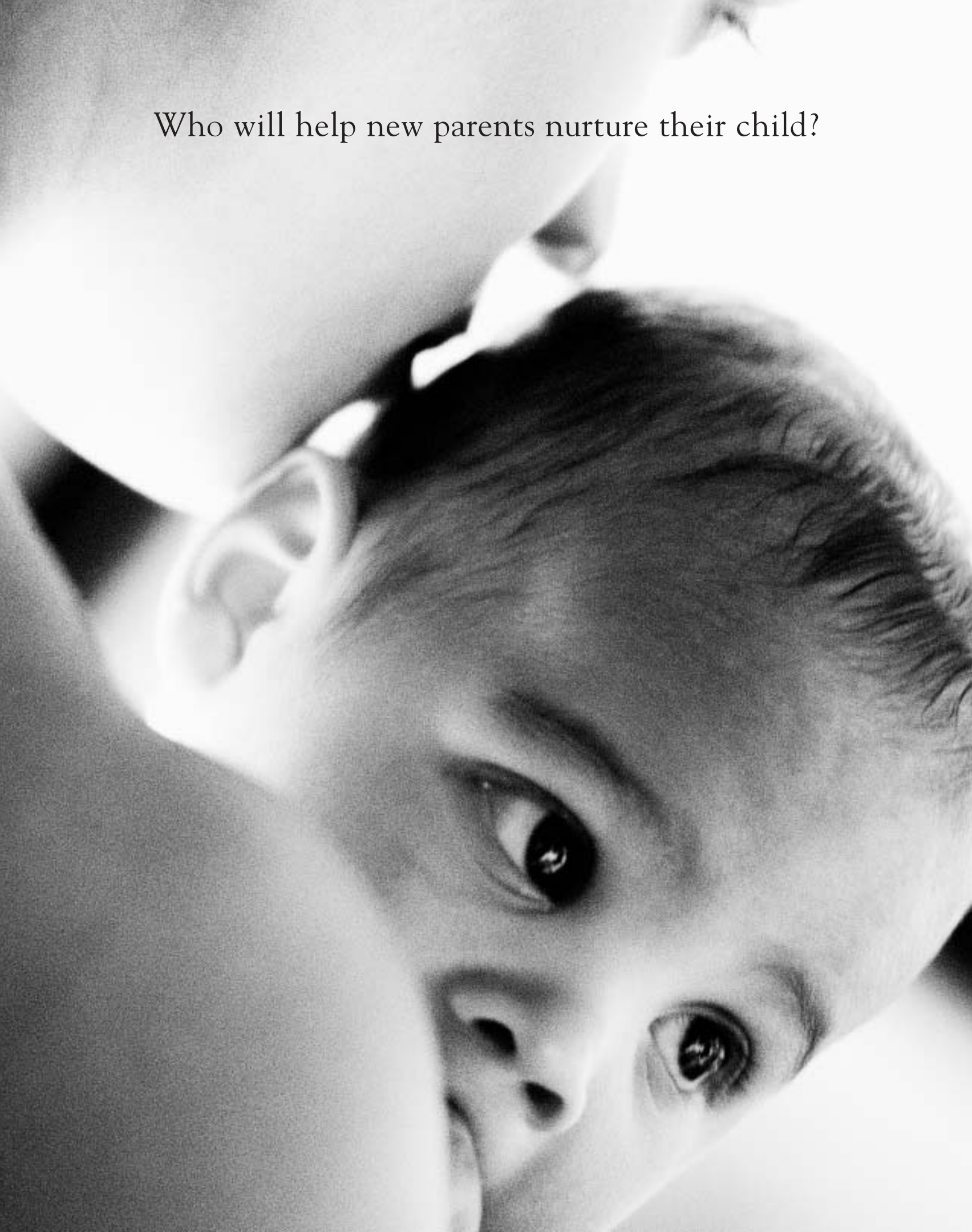
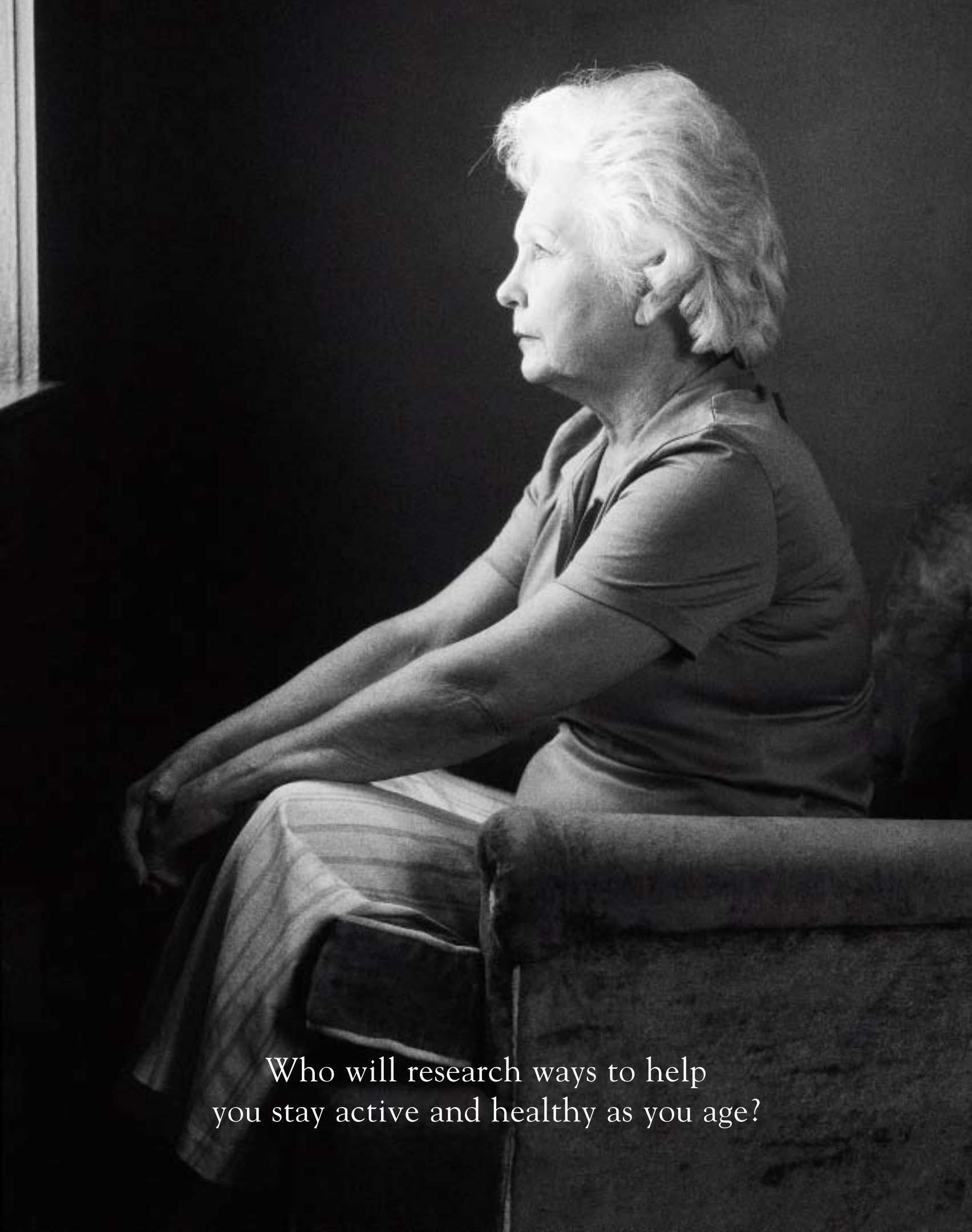




