



**68% of smokers say
they want to quit.
Only about 7% succeed.**

Ask your patients if they use tobacco, and if they're ready to consider quitting. If they are, Tobacco Free Florida can help. **Your referral, even a brief one, can make all the difference.**

For more information on how you can team up with us to help your patients quit, visit **TobaccoFreeFlorida.com/Healthcare**.

**Florida
HEALTH**



FOCUS ON FOUNDATION

A Strategic Future for FNF

Jayne Willis DNP, RN, NEA-BC, CENP,
President, Florida Nurses Foundation



The Florida Nurses Foundation (FNF) has long been a champion for advancing nursing and healthcare across the state of Florida. In 2025, the Foundation's Board of Trustees has taken bold steps to reimagine and reinvigorate its future, ensuring FNF remains a powerful force in supporting nurses, funding nursing research, and launching initiatives that elevate the profession and improve health outcomes.

This year, the Trustees have been deeply engaged in shaping a forward-looking vision that builds on the Foundation's rich legacy while positioning it to meet the evolving needs of nurses in Florida. With that goal in mind, the Board held two full-day retreats, one in April and another in July, dedicated to strategic reflection and planning.

The July retreat marked a particularly important milestone. The Foundation brought in a professional consultant to guide the Trustees through a focused learning session on nonprofit board governance and the strategic responsibilities of foundation leadership. The session also laid the groundwork for an inclusive and impactful strategic planning process, one that will define the Foundation's direction in the years to come.

While the Trustees lay the groundwork for the future, our work would not be possible without the engagement of our members and the generous philanthropy of individuals, health systems, corporations, and community leaders who care deeply about the future of nursing and healthcare in Florida. This vital support fuels our mission, and this year, we have seen extraordinary generosity.

FNF Trustee Selma Verse helped increase the Foundation's resources by \$200,000 through her tireless work in her community. Additionally, Dr. Patricia Messmer has made a lasting impact by establishing two named funds. Furthermore, Dr. Dierdre Krause and Selma Verse have recently created endowed funds to ensure sustained support for future generations of nurses.

We've also seen a significant increase in applications for the Nurses in Need program—a reminder of the critical role FNF plays in supporting nurses facing personal and professional challenges. We are incredibly grateful to the Nurses Charitable Trust for its \$60,000 commitment to this essential fund, which provides direct relief and support to nurses when they need it most.

Through this combination of strategic vision, trustee engagement, and community generosity, FNF is well-positioned to expand its impact and continue to be a cornerstone of support for nurses throughout Florida. Whether through scholarships that support the next generation of nurses, research grants that advance evidence-based practice, or special initiatives that address urgent healthcare needs, the Foundation is committed to making a lasting difference. ■

The journey continues—and we are grateful to all who walk it with us.