

1231 8th Street #236 • West Des Moines, IA 50265

Phone: (515) 223-2805 • Fax: (515) 226-3214

www.IowaCareGivers.org



Greetings!

This year's Iowa CareGivers conference theme, *"Cultivating Caregivers"*, reflects the need to grow and nourish this high demand and vital segment of our caregiving workforce. The benefits of this event are far-reaching. A stable, well-educated, skilled, and prepared direct care workforce impacts the lives of Iowans of all ages and abilities. They, along with family caregivers, are the bedrocks of the service delivery system, and the conference is suitable for both direct care workers and family caregivers. The event will be June 4-5, 2018 at the Meadows Events and Conference Center, Prairie Meadows in Altoona, Iowa.

With the workforce shortages, or "Care Gap", predicted several years ago now upon us, family caregivers, older Iowans and people with disabilities, employers and the business community are now experiencing the challenges associated with too few workers to provide the needed services and care.

Your sponsorship of this unique educational program is critical to helping meet the needs of the caregivers who provide the majority of the hands-on care for Iowans. Your sponsorship will make it possible for attendees to receive professional and personal support including:

- Enhancing their knowledge and skills on a wide range of relevant topics;
- Receiving free health and oral health screenings;
- Learning about new tools, products, programs and resources from exhibitors;
- Benefiting from keynote speaker messages and networking with other caregivers from across the state;
- Receiving recognition of the important role they play in the lives of so many Iowans;
- Renewing their commitment to caregiving;
- Experiencing the fun of a theme-based conference.

This year, due to state budget cuts, your support is more important than ever. With increasing educational and workforce development needs, our goals for 2018 are to grow both conference attendees and sponsorships. We would be honored to have your support. If you would like to explore ways to extend your involvement in 2018, we would love to talk with you. We will follow up over the next few weeks to discuss opportunities. In the meantime, please review the attached conference sponsorship options. Ideally we need to have your pledge amount by **March 15, 2018 (for inclusion in the conference materials)**.

All this information is on our website at <http://www.iowacaregivers.org/education/conference.php>. We will be updating the site regularly with conference news and developments.

Thank you for your consideration of a commitment to the 2018 *"Cultivating Caregivers"* conference.

Sincerely,

Di Findley, Executive Director

Sincerely,

Pam Biklen, Program Director