

WA Cares Fund toolkit | Social media

HOW TO USE THIS CONTENT

This long content is designed for use as blog posts, all-staff emails, newsletter updates, intranet content, and anywhere else you want to provide in-depth information on WA Cares.

For additional toolkit materials, including a content calendar and recommendations, visit wacaresfund.wa.gov/toolkit.

WA CARES AND LONG-TERM CARE

Post 1:

Family caregiving is the bedrock of long-term care. There are nearly 900,000 family caregivers in our state helping loved ones with daily tasks like bathing, eating, medication management and more. The WA Cares Fund will support family caregivers and ease the financial burden of long-term care for Washington workers as they age. Learn more at wacaresfund.wa.gov.

Post 2:

Most people think of long-term care as care in a facility like a nursing home or assisted living, but it also includes in-home care and other services and supports to help you stay in your own home.

The WA Cares Fund is helping over 3 million Washington workers earn long-term care benefits. Learn more at wacaresfund.wa.gov.

Graphics:



CONTRIBUTIONS

Post 1:

The WA Cares Fund helps working Washingtonians earn access to long-term care benefits. By contributing 0.58% of each paycheck while working, Washingtonians earn \$36,500 in lifetime long-term care insurance coverage (grows over time with inflation). The typical Washington worker earning just over \$59,000 per year contributes about \$29 per month. Learn more and estimate your contribution amount at wacaresfund.wa.gov.

Graphics:



BENEFITS

Post 1:

With your WA Cares benefits, you'll have up to \$36,500 (grows over time with inflation) to spend on covered services. But how much does that really cover? For about a third of people, this amount could cover all the care they need in a lifetime. For everyone else, it will provide immediate relief from long-term care costs without the need to spend down their savings, as well as time to plan for any future needs. Starting in May 2026, you will be able to apply for benefits.

Learn more at wacaresfund.wa.gov.

Post 2:

WA Cares pays your providers directly for the services and supports you receive — no need to pay out of pocket. All you need to do is find a registered provider who offers the services you want.

While WA Cares benefits can be used to pay for care in a residential setting like a nursing home, they can also cover services and supports to help you stay at home. This includes home

safety modifications, home-delivered meals, transportation and assistive technology like medication reminder devices.

Learn more at wacaresfund.wa.gov.

Graphics:

