of these caregivers during their childhood. Are you All Grown Up With FFN Care? Share a positive memory in the comments	<i>CALL TO ACTION: Were you in FFN care as a child, or did you care for a child who now is all grown up? Share a positive memory!</i> <i>I received care →</i> 11.5 million children in the United States are cared for by an FFN caregiver. And I was one of them! Growing up, my [grandparent, aunt, neighbor, mom's friend, etc.] cared for me while my parent was at work. I loved [INSERT FAVORITE MEMORY] with them. #AllGrownUpFFN <i>I provide(d) care →</i> - Over 5 million FFN caregivers look after children in the United States. And I was one of them! For [BLANK] years, I cared for my [grandchild, niece/nephew, neighbor's child, etc.]. I loved [INSERT FAVORITE MEMORY] with them. #AllGrownUpFFN

How FFN Supports Culture and Community - Tuesday, September 15	
Sample Captions	Prompts
- Families often choose FFN care because they want caregivers who share their language, culture, values, and traditions. During #FFNAppreciationWeek, we're proud to celebrate the ways FFN caregivers foster trust and safety while helping children build a sense of belonging, identity, and connection to community. - For many families, having FFN care means having culturally-grounded care for their children – an experience that reflects their priorities and needs. This #FFNAppreciationWeek, we're celebrating families' choice to find care that reflects who they are and helps children stay connected to their culture and community. - Many immigrant and dual language families rely on FFN care. This leads to an enhanced sense of trust and safety and an experience that is responsive to these families' priorities and needs.	<i>CALL TO ACTION: Did or do you share your language or cultural traditions with your FFN caregiver or children in your care? Do you celebrate cultural holidays or community events with one another? Share your stories! using the hashtag #FFNApprecationWeek</i> <i>I received care →</i> - When my [grandparent, aunt, neighbor, mom's friend, etc.] looked after me, we [cooked a cultural dish, spoke a certain language, celebrated a holiday, attended certain events, etc.]. Growing up with that connection to my culture and community [shaped who I am today, helped me stay connected to my family's traditions, made me feel seen and proud of who I am]. <i>I provide(d) care →</i> - With the children in my care, we [celebrate our traditions, share our language, cook cultural dishes, attend community events, etc.] because it's important to me that they stay connected to their culture and community.

Celebrating FFN Care's Unique Flexibility - Wednesday, September 16	
Sample Captions	Prompts
- FFN care is often provided during nontraditional hours, such as evenings, overnight, weekends and/or holidays. FFN caregivers provide quality and convenient care that supports working families when they need it most. #FFNCareIsAlwaysThere  Did you know? 82% of unpaid FFN providers and 63% of paid FFN providers who care for children under age 6 offer some care during nontraditional hours. #FFNCareIsAlwaysThere - Whether a parent is working late, covering a night shift, or navigating a school closure, FFN caregivers help make it possible for families to work and children to remain in trusted, consistent care. #FFNCareIsAlwaysThere - FFN care's unique flexibility gives families more options than other forms of care. FFN caregivers are there for infants and toddlers, overnight and weekend care, children with disabilities, and families in rural areas. #FFNCareIsAlwaysThere	<i>CALL TO ACTION: Have you received care or provided care that traditional, center-based options can't or won't? Share how FFN care is always there!</i> <i>I received care →</i> - My [grandparent, aunt, neighbor, mom's friend, etc.] cared for me [early in the morning, late at night, overnight, on weekends, etc.]. I'm grateful for the flexibility my FFN caregiver provided my family! <i>I provide(d) care →</i> - I cared for my [grandchild, niece/nephew, neighbor's child, etc.] [early in the morning, late at night, overnight, on weekends, etc.]. I'm proud to support families by providing flexible care that meets their needs!

