

The New

Normal

The Survival Kit for Caregiving Heroes

How might we support caregivers
to feel less isolated as they go
through an identity transformation
and navigate a new normal

Goal:

Help Build A Support System Around The Caregiver

Help The Caregiver Transform Their Identity

Help Create A New Normal For Society

I don't know what to do,
I don't know what to say, but...
I can send this box of love.

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The Survival Kit For Caregiving Heroes

Monthly Subscription Service

BOX FORMAT:

P — for Practical

H — for Hilarious

I — for Identity

C — for Community

BOX PROGRESSION:

1 Welcome Box

2 Getting Into It Box

3 I'm Kicking Butt Box

4 Why Is There Poop Box

BOX ITEM
EXAMPLES

The New Normal

A BLOG FOR CAREGIVING HEROES



Julie

McDermott

What's my superpower?

Ability to always find my father's wallet.

How have I transformed for the better?

The quick brown fox jumps over the lazy dog and has lots of cheese under her bed.

What's my funniest struggle?

The quick brown fox jumps over the lazy dog and has lots of cheese under her bed.

Business Model:

Subscription Service

Sponsorship For Items

Partnership With Orgs

thank you.