



# FOREVER NURSING

The Endowment Campaign  
for FNSNA

## *Case for Giving*

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### **An Unprecedented Effort**

***The Foundation of the National Student Nurses Association (FNSNA), established in 1969, was inspired by NSNA's first executive director, Frances Tompkins who anticipated the need to create a way for supporters to invest in the education of nursing students. FNSNA is organized as a 501 C-3 charitable organization for the sole purpose of supporting nursing education. FNSNA has awarded over five million dollars in scholarships to qualified undergraduate nursing students. With the country facing a future with a well-documented nursing shortage, bold action is necessary. FNSNA has established a broad fundraising effort to enhance its endowment by \$2 million and triple the amount of scholarships available in perpetuity.***

### **Situation Summary**

According to the National Center for Health Workforce Analysis (NCHWA) 2014 report, the demand for RNs is projected to increase 21% from 2.9 to 3.5 million, an increase of 612,000 RNs from 2012 to 2025.<sup>1</sup>

The Bureau of Labor Statistics' *Employment Projections 2014-2024* lists Registered Nursing (RN) among the top occupations in terms of job growth through 2024. The RN workforce is expected to grow from 2.7 million in 2014 to 3.2 million in 2024, an increase of 439,300 or 16%. The Bureau also projects the need for 649,100 replacement nurses in the workforce bringing the total number of job openings for nurses due to growth and replacements to 1.09 million by 2024.<sup>2</sup>

Increasing numbers of elders with multiple chronic conditions will contribute to a growth in disease burden and an escalating demand for nursing services.<sup>3</sup> This, at a time when nearly 700,000 nurses are projected to retire or leave the labor force by 2024 as 78 million baby boomers reach age 65.

Compounding the problem is the fact that nursing colleges and universities across the country are struggling to expand capacity due to a shortage of qualified nursing faculty. As the American Association of Colleges of Nursing (AACN) reported in *Enrollment and*

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<sup>1</sup> U.S. Department of Health and Human Services, Health Resources and Services Administration, National Center for Health Workforce Analysis. *The Future of the Nursing Workforce: National- and State-Level Projections, 2012-2025*. Rockville, Maryland, 2014.  
<http://bhpr.hrsa.gov/healthworkforce/supplydemand/nursing/workforceprojections/nursingprojections.pdf>

<sup>2</sup> Bureau of Labor Statistics' *Employment Projections 2014-2024*, Registered Nursing (RN)  
<https://www.bls.gov/opub/mlr/2015/article/occupational-employment-projections-to-2024.htm>

<sup>3</sup> Auerbach DI, Buerhaus PI, Staiger DO. Will the RN Workforce Weather the Retirement of the Baby Boomers? *Med Care*. 2015 Oct;53(10):850-6. <https://www.ncbi.nlm.nih.gov/pubmed/26366517>

*Graduations in Baccalaureate and Graduate Programs in Nursing*, U.S. nursing schools turn away thousands of qualified applicants from baccalaureate and graduate nursing programs each year. Almost two-thirds of the nursing schools pointed to faculty shortages as a reason for not accepting all qualified applicants.<sup>4</sup> Despite a temporary lull in the country's nursing shortage during the economic recession, Peter Buerhaus, PhD, RN, FAAN, a leading work force analyst who has conducted several studies on the nursing industry, has predicted that the shortage of nurses will be, "a gathering storm that will be like a Category Three hurricane, but one that hits the entire nation." As Dr. Buerhaus has noted, "Unless there is significant progress in expanding the size of the future nursing workforce, realizing the goals of health care reform will be difficult." The decreased supply of nurses and the increased demand for them portends another even more intense nursing shortage in the coming years.

The 2010 Institute of Medicine/Robert Wood Johnson Foundation report, *The Future of Nursing: Leading Change, Advancing Health*, has further noted that health care reform laws are predicted to increase the demand for health care and need for nurses.

*A shortage of the size anticipated "could incapacitate the health care system. Low nurse staffing affects the quality of care. There is a clear impact on patients: more infections, falls, cardiac arrests and medication errors."*

Peter Buerhaus

The impact of the shortage on public health is extraordinary. An adequate supply of nurses is essential to ensure access to affordable, high-quality healthcare for all. As the population grows and ages, the demand for high quality nursing care will continue to expand.

