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Floor Covering Industry Foundation  
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### **FCIF Board Members Ask for Donations**

Want to make an impact? Gifts to the Floor Covering Industry Foundation, a 501(c)3 non-profit will help families all over the country who are faced with unexpected medical battles. The FCIF board of directors are currently holding their fall campaign drive, reaching out to thousands of flooring businesses across the country. The Foundation provides grants directly to flooring families to help with expenses such as medical care, medications, medical supplies, and other necessities such as food, shelter, and utilities. More than 100 families have reached out to FCIF this year including:

- a distribution shift supervisor in a manufacturing plant who is battling brain and breast cancer
- a flooring installer and his teenage daughter who are both battling leukemia
- a claims analyst who is caring for a disabled grandchild, and an
- an inlay production worker whose son has Cerebral Palsy and needs medical equipment.

The Foundation's board members wanted to share why they are passionate about this cause.

#### **Charlie Dilks, Chief Product Officer – CCA Global Partners, Chairman of the Board of FCIF:**

"The FCIF provides grants to recipients exclusively within the floor covering industry and is funded almost entirely from donations made from within the industry. Knowing that your donation, large or small, will be used to benefit someone in your industry who is suffering as a result of a catastrophic illness or life altering event, is a differentiation unique to very few charities".

#### **Scott – CEO of the World Floor Covering Association, Vice-Chairman of FCIF:**

"FCIF is my chance to give back to the people and industry that has supported me and my family for multiple generations. My support is one way of saying "thank you" to those who have worked in the industry I have called home for almost my entire life."

#### **Emily Finkell – CEO of Emily Morrow Home, Chair of Fund Development for FCIF:**

"At the age 35, I was diagnosed with breast cancer. As a single mother of two, I balanced a corporate career while caring for my young children, and myself, during the harrowing treatments. This experience

led me to start a family foundation for cancer care which supports FCIF, as well as other non-profits. I am honored to serve on the board of FCIF and encourage other to give and help us meet our funding goals this year.”

**Keith Campbell, Chairman of the Board of Mannington Mills, Treasurer of FCIF:**

“I have been involved with the FCIF for over 20 years. The Foundation has provided critical financial assistance to families within the industry who are experiencing medical setbacks. These grants enable people to live with dignity at a time when they need the most help. In recent years the number of grants has risen extending throughout the United States to retail associates, installers, as well as those in manufacturing. The current COVID crisis has not diminished the need to assist floor covering families in need. For every dollar given, more the ninety cents go to assist those in need.”

**Howard Brodsky, Co-CEO of CCA Global Partners, Past-Board Chair of FCIF:**

“I feel privileged to be Chairman of the Board of FCIF for over 15 years, and I've seen firsthand the incredible difference FCIF has made in the lives of those during their most difficult and challenging times. To be in an industry that cares about their own is truly heartwarming. It is said we rise up by lifting others up, and there is no greater work than what FCIF does by lifting others up in times of need. We should all be proud of the work of the floor covering industry. This is not about a supplier, or wholesaler, it is about the good we can do in the world.”

Know someone in need of assistance?

- Visit [fcif.org](http://fcif.org) for an application.
- Grant applications have a rolling deadline
- Criteria for assistance: financial need, severity of medical condition, and 5+ years of service to the floor covering industry by a household family member.

As part of the fundraising campaign, companies and individuals who make a gift by December 31<sup>st</sup> will be recognized in seven trade publications. You contribute by:

- Mailing a donation to 855 Abutment Rd. #2, Dalton, GA 30721
- Pledging or made a credit card donation online at [fcif.org](http://fcif.org)

Giving levels are as follows:

- \$1,000 – Genesis
- \$2,000 – Bronze
- \$5,000 – Silver
- \$10,000 – Gold
- \$25,000 – Platinum
- \$50,000 - Diamond

**About FCIF**

The Floor Covering Industry Foundation was created nearly forty years ago to focus industry attention on the health, human service, and welfare needs of floor covering industry members in times of life-altering medical hardships. Since its founding, the FCIF has distributed more than \$7 million in grants with compassion, confidentiality, and dignity. Beneficiaries include flooring retailers, installers, retail salespeople, distributor personnel, mill employees, and industry executives. For more information or to donate visit [www.fcif.org](http://www.fcif.org).

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