



ASHP Foundation News Release

ASHP Foundation Joins the Global #GivingTuesday Movement

Donations will be accepted during the annual Match for Med Safety Campaign

BETHESDA, MD (October 25, 2017) – The ASHP Research and Education Foundation has joined #GivingTuesday, a global day of giving that harnesses the collective power of individuals, communities, and organizations to encourage philanthropy and to celebrate generosity worldwide.

Occurring this year on November 28th, #GivingTuesday is held annually on the Tuesday after Thanksgiving in the United States and the widely recognized shopping events Black Friday and Cyber Monday. #GivingTuesday kicks off the holiday giving season and inspires people to collaborate in improving their local communities and to give back in impactful ways to the charities and causes they support.

This year will be the third time that the ASHP Foundation has participated in #GivingTuesday. The Foundation wanted to take part in this relatively new movement as a way to raise awareness of the Match for Med Safety Campaign and the importance of supporting programs that improve medication safety for patients across the country and around the world.

“We also wanted to join the global community of charitable organizations who were simply seeking to inspire people to give or do good during the holiday season,” says ASHP Foundation CEO Stephen Allen. “Our donors and potential donors, especially the younger generation, actively seek opportunities to make a positive difference in this world. #GivingTuesday is very appealing to them because it brings us all together to do just that.”

Donors gave a total of \$5,747 to the Foundation during #GivingTuesday 2016, making it the single most successful day during the 2016 Match for Med Safety Campaign, which raised \$110,000 total. In 2017, our goal is to raise \$7,500 on #GivingTuesday. Campaign sponsors Omnicell, Fresenius Kabi, and Novo Nordisk will be matching donations dollar for dollar during the entire campaign, which runs from November 1 to December 31, 2017.

The 92nd Street YMCA (92Y), a cultural center in New York City, conceptualized #GivingTuesday as a new way of linking individuals and causes to strengthen communities and encourage giving. Last year, the fifth year of #GivingTuesday, millions of people in 98 countries came together to give back and support causes they believe in. More than \$177 million was raised online to benefit a tremendously broad range of organizations, and much more was given in volunteer hours, donations of food and clothing, and acts of kindness.

“We have been incredibly inspired by the generosity in time, efforts, and ideas that have brought our concept for a worldwide movement into reality,” said Henry Timms, founder of #GivingTuesday and

executive director of 92Y. “As we embark on our sixth year of #GivingTuesday, we are encouraged by the early response from partners eager to continue making an impact in this global conversation.”

Those who are interested in joining the ASHP Foundation’s #GivingTuesday initiative can visit www.ashpfoundation.org/MatchforMedSafety. For more details about the #GivingTuesday movement, visit www.givingtuesday.org.

About the ASHP Foundation

The ASHP Research and Education Foundation (www.ashpfoundation.org) was established in 1968 by ASHP (www.ashp.org) as a nonprofit, tax-exempt organization. As the philanthropic arm of ASHP, our vision is that patient outcomes improve because of the leadership and clinical skills of pharmacists who, as vital members of the healthcare team, are accountable for safe and effective medication use. Our mission is to improve the health and well-being of patients in health systems through appropriate, safe, and effective medication use.

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