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NEWS RELEASE

For Immediate Release

Iowa CareGivers, (IC), the non-profit, non-partisan and independent voice for Iowa's direct care workers, is pleased to announce it has received a \$2,575 grant from the BWA Foundation. The grant will focus on increasing awareness of how vital the direct care workforce is to Iowans through leadership and empowerment of those who work in the field.

"The BWA Foundation has an impressive 130 year history of helping women and children and we are honored to be among the many efforts they have supported," said Di Findley, Executive Director of IC. "They understand the challenges that women face in trying to get ahead in a society that often undervalues "caregiving" as a job or as a rewarding career choice for some."

Access to hands-on health care services for Iowa's aging and disabled populations is being threatened as the number of direct care workers is declining and the over-65 population is experiencing rapid growth. According to Healthy Polk 2020, "the aging of the population has profound implications for the health-care system because seniors, as a group, have the greatest health care needs."

"We are pleased to support efforts to promote the Iowa CareGivers' leadership program for women who work in direct care as a way to enrich their personal and professional lives," said BWA Foundation Spokesperson.

BWA Foundation, 130 years strong, is an organization of women dedicated to helping women and children lead healthy, fulfilling, and productive lives. Founded in 1889, its mission then was to provide a safe affordable home to young women who came to Des Moines from rural communities to work. In 1980, BWA Foundation sold its women's residence and used the proceeds to create an endowment. Today BWA makes annual grants to a wide variety of organizations in Polk County. The grants are intended to improve the education, health, and well-being of women and children in the Des Moines area and to support programs that enrich their lives.

The mission of Iowa CareGivers is to enhance care and support of Iowans by providing education, research, recognition, and advocacy for those who provide direct care. The organization's purpose is to support the direct care workforce so they, in turn, are there to support Iowans and their families in times of need. IC's programs and services include statewide and regional educational conferences; website, social media and newsletters; mentor, leadership and other training opportunities; recruitment resources; research studies and recognition programs. Visit www.iowacaregivers.org for more information.

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