



AGA KHAN FOUNDATION U.S.A.

PRESS RELEASE

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**Aga Khan Foundation Joins the National #GivingTuesday Movement,
Raises Nearly \$150,000 for Programs that Support Self-Reliance**

WASHINGTON, D.C., DECEMBER 9, 2014 – Aga Khan Foundation U.S.A. (AKF USA) joined #GivingTuesday, a ground-breaking effort that harnesses the collective power of a unique blend of partners -- charities, families, businesses, and individuals — to transform how people think about and participate in the giving season. Following Black Friday and Cyber Monday, #GivingTuesday inspires people to take collaborative action to improve their communities, give back in better, smarter ways to the charities and causes they support, and help create a better world.

For a month leading up to December 2, AKF USA’s #GivingTuesday campaign harnessed the power of social media, joining this national movement dedicated to giving. The AKF USA campaign featured stories of how real people in remote and challenging places – from Afghanistan to Mali – see change in their communities. These first-hand stories of local heroes show how lasting, positive change actually makes a tremendous difference in some of the poorest areas of the planet.

The campaign brought in nearly \$150,000, over seven times the original goal of \$20,000.

“We are overwhelmed by the positive response,” noted AKF USA CEO Dr. Mirza Jahani. Seeing an opportunity to channel the generous spirit of the holiday season to inspire action around charitable giving, partners led by the 92nd Street Y (92Y) and the United Nations Foundation came together to find ways to celebrate the great American tradition of giving. #Giving Tuesday was originally launched in 2012. Leaders in philanthropy, social media, and grassroots organizing joined to explore what is working in modern philanthropy and how to expand these innovations throughout the sector. The concept grew, and with the help of the founding partners including AKF USA, more than 20,000 organizations joined the movement and provided creative ways for people to embrace #GivingTuesday and collaborate in their efforts.

“It’s been a privilege to work with remarkable leaders all over the country building a movement around #GivingTuesday,” said Henry Timms, 92Y’s Executive Director. “This initiative has truly been crowd-sourced by some of the smartest and most connected minds among the next generation of philanthropists and entrepreneurs.” More than 16,000 corporate and nonprofit organizations participated in the initiative.

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An agency of the Aga Khan Development Network

1825 K Street, N.W., Suite 901, Washington, D.C. 20006
Telephone: (202) 293-2537, Facsimile: (202) 785-1752, Website: www.akdn.org
info.akfusa@akdn.org

Participants from around the country submitted #HowISeeChange selfie images to parallel the theme of AKF USA's Giving Tuesday campaign and express how they view creating positive change around the world. See the video [here](#) and the Facebook album [here](#).

Those interested in AKF USA's #GivingTuesday initiative can visit <http://www.partnershipsinaction.org/givingtuesday>. For more details about the #GivingTuesday movement, visit the #GivingTuesday website (www.givingtuesday.org) or follow @GivingTues and the #GivingTuesday hashtag on Twitter.

About Aga Khan Foundation U.S.A.

AKF USA, established in 1981, is a private, non-denominational, not-for-profit international development organization committed to alleviating poverty, hunger, illiteracy and poor health. AKF USA works to address the root causes of poverty by supporting and sharing innovative solutions in the areas of health, education, rural development, civil society, and the environment. AKF USA is a non-profit, tax-exempt organization under section 501(c)(3) of the Internal Revenue Service code.

AKF USA is part of the Aga Khan Development Network (www.akdn.org), a network of private, non-denominational, development agencies around the world, established by His Highness the Aga Khan to empower communities and individuals, often in disadvantaged circumstances, improve living conditions and opportunities. The Network's agencies work for the common good of all citizens, regardless of their gender, origin or religion and its underlying impulse is the ethic of compassion for the vulnerable in society.

About #GivingTuesday

#GivingTuesday is a movement to celebrate and provide incentives to give. It culminates with a global day of giving on December 2, 2014. This effort harnesses the collective power of a unique blend of partners to transform how people think about, talk about and participate in the giving season. #GivingTuesday will inspire people to take collaborative action to improve their local communities, give back in better, smarter ways to the charities and causes they celebrate and help create a better world. #GivingTuesday will harness the power of social media to create a global moment that is dedicated to giving around the world. To learn more about #GivingTuesday participants and activities or to join the celebration of giving, please visit:

Website: www.givingtuesday.org

Facebook: www.facebook.com/GivingTuesday

Twitter: www.twitter.com/GivingTues

For further information, please contact:

Martha Sipple

Communications and Public Affairs Manager

Aga Khan Foundation U.S.A.

email: martha.sipple@akdn.org

phone: 202-293-2537

mobile: 202-203-0838