### Evidence of the Shortage

Here are some fast facts concerning the nurse shortage:

- Capacity in schools of nursing is not growing fast enough to meet the projected demand for nurses over the next 10 years. To meet the projected growth in demand for RN services, the country must graduate approximately 90% more nurses from US nursing programs.
- A shortage of nursing school faculty is restricting nursing program enrollments. U.S. nursing schools turn away thousands of qualified applicants from baccalaureate and graduate

*"We have a much higher acuity level patient who requires a lot more nursing care and we have fewer nurses to provide that care."*

Dr. Timothy Babineau  
Chief Medical Officer  
University of Maryland Medical  
Center

<sup>4</sup> AACN. Nursing Faculty Shortage Fact Sheet. 2017 <https://www.aacnnursing.org/News-Information/Fact-Sheets/Nursing-Faculty-Shortage>

nursing programs due to insufficient number of faculty, clinical sites, classroom space, clinical preceptors, and budget constraints. The aging of nurse faculty could exacerbate the faculty shortage; according to the National Council of State Boards of Nursing (NCSBN) and the Forum of State Nursing Workforce Centers 2013 National Workforce Survey of RNs, 72% of full-time faculty were age 50 or older.<sup>5</sup>

- The percentage of older nurses is on the rise. According to a 2013 survey conducted by the NCSBN and The Forum of State Nursing Workforce Centers, more than half (55%) of the RN workforce is age 50 or older.<sup>6</sup>
- According to the ANA, over the past decade, the average age of employed RNs has increased by nearly two years, from 42.7 years in 2000 to 44.6 years in 2010.<sup>7</sup>
- There will be a shortage of 154,018 RNs by 2020 and 510,394 RNs by 2030; the South and West regions will have higher shortage ratios than Northeast and Midwest regions.<sup>8</sup>
- If demand for nurses continues to expand at historical rates through 2030, entry into nursing must continue to grow over the next two decades at a rate of 20% per decade in order to meet that demand.<sup>9</sup>
- The RN shortage will reach epic proportions just when the demand for health care is expected to increase, as an estimated 32 million additional Americans obtain health insurance coverage.<sup>10</sup>
- The Institute of Medicine report, “The Future of Nursing: Leading Change, Advancing Health,” calls for nurses to “achieve higher levels of education and training through an improved education system that promotes seamless academic progression. Education should include opportunities for seamless transition into higher

*“The U.S. has been dealing with a nursing deficit of varying degrees for decades, but today—due to an aging population, the rising incidence of chronic disease, an aging nursing workforce, and the limited capacity of nursing schools—this shortage is on the cusp of becoming a crisis, one with worrying implications for patients and health-care providers.”*

Rebecca Grant, Family Member & Free-lance Writer. The U.S. Is Running Out of Nurses, The Atlantic, February 2016

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<sup>5</sup> Budden JS, Zhong EH, Moulton P, Cimiotti JP. Highlights of the National Workforce Survey of Registered Nurses. *Jour Nurs Regulation*. 2013; 4(2): 5-14. [https://www.ncsbn.org/JNR0713\\_05-14.pdf](https://www.ncsbn.org/JNR0713_05-14.pdf)

<sup>6</sup> AACN Nursing Shortage Fact Sheet. 2017 <https://www.aacnnursing.org/Portals/42/News/Factsheets/Nursing-Shortage-Factsheet-2017.pdf>

<sup>7</sup> ANA Workforce. The Nursing Shortage. 2018 <https://www.nursingworld.org/practice-policy/workforce/>

<sup>8</sup> Juraschek SP, Xiaoming Z, Ranganathan VK, Lin V. United States Registered Nurse Workforce Report Card and Shortage Forecast. *Public Health Resources. American Journal of Medical Quality*, 2017 <http://journals.sagepub.com/doi/abs/10.1177/1062860617738328>

<sup>9</sup> Auerbach DI, Staiger DO, Muench U, Buerhaus PI. The nursing workforce in an era of health care reform. *N Engl J Med*. 2013;368(16):1470-2.

<sup>10</sup>Staiger DO, Auerbach DI, Buerhaus PI. Registered nurse labor supply and the recession--are we in a bubble? *N Engl J Med*. 2012 Apr 19;366(16):1463-5.

degree programs—from licensed practical nurse (LPN) licensed vocational nurse (LVN diplomas; to the associate’s ADN) and bachelor’s (BSN) degrees; to master’s, PhD, and doctor of nursing practice (DNP) degrees.” (IOM 2010)

- If nursing students are unable to apply, enroll, and graduate from nursing education programs, this will further exacerbate the nurse shortage.

### The Need to Support Education of Nursing Students

FNSNA has worked diligently to support undergraduate nursing students through the years with its scholarship and leadership development programs. In fact, it is the banner carrier for nursing students, the only organization completely committed to their education and development through scholarships and grants.

In 2018, [FNSNA awarded](#) \$244,00 from donor contributions and endowments representing scholarships ranging from \$1,000 to \$7,500. Cumulatively, FNSNA has awarded over \$5M through this program.

