# Life gets complicated.
# We make it clearer.

**REAL STORIES AND PRACTICAL HELP FOR FAMILIES CARING FOR PARENTS AND OTHER LOVED ONES**

A parent needs more help. Siblings have different expectations. An important document cannot be found. Suddenly, families face decisions they do not feel prepared to make.

Fifty And is a media and resource platform we are building for people caring for parents and other loved ones. Through honest stories, expert perspectives and practical tools, we help families ask better questions, have difficult conversations and find a useful next step.

## The conversation we want to start

What do you wish your family had talked about sooner? What did you learn the hard way? What could another caregiver do differently because you are willing to share it?

We want people to leave thinking, "I did not know that," or "We need to talk about this."

## Three ways into the conversation

**Planning ahead**

The documents, decisions and conversations that spare your family from guessing later.

**Caring right now**

Practical guidance for daily care, safety, changing roles, family coordination and support for the person doing the caring.

**Managing an estate**

The practical, financial and family decisions that come after a death, when you are responsible for what happens next.

## Your experience can help another family

We are inviting people with lived experience, thoughtful experts, content creators and relevant partners to help shape this work.

**Explore Fifty And at FiftyAnd.com**



© 2026 Deere to Innovate, LLC

# Help shape what comes next

## Ask Fifty: a way through "What do we do now?"

Ask Fifty is an AI guide in development, being designed to provide personalized checklists across more than 400 topics involving caregiving, planning and estate responsibilities - including situations and decisions many people do not realize are coming.

We are connecting those situations with the information families need: which documents matter, who can make decisions, what needs to happen first, where disagreements may arise and when to involve a qualified professional.

A family might begin with, "Mom needs more help. Where do we start?" Ask Fifty is being designed to ask follow-up questions and offer manageable next steps, with supporting sources and clear direction on when professional advice is needed.

Our website is the place to explore the project as it develops, including our plans for practical resources, a Family Care Binder and Ask Fifty.

## The podcast: Fifty and Squeezed

Fifty and Squeezed explores the experience of supporting parents and other loved ones while managing the rest of life, navigating changing family roles and taking responsibility after a loss.

Through candid conversations, personal stories and informed perspectives, the show opens up the questions families often struggle to discuss: Who is doing the caring? What have we overlooked? How do we talk about money, safety or the next stage of care?

Each conversation is designed to leave listeners with something useful: a question to ask, a conversation to start or a practical step to take. We are preparing the show and inviting contributors to help shape its early conversations.

## Practical help, with a clear focus

The resources, products and partnerships we explore should serve a real need for people receiving care or the people supporting them. Our focus is caregiving and family responsibilities, rather than general lifestyle content for everyone over 50.

**More clarity. More confidence. A next step families can actually take.**



© 2026 Deere to Innovate, LLC

## The voices behind Fifty and Squeezed

**Megan Taylor Harvey, Host.** Megan brings podcasting experience and a voice-acting career spanning video-game characters and commercial work. Watching her parents navigate their own parents' care and loss has made her think about what she and her sister need to understand and plan for now. She brings curiosity, personality and the questions many of us are only beginning to ask.

**Emily Deere, Founder.** Emily has cared for parents, navigated caregiver challenges and carried the responsibility of an executor. She brings hard-earned lessons and a determination to make those experiences useful to others. Her goal is to help families recognize pitfalls sooner, ask better questions and avoid preventable confusion and conflict.

Together, they connect "What should we be asking?" with "Here is what I wish I had known."

## And this is where you come in

Your story, expertise or community could help shape what comes next. We would love to explore a contribution that fits your experience and interests.

**Share a story or perspective.** Bring a lived experience or a question that other families need to hear discussed.

**Create something useful together.** Contribute expertise, educational content, a conversation guide or a practical resource.

**Connect communities.** Explore a collaboration between shows, a shared conversation or an introduction to someone we should meet.

**Explore a relevant partnership.** Discuss a product or service that helps people receiving care or the people caring for them.

We will agree on the scope, timing, content permissions and any promotional or commercial terms in writing before making commitments.

## Let's find the right place for you

Email Emily with the story, topic or collaboration that interests you, plus two times you could meet for a 20-minute conversation in the next two weeks. Please include your time zone.

Our goal for a first conversation: one concrete next step and a realistic timeframe. A candid "later" is welcome too.

**hello@fiftyand.com** | FiftyAnd.com



© 2026 Deere to Innovate, LLC