



Federal Election Toolkit

2025

The 2025 federal election has begun!

While the party leaders hit the campaign trail and your local candidates start knocking on doors, our job as care champions is to make sure that caregiving issues get the attention they deserve. Our brand new National Caregiving Strategy offers practical solutions that parties need to know about, respond to, and start implementing as soon as possible.

This toolkit is designed to help you engage with your local candidates and help make caregiving a national priority during the 2025 federal election.

If you have any questions, get in touch with us at info@canadiancaregiving.org.

Most importantly, don't forget to vote! Election Day is April 28, 2025.



How to Get Involved

Here are just a few ways you can get involved in this election and help get caregiving on the national agenda.

- **Add your name to our *Act on Care* campaign:** canadiancaregiving.org/act/
- **Ask your candidates** about caregiving issues when they come to your door or at local events. Use the questions below to get you started.
- **Get in touch with your candidates** by sending them a letter (template below).
- **Follow our social media accounts** and share our posts, tagging your candidates.
- **Volunteer with the candidate of your choice.** They need your help knocking on doors, making phone calls, putting-up lawn signs, and lots more.



Speak With a Candidate

- **Be polite, friendly and respectful.** Remember that they are regular people trying to serve their community. If you agree with them, say so. If you disagree, say so as well, but always calmly and respectfully.
- **Respect their time.** They have thousands of voters to speak to every day.
- **Thank them for the opportunity to voice your concerns** and ask how you can continue the conversation later, if needed.





Key Information About Caregiving in Canada

1 in 4

Canadians is a caregiver today

Half of us will be a caregiver at some point in our lives.

This is an issue that affects all Canadian families.



The Canada-wide impacts of insufficient support for caregivers are significant:

25%

of caregivers
report poor
mental health

Nearly half feel exhausted, anxious, or overwhelmed, and many provide 30+ hours of unpaid care per week—the equivalent of a full-time job.

50%

face financial
strain

1 in 5 spending \$1,000+
monthly on out-of-pocket
costs.

80%

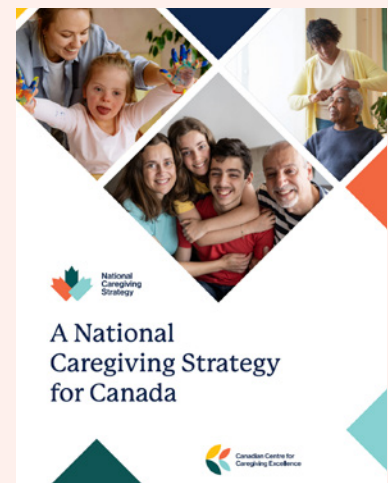
of caregivers
have considered
leaving

Meanwhile, 80% of paid care providers like PSWs have considered leaving due to low wages, understaffing, and unsafe conditions.

New report: A National Caregiving Strategy for Canada

The Canadian Centre for Caregiving Excellence has released a [new report](#) which outlines ways you and your party can help make our lives better. The most pressing issues faced by caregivers and care providers can be addressed through public policy changes.

The Strategy includes actual ways to solve this crisis, like tax credit reform that puts money in caregivers' pockets and CPP changes to keep seniors from falling into poverty because they worked less, in order to support someone they love.





Send a Letter to Your Local Candidates

This letter template has been prepared to help you communicate electronically with candidates. You are welcome to customize this template to reflect your personal experience and concerns.

Dear [insert name of candidate],

One in four Canadians are caregivers today, and half of us will take on this role in our lifetime. We are the backbone of our communities and healthcare system, yet we are stretched to our limits.

Caregivers across Canada are undervalued, stretched too thin, and at a breaking point. This is no longer a private struggle—it's a national crisis.

I am writing to you as a voter in your riding to ask that you support caregivers and care providers in our community.

A quarter of us report poor mental health, nearly half feel exhausted, anxious, or overwhelmed, and many provide 30+ hours of unpaid care per week—the equivalent of a full-time job. Half face financial strain, with 1 in 5 spending \$1,000+ monthly on out-of-pocket costs. Meanwhile, 80% of paid care providers have considered leaving due to low wages, understaffing, and unsafe conditions. Caregivers are in crisis.

The Canadian Centre for Caregiving Excellence, a program of the Azrieli Foundation, has released *A National Caregiving Strategy for Canada*—a practical plan developed in consultation with thousands of caregivers, care providers, researchers and leaders across the aging, disability and healthcare communities across the country to ensure caregivers get the support they need. The strategy calls for:

- **Financial Relief** – A refundable tax credit and caregiver allowance to ease financial strain.
- **Stronger Workplace Support** – Improved leave policies and benefits so caregivers can take time off work when needed and retire with confidence.
- **Better Access to Disability Benefits** – Simplified disability and medical tax credits for essentials like groceries and rent.
- **Respect for Paid Care Providers** – Living wages and stronger protections for essential care workers like Personal Support Workers.
- **Federal Leadership** – A national commitment to solve this crisis now and for the future.

As a first step, will you commit to making caregiving a national priority and champion policies that provide real support? Caregivers can't wait, and neither can Canada.

Will you stand with the 8+ million caregivers who keep this country going?

Sincerely,

Your name and email address



Questions to Ask Candidates

Candidates will be spending the next few weeks knocking on doors, attending events, and participating in local debates

Here are some caregiver-focused questions to start a conversation with your local candidates:

- If elected, what is your party going to do to support caregivers and care providers?
- What has your leader said regarding caregiving issues?
- What do you think about the previous government's commitment to develop a National Caregiving Strategy?
- Do you know about the strategy that the Canadian Centre for Caregiving Excellence released in February? Can I tell you about it?
- Can we count on your party making the Canadian Caregiver Credit refundable?
- If elected, will you be an advocate for Canadian caregivers and care providers? Can I count on your support for these very important issues?
- What would you and your party do to make life more affordable for caregivers?



How to Vote

All Canadian citizens over 18 years old are eligible to vote. Visit the Elections Canada website at elections.ca/home.aspx to find out where and when to vote in your community. Decisions are made by those who show up, so make sure you show up!

Caregivers and care providers can't wait any longer. We need YOUR help. It's time to Act on Care.



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