

# Van Kerckhove Family Memorial Endowed Scholarship

**Type:** Endowed

**Amount:** Varies (approximately \$500)

**# Offered:** One per year

**Deadline:** Refer to Allen College Institutional Scholarship Application

**Established:** 2023

**Special Criteria:** Nursing student with preference to a Des Moines or Cedar Rapids area student with a desire to work at a UnityPoint Health facility after graduation

Barbara (Van Kerckhove) Earles, a proud graduate of the Allen School of Nursing Class of 1974, established the Van Kerckhove Family Memorial Endowed Scholarship to honor her family's deep roots in the Waterloo/Cedar Falls community and to support future healthcare professionals. Born at Allen Hospital and raised in Cedar Falls, Barbara began her nursing career at Allen Hospital before advancing into healthcare quality and risk management roles, including leadership positions at UnityPoint Health and St. Paul Insurance.

Barbara's family legacy includes her parents and grandparents, lifelong residents of the area. Her grandfather, Frank A. Van Kerckhove, founded Display Sign Service in 1930, a business later operated by her parents, Frank "Bud" and Betty L. Van Kerckhove, until its sale in 1972. The scholarship reflects Barbara's desire to preserve the Van Kerckhove name and give back to the community that shaped her personal and professional journey.

In addition to her career accomplishments, Barbara holds a BA in Community Health from UNI and a Master's in Healthcare Administration from Des Moines University. Now retired and living in Urbandale, Barbara continues to pursue her passion for travel and photography.

Her motivation for creating this endowed scholarship stems from a lifelong commitment to "paying it forward" and ensuring that students pursuing healthcare careers have the support they need to succeed. Through this scholarship, Barbara hopes to make a lasting impact on the lives of future caregivers and the patients they will serve.