



WHAT IS #GIVINGTUESDAY?

Started in 2012, #GivingTuesday has now become the biggest giving collaboration in the world, raising \$380M in one day in 2018. **#GivingTuesday is celebrated on the Tuesday following Thanksgiving and is designed to inspire and prompt generosity and giving after the deluge of shopping on Black Friday and Cyber Monday.**

It has been extraordinarily successful through social media and community outreach with 14.2 billion social media mentions last year alone. The goal is to create a massive wave of generosity that lasts well beyond that day, and touches every person on the planet. #GivingTuesday takes place on December 3, 2019 this year.

WHAT IS 10 FOR TUESDAY?

The ACR Foundation is joining the #GIVINGTUESDAY movement with our latest fundraising campaign, 10 for Tuesday. All gifts made during the 10 for Tuesday campaign will support health policy research through the Harvey L. Neiman Health Policy Institute (NHPI). The campaign is ongoing and will end on the day of #GivingTuesday, December 3.

Our goal with this campaign is to inspire a giving movement within the radiology community that helps secure our profession's future. **By giving just \$10 each, radiologists across the country can come together to collectively take an active role in ensuring that the radiology profession not only survives, but thrives.**

WHY SUPPORT HEALTH POLICY RESEARCH?

By supporting the ACRF's health policy research initiatives, you and your fellow radiologists are helping the NHPI produce real data that informs real decisions. Without credible, evidence-based research, we cannot effectively inform policy that supports the value of radiology in the evolving team-based health care model. **The most significant impact to date is the critical role that evidence-based research played in rolling back the Multiple Procedure Payment Reduction (MPPR) from 25% to 5%, restoring more than \$50 million per year in reimbursements to radiologists.**

HOW CAN I DONATE TO 10 FOR TUESDAY?

You can donate today by texting **HPR10** to **44-321** or you can give online at acrfoundation.org.