



November 18, 2023

Your church is invited to participate in the faith-based, community-wide “Heart of Hope” wellness campaign. **This campaign aims** to increase awareness of the importance of heart and cancer screening while honoring Warren A. Mackey – coach, educator, athlete, salesman, and singer, and whom 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](#). **The primary philanthropic efforts support Youth Programming in Underserved Communities, Educational Scholarships, and Heart and 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. Customize a wellness campaign that works for your organization:
 - It can be as simple as committing to doing a text messaging or social media campaign (content provided)!
 - Make a church announcement to promote access to Albany Medical Center free cancer screenings (Feb 1 – April 18th). Appointment scheduling thru dedicated phone: 518-262-HOPE (flyer provided)
 - Invite a healthcare professional to your facility to do blood pressure screenings or share about becoming an organ donor

WHY should my church participate?

- It’s a new year and an opportunity to start 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 or the people you serve, will be able to be screened by Albany Med for necessary preventative health care & cancer screenings for breast, lung, skin, prostate, cervical, and colon. Assistance provided for those without medical insurance!.***

The Heart of Hope campaign will kick off with a “Heart of Hope Gospel Concert,” led by Min. Jarquese Mitchell and Mr. Dennis Lee Edney, hosted at Metropolitan Baptist Church on February 1, 2024 at 6:30 p.m. We hope you can join us for the wellness fair 530PM-630PM, prior to the Gospel concert celebrating hope. The service will also be live streamed on the church’s Facebook page.

“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

A handwritten signature in blue ink, appearing to read 'Denyse Mackey'.

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 organizations will be asked to complete a short survey after the campaign

*** To take advantage of this opportunity, please encourage your membership and/or individuals in the communities you serve to **call Albany Med at 518-262-HOPE**. Individuals who complete a recommended screening will receive a \$50 gift card while supplies last.



CONTACTS TO SUPPORT “HEART OF HOPE”

| | |
|----------------------------------|--|
| American Cancer Society | jeni.richter@cancer.org |
| American Heart Association | Katherine.McCarthy@heart.org |
| Center for Donation & Transplant | Lfissette@cdtny.org |
| MVP Health Care | afinn@mvphealthcare.com |
| American Red Cross | Jill.Ballou@redcross.org |
| QUESTIONS : | |
| Jennifer Whitson | jluciwhitson@gmail.com |
| | support@wdmackeyfoundation.org |

MUST COMPLETE:

Campaign Registration

<https://forms.gle/e74aiYaeQLtkhMv8>

Registration Link to Share for Organ Donation Registry

[HTTPS://DONATELIFE.NY.GOV/REF/CDTNYWMDAY](https://donatelife.ny.gov/ref/cdtnywmday)

Registration for Free Cancer Screenings

[518-262-HOPE](tel:518-262-HOPE)

Google Drive – Contains social media assets for your campaign:

NEED LINK

[American Heart Association](#)

[American Cancer Society](#)

[Donate for Life](#)

[American Red Cross](#) – Locate a Blood Drive

Albany Med Mackey Family testimonial YouTube Video

[HTTPS://BIT.LY/MACKEYTESTIMONIAL](https://bit.ly/mackeytestimonial)

Albany Med “Free” Cancer Screening Offer – Flyer

NEED LINK

Suggested hashtags for social media: #heartofhope #yourorgname, #wdmackeyfoundation, #goodbyus #donatelifecdt #AHANewYork #americancancersociety

Follow us: Facebook, Instagram, or LinkedIn @wdmackeyfoundation

Visit: [HTTPS://WDMACKEYFOUNDATION.ORG/](https://wdmackeyfoundation.org/) to learn more or to donate.