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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 \$2,500 grant from The BWA Foundation. The grant will build upon work supported by the Foundation in 2019 in which direct care workers completed a one day leadership training. They were then presented with several leadership opportunities: 1) attending, on scholarship, the Iowa CareGivers statewide educational conference; and 2) participating in video interviews about the rewards and challenges of their work.

With this new funding, their video interviews will be developed into a series of videos for the purpose of increasing awareness about who direct care workers are and what they do. Various strategies for distribution will be employed.

"The BWA Foundation has been helping women and children for over 130 years, and we are honored to be among the many efforts they have supported," said Di Findley, Executive Director of IC. "Now... during the COVID-19 pandemic, a brighter spotlight shines upon the challenges that women face in trying to get ahead in a society that often undervalues "caregiving" as "essential" work or as a rewarding career choice for some."

Access to hands-on health care services for Iowa's aging and disabled populations was already compromised before COVID-19, due to a declining number of direct care workers entering the field while the over-65 population continues to experience rapid growth. Those conditions are made worse by the pandemic.

"We are pleased to support efforts to promote the Iowa CareGivers' efforts to promote leadership among women who work in direct care as a way to enrich their personal and professional lives, and to ensure we have a strong and well-prepared direct care workforce in the future, said Lisa Minear, BWA Foundation Past President.

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. Visit www.iowacaregivers.org for more information.