

# NEWS

## Association for Healthcare Philanthropy

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### **Holiday Purchases Can Now Fund Health Care Charities**

**WASHINGTON, D.C.**, (November 21, 2006) – Holiday gifts often come straight from the heart. This season, your holiday shopping can help repair one, too, thanks to a unique philanthropic Web site launched today. Combining two great holiday traditions--giving gifts and supporting charities--you can now shop for loved ones and benefit those in need at the same time.

AHPshoppingmall.com, begun by the Association for Healthcare Philanthropy (AHP), works like typical online shopping sites. Customers can visit more than 1,300 major retailers such as Target®, Macy's®, Best Buy®, Dell®, Staples® and Expedia® through AHPshoppingmall.com, where merchants contribute a portion of each sale to designated AHP member organizations.

In New York City, for instance, AHPshoppingmall.com donations would benefit AHP member hospitals Saint Vincent, Mount Sinai and NYU Medical Center, among others. In California, donations would benefit Cedars Sinai and Children's Hospital, while in Washington, D.C., AHP member facilities include Sibley Hospital, the Lombardi Cancer Center and Georgetown University Medical Center. Contributions can be made for AHP members in all 50 states, Australia, Canada, Costa Rica, England, Lebanon and Mexico.

The donated money from AHPshoppingmall.com may be used to fund Hospice Indigent Care Programs, Shots for Tots Immunization, Community Outpatient Centers, Free Care Clinics and Mobile Mammography Vans, said AHP President and Chief Executive Officer William C. McGinly.

"Imagine if everyone this holiday season who buys clothes, purchases a computer, downloads music, or makes airline or hotel reservations online, goes through AHPshoppingmall.com, what an extraordinary impact a donated portion of those purchases will have on philanthropic health care in America," Mr. McGinly said. "This year, Americans can give the greatest gift of all--the gift of health."

"Each week, thousands of consumers are purchasing business, household and personal items and services on the Internet. Now these same shoppers have a way to contribute to their communities year round just by making these purchases through AHPshoppingmall.com," said Mr. McGinly.

To take advantage of this program, shoppers visit <http://www.ahpshoppingmall.com>, select a retailer, and then choose the AHP member organization that they would like to benefit from their shopping experience.

The Association for Healthcare Philanthropy (AHP), established in 1967, is a not-for-profit organization whose 4,300+ members manage philanthropic programs in 2,200 of North America's not-for-profit health care providers. AHP's audience includes fundraising professionals, development staff, public relations professionals, trustees, marketing professionals, administrators, and executives interested in health care fundraising. ###



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