Who will help new parents nurture their child?





Who will research ways to help
you stay active and healthy as you age?

Unless we do something today, by 2020:

The U.S. will bear a shortage of 800,000 nurses.

Fifty percent of nursing faculty will retire.
For every 10 who retire, only three will replace them.

In our complex, evolving health care settings,
patient safety and care will suffer.



You can help...



Imagine highly-prepared caregivers
who will be there for you and your family.

Imagine world-class research that will
improve care and change lives for the better.

Imagine faculty leaders who will build
programs that meet the changing
needs of our community and our world.

invest

in the next generation of nurses



Why support the School of Nursing? Why now?

America faces a nursing shortage that is approaching crisis proportions, making our need for nurses immediate and profound.

And, increased technology and specialization demand more highly prepared nurses. Nurses have become a precious national resource.

That's why, to shape the future we want, we need to do something now.

The top-ranked University of Washington School of Nursing is prepared to address the most pressing nursing challenges affecting our communities:

- By the year 2020 there will be 20 percent fewer nurses than the U.S. needs— or a shortage of up to 800,000 registered nurses nationwide.
- In 15 years, 50 percent of nursing faculty will retire. For every 10 who retire, there will be only three to replace them, limiting our ability to prepare more nurses.
- Health care increasingly depends on technology, requiring more highly educated nurses.
- Research advancements need to be translated into improved care at the bedside, better counseling about treatment decisions and care in our communities, and enhanced management of health care systems.

Our obstacle? In an era of challenging state budget cuts, we need the resources to better respond to students' needs and prepare the next generation of nurses for the complexities of practice, education and research today and tomorrow.

Additional scholarships and fellowships will support our bright and passionate students so they don't have to work, allowing them to focus full time on gaining an education, speeding their entry into the workplace. When you invest in a student, you invest in the future.

Strategic recruitment—and retention—of world-class faculty will allow us to grow our renowned programs and build partnerships that improve care in our community. When you invest in a faculty member, you see exponential returns in the quality of education we provide to students, in research results and in translating research findings into better care.

We have great cause for enthusiasm. We are imagining the future and leading the way— please join us!

A handwritten signature in cursive script that reads "Nancy Woods".

NANCY WOODS

Dean, UW School of Nursing

How do we help people get the outstanding care they need? By educating a better-prepared nurse.

That's just what we've been doing, and we're the top nursing school in the country. But we can do more to address the increasing needs of acutely ill people in hospitals, the elderly at home and underserved populations throughout the state.

