

News Release



Canadian Foundation
for Pharmacy

Be part of the million-dollar difference

TORONTO, ON – MAY 30/2018 – The Canadian Foundation for Pharmacy has launched the *1 Million for 25* fundraising campaign to take funding for pharmacy research and innovation to the next level. “If each pharmacist in Canada donated just \$25, the Foundation would have more than \$1 million to fund exciting projects dedicated to advancing the profession of community pharmacy. We’re asking all pharmacists to become part of the million-dollar difference,” says Dayle Acorn, Executive Director of CFP, which is a registered charity.

Two main factors spurred the need for the campaign: first, the quantity and caliber of applications for grants from CFP’s Innovation Fund steadily rise, yet the current budget of \$100,000 a year means only two or three projects can be picked. “Many of the proposals revolve around demonstrating the value of pharmacists’ services in terms of health outcomes or efficiencies to the healthcare system, and we need that type of research more than ever today. Governments and private payers are asking for it,” says David Windross, President of CFP.

Second, governments’ ongoing cuts to drug budgets are having an impact on CFP’s ability to raise funds from corporate sponsorships and attendance at events. In fact, this year’s Innovation Fund budget would have fallen short had it not been for a generous bequest from pharmacist Fred Blayney, who passed away in August 2017. His generosity also helped spark the idea for the *1 Million for 25* campaign.

“CFP exists for pharmacists. Everything we fund is aimed to help pharmacists achieve their full potential as important members of the healthcare team,” stresses Acorn. “We now need pharmacists’ direct support, and we’re asking for just \$25 because we want to keep it simple and we really believe that enough pharmacists will come on board.”

CFP also wants to spread the word through Facebook, Instagram and Twitter (#CFP1millionfor25). “After you make your donation, please share with your pharmacy friends and challenge them to be part of the million-dollar difference for the future of pharmacy,” says Windross.

Donations can be made on CFP’s website, www.cfpnet.ca. Donors will receive tax receipts.

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About Canadian Foundation for Pharmacy – CFP supports practice-based research, innovation and leadership excellence in order to advance the profession of pharmacy and improve the health of Canadians.

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