A sampling of the Foundation’s scholarship and grants efforts include:

- Mary Ann Tuft Endowment – In its 36<sup>th</sup> year, this Fund has awarded \$240,000.
- Helene Fund Health Trust Endowment – Scholarships have been awarded each year since 2006 from this \$500,000 endowment.
- Marilyn Bagwell Leadership Development Endowment – Established in 2003, this fund has provided grants to nursing schools to support leadership development in state and national NSNA activities.
- RWJ Executive Nurse Fellows Leadership Legacy Endowment supports an annual leadership lecture to advance the connection between experienced and emerging nurse leaders.
- The 3M Littmann Stethoscope Scholarship fund, established in 2004 with a \$100,000 endowment, awards scholarships each year.

*“I am so grateful for the opportunity to make my nursing education possible. I come from a big family; my father is disabled and my mother works as a medical assistant so this support is going to make a big difference in my ability to complete nursing school. I have wanted to be a nurse since I was a little girl, because I love to help people and I want to serve our community. I believe that I can make a difference between life and death, comfort and pain, knowledge and fear. That is a powerful feeling.”*  
Scholarship Recipient

Of special note is the Johnson & Johnson *Promise of Nursing* Scholarship and Grants program, established in 2002, which, until 2017, was part of the company’s comprehensive Campaign for Nursing’s Future. Regional *Promise of Nursing* galas, sponsored by Johnson & Johnson, celebrated registered nurses for their extraordinary

contribution and raised money for the nursing community regionally. The FNSNA continues to manage the fund and oversee the selection of recipients. The events have raised more than \$18 million undergraduate nursing student scholarships, graduate nursing education fellowships to prepare nurse faculty, and grants to regional nursing schools to help expand their student capacity.

While all these efforts are making an impact to alleviate the nursing shortage, more needs to be done. To gain some perspective, there are an estimated 400,000 (2014) nursing students enrolled nationally with more than 150,000 graduating each year<sup>11</sup>...and yet, there is still a predicted shortage. College tuition and availability of government support for undergraduate nursing scholarships is inadequate. Private funding is available through colleges and universities for their enrolled students. The FNSNA is the only national Foundation providing scholarships for nursing students enrolled in all undergraduate nursing education programs as well as RN completion programs.

To date, the FNSNA General Scholarship program provides between 70 and 100 scholarships per year. In the past eight years, the Promise of Nursing program has awarded 1,298 undergraduate student scholarships, 567 faculty fellowships, and 245 grants to nursing schools. While remarkable, it is only the beginning of addressing the scope of the problem. We know there are many potential nursing students, eventual career nurses, who would greatly benefit by FNSNA scholarships. We are driven to begin a long-term process to ensure that those who want to become registered nurses have the opportunity, and we are motivated by our mission to ensure high quality health care for generations to come.



The Foundation needs to increase the amount of scholarships available, and to ensure that the necessary dollars are available on an annual basis and not subject to the changing budgets and funding priorities of contributors. To achieve this goal, the Foundation plans to enhance its endowment by \$2M, bringing the total from \$3M to \$5M, through a concerted national fund-raising effort. By doing so, FNSNA can triple the amount of scholarships available for undergraduate student nurses. In addition to the broader quantifiable increase, there are broader effects to celebrate as well. The resulting awareness of this effort will be dramatic, as will the momentum for future fundraising initiatives to further expand the endowment.



### How Those Who Support Nursing Can Help

Even with current efforts to alleviate the nursing shortage, the impact of an insufficient supply of registered nurses is alarming. Successful campaigns and programs that address the shortage are truly making an impact; however, these efforts are not designed to continue in perpetuity. The enduring impact of the FNSNA's endowed scholarship program will always be there to ensure that nursing students who want to make a difference in the lives of their patients will have the support they need to make the world a better place.

*"Annual contributions from corporations, associations and individuals are needed and important. This annual giving, however, is not guaranteed—the economy fluctuates, the individuals committed to the program move on, and missions change. The only long-term guarantee we can count on is endowment. I can't think of a better way for corporations, associations, and individuals who support nursing, to have permanent recognition, and ongoing celebration of their support and generosity."*

Diane J. Mancino, EdD, RN, CAE, FAAN  
Executive Director  
Foundation of the  
National Student Nurses Association

Accordingly, FNSNA has decided to continue its major Capital Campaign seeking to greatly bolster the organization's endowment, provide an inextricable link from present to future, and present a wonderful opportunity to hundreds, and eventually thousands, of qualified nursing students over time.

The success of the campaign is predicated on the endorsement and support of those served by the FNSNA and NSNA and others who view the issue as critically as we do. It is only through the successful partnership among the FNSNA and NSNA family, the Board of Trustees, and others that our ambitious goals and plans can be realized.

Your involvement in this important endeavor is welcomed!

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