

COLLABORATIVE CARE GRANT FOR NURSES AND PHARMACISTS SPONSORSHIP PROPOSAL



OVERVIEW

Optimizing patient-centered, team-based care is essential to ensuring equitable, effective, and efficient health care. The American Nurses Foundation and the ASHP Foundation have joined in partnership to offer a competitive grant program to support innovative projects, co-led by nursing and pharmacy, to stimulate and demonstrate the impact of team-based care that enhances the safe and effective use of medications.

The American Nurses Foundation is the philanthropic arm of the American Nurses Association (ANA) and part of the ANA Enterprise. The mission of the American Nurses Foundation is to transform the nation's health through the power of nursing, by finding and funding new ways of solving problems, generating new ideas and tools, and laying the framework for advances in research, education, and clinical practice that enhance nurses' health and improve patient care.

The ASHP Foundation is the philanthropic arm of the American Society of Health System Pharmacists (ASHP) and part of the ASHP Enterprise. The mission of the ASHP Foundation is to support ASHP by advancing the professional practice of pharmacists and the pharmacy workforce by funding research and education that improves health outcomes through optimal, safe, and effective medication use.

We invite you to partner with both the American Nurses Foundation and the ASHP Foundation by sponsoring or co-sponsoring this innovative grant program. We have already awarded grants in 2022 and 2023, and our organizations have committed to awarding another \$75,000 18-month grant. Additional support will allow us to offer larger or additional grants.

By sponsoring this grant and partnering with both organizations, you will elevate the visibility of your brand and reinforce your brand's reputation as an industry leader. Your company will have broad exposure through the multiple channels of the combined enterprises of the American Nurses Association and ASHP. The American Nurses Foundation reach extends to 200,000+ nurses who are crucial, frontline experts to patients' health care team. The ASHP Foundation reach extends to 60,000+ pharmacists who are therapeutic influencers and decision makers.

When you partner with the American Nurses Foundation and the ASHP Foundation on this grant, you will enjoy meaningful benefits through a substantial, multi-channel reach, while making a significant impact on optimizing patient care through the safe and effective use of medications.

SPONSORSHIP DETAILS



COMBINED MULTI-CHANNEL REACH

ANA Enterprise

ANA and American Nurses Foundation

- 6.1 million+ web homepage views per year
- 25.4 million+ unique web page views per year
- 1 million+ social media followers
- 142,000+ electronic newsletter subscribers
- 240,000+ American Nurse magazine subscribers

ASHP Enterprise

ASHP and ASHP Foundation

- 10.2+ million web homepage views per year
- 2.5+ million unique web homepage visitors per year
- 172,000+ social media followers
- 87,000+ unique email subscribers

SUMMARY OF SPONSORSHIP BENEFITS

American Nurses Foundation Benefits

The benefits include ongoing recognition as a grant supporter through American Nurses Foundation and ANA communication channels throughout the program cycle, reaching an audience of 240,000+ members and donors.

- Recognition on the American Nurses Foundation website and promotions will include your logo and a link to your website
- Recognition of your support through a grant announcement on the Foundation website research and promotion of the grant through ANA Enterprise social media channels
- Recognition in American Nurses Foundation semi-annual e-newsletters
- Recognition of program support at the Foundation exhibit area at the ANA Membership Assembly
- Prominent recognition in the American Nurses Foundation announcement of the awardees to the corporate community and ANA members, including press releases
- Prominent recognition during all American Nurses Foundation awardee dissemination activities

ASHP Foundation Benefits

The benefits include ongoing recognition as a grant supporter through ASHP and ASHP Foundation communication channels throughout the program cycle, reaching an audience of 60,000+ members and donors.

- Recognition on the ASHP Foundation website and social media program promotions will include your logo and a link to your website
- Recognition of your support through a grant announcement on the ASHP website homepage and social media channels
- Recognition in ASHP Foundation monthly e-newsletters and ASHP/ASHP Section e-newsletters
- Recognition of program support at the ASHP Foundation exhibit area at the ASHP Summer Meetings & the Midyear Clinical Meeting & Exhibition
- Prominent recognition in the ASHP Foundation announcement of the awardees to the corporate community and ASHP members, including press releases
- Prominent recognition during all ASHP Foundation awardee dissemination activities

QUESTIONS?

For questions about sponsorship or the program, please contact:

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