Food Justice and FFN Care - Thursday, September 17	
Sample Captions	Prompts
- Food provides children with nutrition, connects them to cultural traditions, and is a wonderful way to learn and play. #FFNAppreciationWeek is a reminder that FFN caregivers need access to healthy food for themselves and the children they care for.  Did you know? With the rising cost of food, many FFN caregivers are working hard to provide nutritious meals and snacks while navigating the financial challenges that come with supporting children and families. - FFN caregivers show up every day to feed and nurture the children in their care, but according to a 2021 survey, 34% experience food insecurity themselves. This FFN Appreciation Week, we're calling for the support they deserve.	<i>CALL TO ACTION: Share a favorite recipe and memories of cooking with an FFN caregiver or as a caregiver!</i> <i>I received care →</i> - When I was a kid, my [grandparent, aunt, neighbor, mom's friend, etc.] cared for me while my parents worked. One of my favorite memories with them is cooking [INSERT RECIPE]. <i>I provide(d) care →</i> - Nutritious foods are an important part of child care! When I cared for my [grandchild, niece/nephew, neighbor's child, etc.], we would cook [INSERT RECIPE] together. Watching them learn about food, practice cooking skills, and enjoy a meal we made together was a meaningful part of our time together.

FFN Care Has Always Been Universal - Friday, September 18	
Sample Captions	Prompts
- As the promise of universal child care gains wider recognition, it's crucial to recognize the important role FFN care has played and will continue to play in providing loving, supportive and essential support for children and families. - Many child care providers don't earn enough to make ends meet. FFN caregivers, when paid, have an average annual earning of \$7,420. This needs to change. Share to raise awareness and support for better wages for FFN caregivers. - FFN care provides an essential service that allows families to go to work, yet caregivers often don't have access to critical resources such as fair wages, health care, and other benefits. A universal child care system must ensure FFN caregivers have access to the resources and recognition they deserve. - Policy conversations should include all types of caregivers, including grandparent FFN caregivers. Urge leaders to support FFN caregivers by including FFN care in policy conversations.	<i>CALL TO ACTION: Share your vision of a future where FFN care is recognized, celebrated and supported and children have the care they need.</i> - A universal child care system needs to include FFN caregivers because [BLANK] - Celebrating FFN care means [BLANK] - As an FFN caregiver, I would feel recognized, celebrated, and supported if [BLANK]



4. CO-SPONSOR SOCIAL MEDIA DIRECTORY

Use this directory to find and follow co-sponsors before the week begins, so you're ready to cross-tag and reshare content throughout.

Organization	Instagram	LinkedIn	Facebook	X
Home Grown	HomeGrownHB CC	Home Grown Child Care	HomeGrownHB CC	HomeGrownOrg
A Golden State For Kids	agoldenstateforkids		agoldenstateforkids	
All Our Kin	allourkin	All Our Kin, Inc.	AllOurKin	allourkin
Anchoring Our ROOTS (JSOL STUDIOS LLC)	isolstudios		JSOL-Studios-LLC	
Bananas	bananasbunch	Bananas, Inc.	BananasBunch	BananasBunch
BrightSpark Early Learning Services	brightspark_els		brightspark.org	
Brilliant Cities	brilliantcities	Brilliant Cities	BrilliantCities	
Candelen	candelen	Candelen	CandelenAZ	
Center for Law and Social Policy (CLASP)	clasp_dc	Center for Law and Social Policy	CLASP.org	CLASP_DC
Child Care Action Council	child_care_action_council	Child Care Action Council	childcareactioncouncil	
Child Care Aware of Kanas		Child Care Aware of Kansas	ccakansas	
Child Care Aware of Washington	wachildcarematters	Child Care Aware of Washington	ChildCareAwareofWashington	
Child Care Choices	childcarechoices	Child Care Choices of Miami County	childcarechoicesofmiamicounty	
Child Care Resource Center	childcareRC	Child Care Resource Center	ChildCareRC	childcareRC
Colorado Statewide Parent Coalition	coloradoparents		CSPC.Colorado/	
Early Care & Education Projects - University of Arkansas	ua_ecep		ecepinfo/	

