



The Season of Giving: The Urgent Care Foundation's Disaster Relief Fund

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Holidays cause us to reflect on things that are important to us, including our family and our community. The Urgent Care Association of America (UCAOA) is a diverse community connected by a commitment to either supporting or directly providing health care to those who may otherwise experience barriers. There are challenges and opportunities because we are a relatively small community compared with many of our peer organizations. For a nascent and burgeoning sector of health care, UCAOA provides the best platform to network with support your peers.

But what happens when there is an unanticipated disruption in the ability of members of this unique community to deliver care? And how can we respond when access to health care is interrupted, typically when it is needed most?

The Urgent Care Foundation (UCF; <https://ucaoa.site-ym.com/page/UCFoundation>) was established in 2011 to raise and disburse funds related to research, educational development, and humanitarian healthcare efforts directly for urgent care medicine. The UCF is a 501(c)(3) organization with a distinct mission and a volunteer board of trustees working with UCAOA and the Urgent Care College of Physicians to advance the industry and support our peers. Although the UCF has a full agenda of activities related to research, antibiotic stewardship, and the convening of thought leaders, it is most fitting as we enter the season of giving to focus attention on the UCF's humanitarian mission.

During a meeting at the UCAOA Fall Conference, the board of trustees found overwhelming support for establishing a fund



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to provide disaster relief for urgent care services. A percentage of all unrestricted donations will be pooled and reserved for response to events like the following:

- A disaster affects the ability of an urgent care center to provide needed treatment
- A center's finite resources are maxed out in response to a disaster
- A center is asked to play an integral role as part of the post-disaster safety net

We know the need is there. Recent disasters have resulted in requests that UCAOA support our peers. Although other disaster funds must balance distributions among multiple recipients, the UCF fund will specifically target urgent care centers in the communities they serve.

All the planning in the world is for naught without your help. I'm asking for your support not only financially but also in getting the word out about the fund. Beyond direct and tax-deductible donations, you can support the UCF by

- Contributing your speaking honorarium
- Attending the Annual Awards Ceremony at National Harbor, which recognizes industry peers and humanitarians. The event is inspirational, and the proceeds benefit the foundation.
- Donating auction items to the awards ceremony
- Making Amazon.com purchases through an Amazon Smile account that benefits the foundation. Amazon will donate 0.5% of your purchases to the UCF. Use this link for making future purchases: <http://smile.amazon.com/ch/27-4216985> ■