



Family Caregivers Unite!
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March 4th 2013: How We Set Up Our Internet Charity for Family Caregivers

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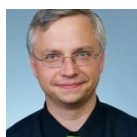
Mary Bart is founder and Chair of an Internet-based registered Canadian charity operating as Caregiving

Matters, www.caregivingmatters.ca. Chris Kata is Director, Caregiving Matters, to which he brings his internet marketing expertise. They both describe their experiences of family caregiving. Mary says why Caregiving Matters was created. Chris says why he became involved. Mary talks about the steps in creating it. They explain why they established it as a registered internet charity. They discuss its work and the roles and importance of volunteers. Chris explains how the internet is used as a

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Chris Kata

Chris Kata is Director, Caregiving Matters, www.caregivingmatters.ca. His professional experience includes over 14 years of complex e-business and e-commerce application design and project management. He spent the first part of his professional life as a partner at Whitecap Canada Inc., in Toronto. In 2006, he says, he got hooked on the internet marketing side of the business when customers kept asking him why his corporate website outranked theirs. The internet marketing side of the business would not leave him alone, he says, so he started Spark Internet Marketing with three other partners. Until 2012 he spent all of his time and experience developing

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Mary Bart

Mary Bart is founder and Chair of an Internet based registered Canadian charity called "Losing Our Parents". In 2012, the Board of Directors changed their operating name to "Caregiving Matters", www.caregivingmatters.ca, to better reflect the focus on offering education and support to family caregivers. Her father died of cancer in 2005; her mother, of Alzheimer's disease in 2008. As her parents' principal caregiver for 10 years, she has extensive experience in helping aging parents, dealing with family dynamics, and working with public and private organizations supporting seniors. She understands the joys, the challenges and also the pain, sorrow and

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