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FOUNDATION FOR QUALITY CARE ANNOUNCES “CARING FOR NURSES WHO CARE FOR YOU” CAMPAIGN

ALBANY, NY - This year has been a truly difficult year with the devastating impacts felt by the coronavirus pandemic. COVID-19 has had a significant impact on the residents and employees in Long Term Care facilities. Every day our nurses and facility staff on the front lines come to work to provide care and support to a generation we owe so much to, our elders. It is for this reason that the Foundation for Quality Care is launching the **“Caring for Nurses Who Care for You”** campaign, to help us honor the heroes of this pandemic, the nurses who experienced and continue to experience firsthand the devastations and long hours we read about during the peak of COVID-19. This campaign offers you a chance to celebrate nurses as a sponsor for a series of programs dedicated to “Caring for Nurses Who Care for You”.

Annually, the Foundation for Quality Care, Inc., the non-profit education and research organization of the New York State Health Facilities Association and the New York State Center for Assisted Living (“NYSHFA|NYSCAL”) representing more than 450 nursing homes and assisted living providers across New York State, hosts a Nurse Leadership Conference attended by over two hundred nurses. The Nurse Leadership Conference series is planned to begin late fall 2020.

Our goal this year is to honor nurses through our “Caring for Nurses Who Care for You” campaign to support not only their educational needs but inspirational and healing needs, too. Throughout this pandemic we have heard many heartwarming stories about the bravery and courage exemplified by the nurses in long term care facilities. When visitation was closed to family and friends in nursing homes and assisted living facilities, nurses stepped in as not only the skilled caregiver but assumed the role of loved one and friend for each resident. In addition to the significant human toll, COVID-19 has been financially devastating for many providers. As such, facilities may not have the finances to pay for conferences this year, *The Year of the Nurse*.

Please join us in showing nurses your gratitude through your sponsorship of our “Caring for Nurses Who Care for You” campaign. Together we can celebrate the hard-working front-line nurses who risked their own lives to save so many during this pandemic.

To become a Sponsor or make a contribution, please contact Jackie Pappalardi, Executive Director of the Foundation for Quality Care at jpappalardi@nyshfa-nyscal.org or at 518-462-4800-ext. 16. Thank you.

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The Foundation for Quality Care, Inc. is a 501(c)3 charitable organization created as the education and research arm of the New York State Health Facilities Association. The Foundation for Quality Care, Inc. pioneers and promotes strategies that advance and improve the quality of care for individuals receiving long term care services in New York State. Donations may be deductible, please check with your tax advisor.

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