Early Edge California	earlyedgeca	Early Edge California	EarlyEdgeCA	EarlyEdgeCA
Early Milestones Colorado	earlymilestones	Early Milestones Colorado	EarlyMilestonesCO	
Families First in Cabarrus County	familiesfirstcc	Families First in Cabarrus County	familiesfirstcc/	FamiliesFirstCC
Family Childcare and Center Enrichment Foundation			https://www.facebook.com/profile.php?id=61578342087488	
FIRST 5 Santa Clara County	first5scc	FIRST 5 Santa Clara County	FIRST5SCC	first5scc
Good Food Collective	goodfoodcollectiveco	The Good Food Collective	goodfoodcollectiveco	
Growing Up New Mexico	growingupnm	Growing Up New Mexico	GrowingUpNM	
Indigo Cultural Center	indigoculturalcenter		indigoculturalcenter	indigo_cc
John Rex Endowment		John Rex Endowment	johnrexendowment	
La RED Latina de Educacion Temprana/ La RED Latina de Educacion Especial FFN	laredlatinamn		LaREDLatinadeEducacionTempranaMnchildcare	
Lantern	lantern.families	Lantern	Lantern.Families	
Montana Family Childcare Network			MontanaFamilyChildcareNetwork	
National Black Child Development Institute	nbcidi	National Black Child Development Institute	nbcidi	
National Women's Law Center	nationalwomenslawcenter	National Women's Law Center	nwlc	
National Workforce Registry Alliance	NWRAlliance	NATIONAL WORKFORCE REGISTRY ALLIANCE INC	registryalliance	
Office of Children's Affairs, City and County of Denver	denverchildrensaffairs		DenverChildrensAffairs	



Parents as Teachers National Center	parentsasteachersnational	Parents as Teachers National Center	ParentsAsTeachers	
SEIU Education and Support Fund	seiueducation	SEIU Education & Support Fund	SEIUeducation	
Sierra Nevada Children's Services	sierra_nevada_childrens_svcs	Sierra Nevada Children's Services	SNCS.home	
Smart Start of Transylvania County	smartstarttc		smartstarttransylvania	
Southwestern Child Development Commission	southwesternchild	Southwestern Child Development Commission Inc	swcdcinc	
Supporting Care Providers of Kansas	supportingcareproviderskansas		supportingcareprovidersofkansas/	
TrainingGrounds	mytgnola	TrainingGrounds	myTGnola	myTGnola
Trying Together	trying_together	Trying Together	TryingTogether	
United Way of Southwestern Pennsylvania	unitedwayswpa	United Way of Southwestern Pennsylvania	unitedwaySWPA	
Westside Network / Superlative Academy	superlativeacademyinc	Superlative Academy Inc.	Superlative	



5. OTHER WAYS TO AMPLIFY YOUR IMPACT

Participating in FFN Appreciation Week is a great way to celebrate and acknowledge the value of FFN care and caregivers. We encourage you to utilize the strengths of your networks and teams to creatively support FFN caregivers over this week.

Social media is just one way to show your support. Here are a few other ways to show up for FFN caregivers this week:

Write a blog post or an op-ed: FFN Appreciation Week is a great time to write your own content and share it with local publications to amplify your messages. Write a blog post or op-ed about FFN care in your community, or invite a caregiver in your network to share their story in their own words.

Engage your network of FFN caregivers: Do you work with a network of FFN caregivers? Be sure to engage with them during FFN Appreciation Week and make sure they feel loved and appreciated. Some ideas include sending them kind texts, videos, or email messages, and/or hosting a virtual or in-person gathering for them.

Reach out to your elected officials: If the political climate feels safe to do so, engaging elected officials in your efforts to support FFN care and caregivers is a great way to build awareness. You can go to <https://www.usa.gov/elected-officials> to identify your elected officials and reach out to ask for their support during FFN Appreciation Week and beyond.

Promote the webinar: Share the registration link for our keystone webinar, [Celebrating Progress and Building Futures with FFN Caregivers](#), Wednesday September 16, 3pm ET / 12pm PT with your networks and encourage people to attend.

6. ADVOCACY AND ACTION FOR FFN CARE

Every organization can help advance FFN care, whether you're just starting to raise awareness or pushing for systems change. The ideas below are a starting point; use what fits your community and context.

