

April 2019

Dear Compassionate Friends and Quality Care Supporters:

You know how critical paid and family caregivers are to lowans having access to good care and support. And while rewarding, the tasks are also physically and sometimes emotionally draining causing burn-out and what is often referred to as compassion fatigue.

The long predicted workforce shortages are already taking a toll on family caregivers, older lowans and people with disabilities, health and long-term service and supports (LTSS) employers, and the business community. These issues also have a profound impact on Iowa's economy. Shortages are further compounded by over 60% leaving the field annually which compromises the quality of care. That is why your help is so important.

With your support, over 300 caregivers will benefit from two full days of high quality educational programs that enhance their knowledge and skills in a relaxed, friendly, and supportive atmosphere that recognizes the value of their contributions and commitment to thousands of lowans every day of the year.

***“Caregiving: It’s Universal”*** marks Iowa CareGivers’ 25<sup>th</sup> statewide annual conference for direct care workers and family caregivers. The fun space-themed educational and networking event will provide an “out of this world” experience for attendees. The event will take place on September 9<sup>th</sup> and 10<sup>th</sup>, 2019 at the Meadows Events and Conference Center, Prairie Meadows in Altoona, Iowa.

Seventy-five percent (75%) of those who participate in Iowa CareGivers programs, including this annual conference report that their participation increases the likelihood that they will remain working for their current employer. Family caregivers also benefit from the sessions offered at conference and this is an opportunity to build bridges between family and paid caregivers.

As a sponsor you will help propel us to blast off and make 2019 the best conference for the most caregivers ever! Please give us a call if you have any questions. In the meantime, please review the attached conference sponsorship and exhibitor options. Ideally we need to have your pledge and level of sponsorship by **May 31, 2019 (for inclusion in the conference brochure)**.

The information is available on our website at <http://www.iowacaregivers.org/education/conference.php>.

In gratitude,

Pam Biklen, Program Director

Di Findley, Executive Director