

## What's So Special About The ICA?

### ***Why should I get involved with ICA, and why should I be supportive of what ICA does?***

Here's what direct care workers who attended the ICA "Lessons in Leadership" meeting had to say:

#### **The ICA Respects Direct Care Workers As Professionals ICA...**

- Helps me improve the quality of care I provide.
- Truly cares about me, the work I do and the people I serve.
- Views and treats me like a professional.
- Trusts and respects me.

#### **The ICA Empowers Direct Care Workers ICA...**

- Gives me opportunities to learn and grow.
- Helps me feel good about the work I do and gives me reasons to stay in the profession.
- Develops my leadership skills.
- Give me opportunities to network and learn from others.
- Involves me in the management of the organization.
- Is independent; not owned by anyone and not told what to do by anyone other than its Board of Directors and the Direct Care Worker Leadership Council.
- Has impact. It gets things done.

#### **The ICA Fights for Direct Care Workers ICA...**

- Advocates for me and fights for better wages, better benefits, better training and more career opportunities.
- Is the only organization that works with all kinds of direct care workers in all kinds of work settings.
- Serves as my unfiltered voice in the capitols in Des Moines and Washington DC.
- Is the only organization in Iowa that has a sole focus on direct care workers and those we serve.
- Supports us and always has our back!

*These responses tell us that we're doing the right things for all the right reasons. The ICA is unique, and proudly independent. The ICA truly cares about direct care workers and those they serve.*

*Nearly 20 years after our founding, we are still...an organization about, for and supportive of those who provide the care, the concern and the special touch that our loved ones, friends and neighbors so richly deserve.*