Stage	Action Steps and Messaging
I: Building Awareness: • Early in the process • When lots of misconceptions about FFN exist • When mainstream ECE partners are resistant	• Hold a hearing on FFN care • Ask for a task force or commission to research FFN needs • Ask administrations to collect data about FFN care and participation in subsidies, CACFP, training and supports, etc. • Conduct listening sessions with FFN providers and parents • Recognize FFN leaders in public ECE forums (awards, etc.) • Include FFN perspectives in sector-wide research • Include FFN in existing provider/community input panels, advisories, and committees
II: Expanding Access • Awareness exists • There is interest among partners • Opposition is clear and well-managed or neutralized • Reach and connection to FFN community is well-established, with strong leaders and spokespersons	• Advocate for FFN caregivers to access existing supports such as training or professional development • Ensure training and professional development supports are responsive to FFN care both in content (appropriate to the setting) and logistics (times, location, languages) • Request that outreach and engagement resources for the ECE field be FFN-friendly, using appropriate terms and inclusive language • Give FFN caregivers and families related resource access (food, developmental screening, social support referrals) • Expand existing support programs to include FFN children and caregivers (nurse consultations, early childhood mental health) • Ensure FFN-serving organizations can participate in state RFPs and solicitations
III: Changing the system • Some supports in place • Strong awareness and acceptance of need for FFN care in system • Understanding that an equitable ECE system must include FFN care • Legislative and/or administrative champions exist	• Set aside CCDF quality funds for FFN-specific training and support (such as home visiting, play and learn, support groups) • Create new funding streams to support FFN caregivers • Create grants to build capacity of FFN-serving organizations • Equitably include FFN in subsidy programs with appropriate eligibility rules and fair payment rates • Give FFN caregivers access to fair compensation including benefits such as health insurance and retirement



7. FREQUENTLY ASKED QUESTIONS (FAQ)

Who is considered a family, friend and neighbor caregiver?

Family, friend and neighbor (FFN) caregivers are the grandparents, nanas, aunties, abuelitas, family, friends, and neighbors who care for children—typically people who already have a relationship with the children in their care. Family, friend and neighbor care makes up the majority of home-based child care. Most states allow FFN caregivers to be legally license exempt, meaning they are not required to pursue licensure to serve the smaller number of children they care for. These caregivers may be paid or unpaid and may or may not identify as child care providers.

Why is it important to increase awareness around family, friend and neighbor caregivers?

FFN caregivers make it possible for millions of parents to work and contribute to the economy, yet they often remain invisible in policy conversations and public life. Over 5 million FFN caregivers look after 11.5 million children, including 5.8 million children ages 0-5 (NSECE, 2019), and one in four children in the U.S. under the age of 5 is cared for by a grandparent some or all of the time their parent is working (ZERO TO THREE, 2017).

Why do families choose FFN care?

FFN care is many families' first choice for a variety of reasons. Families value the trust, familiarity, and cultural connection that FFN caregivers provide. FFN care is particularly important for immigrant and dual language learner families, for families working non-traditional hours, and for rural families with limited access to child care centers. Also, it is often more affordable and more flexible than center-based care.

How do children benefit from FFN care?

Young children need nurturing relationships to support their brain development. Early experiences affect the quality of the brain's architecture by establishing either a sturdy or a fragile foundation. A home-based setting, including those found with FFN care, is the ideal setting to develop and support these strong and nurturing relationships.



8. RESOURCES AND PUBLICATIONS

The resources below offer additional reading on FFN care and related topics. Use them to share with your networks or draw on for your own content during the week.

Home Grown Resources
Family, Friend and Neighbor Child Care: Supporting Diverse Families and Thriving Economies (2022)
Home-Based Child Care Fact Sheet (2023)
Promising Practices for High-Quality Home-Based Child Care Networks: Supporting Family, Friend, and Neighbor Providers (2024)
Promising Practices for High-Quality Home-Based Child Care Networks: Family, Friend, and Neighbor Providers' Recommendations (2024)
Video: What is Family, Friend and Neighbor Care? (2025)
Video: FFN Caregivers Provide Care Through Trusting Relationships (2025)
Video: Supporting FFN Care with Policies (2025)
Grandparent child care in the U.S.: What we know, what's missing, and what policy can do (2026)
Federal Research
Department of the Treasury: The Economics of Child Care Supply in the United States (2021)
Office of Planning, Research and Evaluation (OPRE): Conceptual Framework for Quality in Home-Based Child Care Overview Brief (2025)
Office of Planning, Research and Evaluation (OPRE): Quality in Family, Friend, and Neighbor Child Care: Summary of Findings from the Home-Based Child Care Practices and Experiences Study (2025)
Office of Planning, Research and Evaluation (OPRE): Where do Family, Friend, and Neighbor Child Care Providers Turn For Support? Findings from the Home-Based Child Care Practices and Experiences Study (2025)
Office of Planning, Research and Evaluation (OPRE): "Somebody that I know and trust": Family perspectives on using family, friends, and neighbors for child care. Findings from the Home-Based Child Care Practices and Experiences Study (2025)
Additional Reading



