



"Enhancing the quality of care by providing education, recognition, advocacy, and research in support of direct care workers."

March 2008

Re: 2008 Iowa CareGivers Association (ICA)
Annual Conference Sponsorship
"Recipes for Care Well-Done"

Dear Supporter:

Direct care workers provide most of the hands on care to lowans of all ages and in all care settings. The challenge of finding and keeping direct care workers is critical to Iowa's ability to provide quality care. Ninety percent (90%) of direct care workers who attend the ICA conference say their participation increases the likelihood that they will remain in the field of direct care and 94% said they increased their knowledge and skills.

This conference validates the direct care profession as participants realize they are part of a community that shares their passion for caregiving. Attendees say,

"My favorite parts of conference were the topics covered, handouts, camaraderie with like workers, sharing concerns, and networking."

I wish I could attend all the breakout sessions. They all sound so good and I hate to miss anything.

In the past, at least 150 direct care workers have been able to attend conference on scholarships. In order to maintain our level of scholarship awards we must raise \$37,500. Your support is essential.

As a conference sponsor you will be recognized on the conference brochure, reception program, and in the ICA annual report. To ensure this public acknowledgement, the deadline for submitting your pledge is May 9, 2008. You can pledge by calling, emailing, or by regular mail and we can invoice you later.

Sponsorship of this conference is a great way to express your support for direct care workers in Iowa and partner with the ICA to contribute to the overall stability of the health and long term care workforce. Please refer to the enclosed sponsorship options to see how you can help.

Sincerely,

Sincerely,

Di Findley
Executive Director
Iowa CareGivers Association

Marshall Porter
Board Chair
Iowa CareGivers Association

The ICA is a 501c3 nonprofit association founded in 1992. The ICA is driven by the philosophical belief that consumers, employers, and workers benefit when direct care workers are empowered through their own independent association and are given opportunities to take on leadership roles within their own profession both in and outside the workplace. Our mission is "to enhance the quality of care by providing education, recognition, advocacy, and research in support of direct care workers."