

BOARD OF DIRECTORS

Denyse Mackey
Makayla Mackey
Madison Mackey
Chris Roberts
Dimples Williamson
Travis Williamson

Mailing Address

260 Longhouse Lane
Slingerlands, NY 12159
P 518-376-6567
wdmackeyfoundation.org

December 15, 2021

Your church is invited to participate in the faith-based, community-wide “Heart of Hope” wellness campaign.

The goal of this campaign is to increase awareness of the importance of heart and cancer screening, while honoring Warren A. Mackey – coach, educator, athlete, salesman and singer, and who the *Times Union* named, The Unofficial Mayor of Albany.*

On February 1, 2021, Warren died from a ten-year journey of cardiomyopathy and complications from heart surgery that was intended to bridge his quality of life until a suitable heart transplant became available. In his honor, Mayor Kathy Sheehan proclaimed February 1st the Warren A. Mackey Day in the City of Albany. To preserve his memory, vibrant spirit, and passion for giving back, his family established the **Warren & Denyse Mackey Foundation**. Their primary philanthropic efforts will support **Youth Program Development in Underserved Communities, Educational Scholarships and Heart & Cancer Health Initiatives.**

Here is HOW your church can participate in the Heart of Hope wellness campaign:

1. Let us know you are “in” by registering [here](#)**
2. Host an awareness & wellness event on/around January 30; you can also choose any week or Sunday service, ideally January but February is also an option.
3. Customize a wellness campaign that works for your church:
 - Invite a healthcare professional, to do blood pressure screenings
 - Share about becoming an organ donor
 - Promote via social media & church - your Heart of Hope campaign with images from American Cancer Society, American Heart Association and Center for Organ Donation & Transplant (see page 2)

WHY should my church participate?

- It’s a new year and an opportunity to start it off healthy!
- It’s good for your members and elevates the importance of organ donation, preventative healthcare, and living a healthy lifestyle to mitigate heart and cancer risks
- Participating churches will be able to sign up for and receive free cancer screenings for breast, lung, skin, and colon (with or without medical insurance at Albany Med only).***

The Heart of Hope campaign will culminate with a “Heart of Hope Gospel Concert,” led by Mr. Dennis Lee Edney and hosted at Metropolitan Baptist Church on February 1, 2022, at 6 p.m. We hope you can join us to celebrate hope, virtually, or in person. *(Please note: to support COVID safety protocols, pre-registration for in-person attendance is required via the church website which will be available a week prior to the event.)*

“Be joyful in hope, patient in affliction, faithful in prayer. Share with the Lord’s people who are in need. Practice hospitality.” Romans 12:12 NIV



Denyse Mackey
Founder & Board Chair

P.S. Please see page 2 for important links and campaign contact information

* Read the full article at <https://bit.ly/TimesUnion-WarrenMackey>

** Participating churches will be asked to complete a short survey after the campaign

*** To take advantage of this opportunity, please encourage the congregational members must **call Albany Med at 518-262-0760**. More general information can be found at www.amc.edu/cancercare

CONTACTS TO SUPPORT “HEART OF HOPE”

SOCIAL MEDIA ASSETS OR RESOURCE SUPPORT

American Cancer Society	joni.richter@cancer.org
American Heart Association	Mackenzie.Shorter@heart.org
	Jessica.Pettengill@heart.org
Center for Donation & Transplant	Lfissette@cdtny.org

Cancer Screening @ Albany Med	Amanda 518-262-0760
Feb 1 st A Heart of Hope Concert	edneymusicman@yahoo.com

Additional Questions

Denyse Mackey	denysemackey@gmail.com or support@wdmackeyfoundation.org
---------------	---

MUST COMPLETE:

Campaign Registration

<https://bit.ly/heartofhope-register>

Post Campaign Survey

<https://bit.ly/heartofhope-results>

Registration Link to Share for Organ Donation Registry

<https://donatelife.ny.gov/ref/CDTNYWMDay>

Registration for Free Cancer Screenings

518-262-0760 or <http://www.amc.edu/cancercare>

GOOGLE DRIVE – CONTAINS ASSETS TO USE FOR YOUR CAMPAIGN (MORE COMING!)

Google drive containing social media images, videos from:

American Heart Association
American Cancer Society
Center for Donation & Transplant
Albany Med (Mackey Family testimonial video (avail 12/25/2021))
Albany Med “Free” Cancer Screening Offer – Flyer (available 1/1/2022)

Suggested hashtags for social media: #heartofhope #yourchurchname, #wdmackeyfoundation, #goodbyus #donatelifecd #AHANewYork #americancancersociety

Follow us: Facebook, Instagram, or LinkedIn @wdmackeyfoundation

Visit: www.wdmackeyfoundation.org/ to learn more or to donate.