



Nursing 4.0

“Four years – Four million – For the Next Generation”

October 27, 2010

Dear Northern Nurses,

I am writing to you as a member of the Canadian Nurses Foundation (CNF), Nursing 4.0 Campaign Cabinet. For 47 years, the CNF has been able to grant scholarship and research awards to deserving nurses because of the generosity and dedication of people like you.

According to a study by the Canadian Nurses Association, if we continue with past workforce utilization patterns of registered nurses (RNs), Canada will experience a shortage of 78,000 RNs by 2011 and 113,000 RNs by 2016. This significant loss is further compounded by the loss of approximately 15 percent of new nurses to other countries, mainly the United States.

These are challenging times for funding of scholarships and research, so a strong fund within the CNF to support this work is more essential than ever. Canadian Nurses Foundation recently launched an exciting new fundraising campaign and I'd like to ensure that you are aware it!

The funds raised by *Nursing 4.0* will support Canada's nurses through the provision of scholarship, certification and research awards. The campaign will lead CNF to its 50th Anniversary celebration in late 2012. The goal is to raise \$4 million in 4 years to create a legacy for the next generation of nurses and we need the help of supporters like you to ensure we reach our goal.

CNF is the only national charity exclusively devoted to supporting Canadian nurses. The foundation advances nursing knowledge by securing funding for scholarship and research and by providing national recognition to Canada's innovative nurses. When the campaign ends in 2012, CNF wants to be able to support twice as many nurse and nursing student scholarship applicants and to increase the number of certification and research awards. Campaign results have enabled CNF to award an additional 41 scholarships so far.

Please see the attached list of 2010-11 Scholarships. Of particular interest are two scholarships specifically for northern nurses (Judy Hill and Northern Award), the Aboriginal Nursing Fund, and one for research in underserved or marginalized

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Canadian Nurses Foundation
Fondation des infirmières et infirmiers du Canada

populations. Other scholarships provide support for baccalaureate education, nurse practitioner or specialty areas such as home care, gerontology and community health.

I have always been passionate about the need to focus on nursing education relevant to northern needs. I have also made a pledge to the CNF because I believe in supporting research and scholarship that will advance nursing knowledge and skills.

This letter asks you to do two things:

1. Join us by pledging a donation to the CNF 4.0 Campaign in each of the next 3 years
2. Help us reach other nurses who you know (working or retired) who you think might also be willing to support this cause by making a donation and by helping us to reach still other nurses.

It is easy to make a gift - just visit the CNF website to make a gift online, download a contribution form to mail in, or call toll-free to make your gift over the phone. I suggest use of the pdf donation form, mailed in with a cheque, or a phone donation so you can say or write in that you are a **Northern Nurse** (especially if your home address is elsewhere), so CNF can tell what great support there is for nursing education amongst this special group of nurses who serve the north. A Tax Receipt will automatically be sent to you when your gift is received so please make sure to direct your support towards the Nursing 4.0 campaign. Following is a link to the CNF 4.0 page. Scroll down to the donate button for online or pdf donation forms.

<http://cnf-fiic.ca/Nursing40/tabid/118/language/en-US/Default.aspx>

Please feel free to contact me directly should you have any questions about the CNF Nursing 4.0 Campaign or if you would like to be more active in our fundraising efforts.

You can reach me at: barb.round@gmail.com or 250-923-0739.

Thank you so very much for your support of the CNF. Leave a legacy for the next generation of nurses.

Sincerely,

Barb Round

Barb Round

Canadian Nurses Foundation – Nursing 4.0 Campaign Cabinet

Cabinet Chair: Ginette Lemire Rodger – Ontario

Rob Calnan and Heather Mass – British Columbia

Betty Gourlay – Alberta

Marlene Smadu - Saskatchewan

Wendy Nicklin – Ontario

Judith Ritchie – Quebec (anglophone)

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Ariella Lang – Quebec

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