Among our initiatives:

- The rise in health care specialization calls for more specialized education programs. Our 19 master's specialties are top-ranked, and we must continually update the programs to stay abreast of research and add new specialties as they emerge. For example, we recently added a new forensic nursing specialty and a specialty in informatics.
- Today's acute care settings feature highly sophisticated instruments and devices. We will provide the complex education necessary to keep pace with the ever-changing technology and skills nurses need, and to help nurses make the most of new computer tools.
- Students learn better and make a smoother transition to work when they spend time in clinical settings with patients. We will offer more opportunities for in-the-field learning by expanding our programs with urban hospitals, local care sites, rural health clinics and facilities in developing countries, increasing students' understanding of diverse cultures.
- To help prepare more nurses, we will encourage more students to become nursing professors to replace and increase the dwindling national supply of aging nursing educators. This takes resources for fellowships and educational programs.
- The UW School of Nursing's reputation attracts the country's top students, but competition for the finest students is fierce. And, rising tuition combined with low family incomes is putting higher education out of reach for many students. Student scholarship and fellowship support is the critical factor in attracting the finest nursing students and creating nurse leaders at a time when the nation faces a severe nursing shortage.



“AS OWNERS AND OPERATORS OF A HEALTH CARE-RELATED BUSINESS DEDICATED TO HIGH-QUALITY HOUSING AND SERVICES FOR OLDER ADULTS, WE SEE FIRST-HAND THE NEED FOR WELL-EDUCATED, PROFESSIONAL NURSES. WE HAVE EVERY CONFIDENCE IN THE SCHOOL OF NURSING'S STRATEGIC PLAN, AND IN THE PEOPLE WHO WILL CARRY IT OUT.”

Eli and Rebecca Almo, Campaign Advisory Board co-chairs and founders of the Aljoya Endowed Professorship in Aging

What does it take to educate the finest nurses? World-class faculty.

The School of Nursing's extraordinary faculty drive the process of teaching, discovery and research that are at the heart of an exceptional education. In an era of increasing competition for the best nursing faculty, we will attract and retain the kind of faculty who:

- Keep the teaching and research vibrant and reflective of our students' diversity
- Provide leadership in evolving educational programs and opportunities
- Seek out new challenges and think creatively about important health care problems
- Collaborate with colleagues in various disciplines to find successful, innovative approaches to care
- Expand the programs that prepare future nurse educators

To achieve these goals, we must provide competitive salaries, endowed chairs and professorships for leadership positions, and support for groundbreaking research and innovative education programs.



“SUPPORTING FIRST-RATE FACULTY IS A MUST IF WE EXPECT TO CONTINUE TO COMPETE WITH PEER SCHOOLS FOR THE TOP STUDENTS AND TO DELIVER THE KIND OF HIGH-QUALITY LEARNING EXPERIENCE THAT WILL PREPARE STUDENTS FOR NURSING CAREERS IN THE 21ST CENTURY.”

*Bob and Jean Reid,
Campaign Advisory Board honorary co-chairs*

Why support nursing research? Research leads to healthier, fuller lives.

But innovative research is expensive. Being a top recipient of nursing research funds from the National Institutes of Health helps, but we have far more ideas than dollars to fund them. Philanthropic support is essential to continuing the research that has already helped so many individuals, and to tap the potential to benefit thousands more.

Nursing research helps individuals and families stay as physically and psychologically healthy or, when illness strikes, cope with it as best they can.

- Research in healthy aging is finding ways to help individuals and families stay active as they age, make better decisions about treatment and care, make a better transition to assisted living, and improve care for frail adults.
- Work in infant mental health and development is helping parents and caregivers give babies the nurturing they need during the critical first few years of life, setting them on the path to healthy social, mental and emotional growth.
- Studies in women's health are helping women manage work and family stress, providing means for coping with a diagnosis like breast cancer, helping understand gender differences in disease and helping women understand menopause and related treatment options.
- Research into inequalities in health care is finding ways to improve access and quality of care for people in remote regions and for the underinsured and uninsured.



“AN INVESTMENT IN THE NEXT GENERATION IS THE GREATEST LEGACY ONE CAN LEAVE. NOW MORE THAN EVER, WE NEED TO PREPARE OUR YOUNG PEOPLE WITH THE SKILLS TO ADAPT TO A RAPIDLY CHANGING HEALTH CARE ARENA, AND FOSTER THEIR PASSION TO IMPROVE THE LIVES OF PEOPLE EVERYWHERE.”

*Peter and Sandra ('59 BSN) Dyer,
Campaign Advisory Board honorary co-chairs*

Why should you join us?

It's not often that an opportunity comes along to partner with others on something that will make an inspired difference in people's lives and in the future of our communities. More than half of our highly-prepared UW School of Nursing graduates remain in the Puget Sound region and make a direct impact in our communities. To educate a better-prepared nurse and enable the brightest nursing students to build their careers, find and retain outstanding educators, and support world-class nurse researchers and their programs, we need your help. The beneficiaries of this vision will be our families, our friends, the community, the nation and the world. Together, we are creating futures. The impact will be greater than perhaps any of us can imagine, profoundly touching thousands of lives.