Zero to Three: The Grand Plan: Executive Summary (2019)
Migration Policy Institute: The Invisible Work of Family, Friend, and Neighbor Caregivers and Its Importance for Immigrant and Dual Language Learner Families (2021)
National Women’s Law Center: Sustaining Family, Friend, and Neighbor Child Care Beyond the Pandemic: Guidance and State Models (2021)
Center for the Study of Child Care Employment: “Where My Child Is Loved”: Grandparent Child Care is Fundamental (2024)
Center for the Study of Child Care Employment: Immigrant Family, Friend, and Neighbor Caregivers: Essential, Yet Invisible (2024)
The 74: Why ‘Family, Friend and Neighbor Care’ Is Core to America’s Child Care System (2025)



9. PRESS RELEASE TEMPLATE

Use the template below to announce your participation in FFN Appreciation Week. Customize it with your organization's information and voice, and share with media outlets, on your website, or with your networks.

[YOUR ORGANIZATION'S LOGO]

FOR IMMEDIATE RELEASE

Contact: Name, Email, Phone

[Organization] Joins National Celebration of Family, Friend and Neighbor Caregivers, September 13-18

CITY, STATE (DATE) – [Organization] will join organizations across the country as a cosponsor of Family, Friend and Neighbor (FFN) Appreciation Week, September 13-18.

FFN caregivers are the grandparents, nanas, aunties, abuelitas, family, friends and neighbors who care for children across the country, and they are the backbone of child care in America. Over 5 million FFN caregivers look after 11.5 million children each year, yet they often remain invisible in policy conversations and public life. FFN Appreciation Week is an annual opportunity to give them much-needed visibility and push for positive change.

[PROVIDE QUOTE FROM YOUR ORGANIZATION OR USE THIS ONE]:

"Family, friend and neighbor (FFN) caregivers are all around us: an aunt, grandparent, or beloved neighbor caring for children while their parents are working. They provide the most widely used form of child care in America, but too often they're excluded from policy and mainstream conversations," says Natalie Renew, Executive Director of Home Grown. "This week we celebrate the critical role these caregivers serve: for parents who work nontraditional hours, for rural communities with few other options, and for families who want a caregiver who shares their language, culture and trust. Recognition is the first step toward change, and FFN caregivers deserve both."

[INSERT PARAGRAPH ABOUT HOW YOUR ORGANIZATION'S WORK WITH LOCAL PROVIDERS AND FAMILIES]

FFN Appreciation Week was founded to bring national visibility to these essential caregivers and to turn that visibility into action. This year's week runs September 13–18, with daily themes and a keynote webinar on September 16.

To learn more, visit ffnappreciationweek.org

[INSERT BOILERPLATE DESCRIPTION OF YOUR ORGANIZATION]



10. EMAIL TEMPLATE

To help spread the word, customize the email below for your networks. Consider adding a customized call to action for your audience.

Dear **xxxxx**,

We're excited to share that **[organization]** is joining Home Grown and organizations across the country to celebrate Family, Friend and Neighbor (FFN) Appreciation Week from September 13-18.

FFN caregivers are the grandparents, nanas, aunties, abuelitas, family, friends and neighbors who care for children across the country, and they are the backbone of child care in America. Over 5 million FFN caregivers look after 11.5 million children each year, yet they often remain invisible in policy conversations and public life. During this week-long celebration, we have an opportunity to spotlight and honor them.

[Add your organization's statement about your commitment to FFN care and/or why it matters to your community]

Throughout the week, we'll be sharing stories, resources, and calls to action celebrating FFN caregivers and the families they serve. Please join us in recognizing these invaluable caregivers and their many contributions to our communities. For resources and more information, visit the [FFN Appreciation Week page](#) to learn more.

Thank you,

[Signature]