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## **“This is My Story” Campaign Launches, Sharing Real Stories to Highlight Impact of FCIF**

The Floor Covering Industry Foundation (FCIF) launched a new campaign, *“This is My Story,”* to raise awareness of the FCIF and highlight how the organization makes a difference by providing financial assistance to flooring families battling life-altering illnesses, injuries, and disabilities. The campaign includes 39 [stories](#) that illustrate the life-changing impact of FCIF.

Tammy, whose daughter Megan received a heart transplant at 11 months old and has ongoing medical conditions, shared, “If not for FCIF, I honestly don't know what we would have done. There are no words to thank them for what they have done for us. I pray God just blesses them a hundredfold for what they do for other people.”

After a car accident, Jeffrey, a quadriplegic who is wheelchair-bound, is dependent on his aging parents for care. “Receiving the grant from the Foundation has changed my life as well as my parents' lives because it has eased the burden of them having care for me 24 hours a day,” he said.

Sandra, diagnosed with liver cancer and unable to work and pay her bills, stated, “I was on the verge of suicide when FCIF reached out to me regarding the grant. The grant funding relieved a huge amount of stress, and it brought me to life again. Thank you so very much FCIF for helping me live.”

Emily Morrow, an FCIF board member with first-hand knowledge of how a medical crisis can be life-changing, shared, “FCIF can be a lifeline, helping with the unforeseen expenses that simply aren't covered and can be financially debilitating.”

Max Holland, FCIF board member, added, “I've always admired and respected FCIF and its

mission. There are very few industries that have a non-profit organization dedicated to giving back to workers who have been critically injured or have suffered some other hardship."

Highlighting real stories, this honest and heartfelt campaign showcases FCIF's impact on the floorcovering industry, from grant recipients and their loved ones to FCIF board and staff members. "This is My Story" reveals that behind every grant is a story of a person fighting one of the hardest battles of their life and another person fighting to save them.

"We are proud to share the tremendous contributions that FCIF makes in people's lives," said Andrea Blackburn, executive director of FCIF. "Sharing stories not only raises awareness that there is help when tragedy strikes, but demonstrates that flooring employees and their families who are experiencing medical obstacles can find hope and comfort through the passion and generous support across the industry. FCIF is here to support them and provide life-changing financial assistance."

For more than 41 years, FCIF has been a lifeline to the millions of people working in the floorcovering industry, providing financial assistance to those battling life-altering conditions, FCIF's board is large and diverse, with 33 members representing manufacturers, distributors, retailers, trade shows, and media. "Each member of our board brings a sincere dedication to our life-changing mission, and I'm so grateful for their willingness to give their time and expertise. Harnessing the collective power of the floorcovering community is crucial to disseminating information to those who need help," said Blackburn.

#### **Take Part in Spreading Awareness about FCIF:**

- FCIF's Advocacy Program provides businesses with a quarterly [Corporate Toolkit](#) to help raise awareness of its grant program and application process. Keep up with FCIF news by visiting the company's [website](#), fcif.org.
- Follow us on [Twitter](#), [YouTube](#), [LinkedIn](#), [Instagram](#), and [Facebook](#)

#### **Give:**

- [Give to the Floor Covering Industry Foundation](#)

#### **About FCIF**

The Floor Covering Industry Foundation was created in 1981 by leaders in the industry to focus attention on health and human service needs of floor covering industry members in times of life-altering medical hardships. Since its founding, the FCIF has distributed more than \$9 million in grants with compassion, confidentiality, and dignity. Beneficiaries include flooring retailers,

installers, retail salespeople, distributor personnel, manufacturing employees, and industry executives. For more information or to donate visit [www.fcif.org](http://www.fcif.org).

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