

## Donors shatter CSM's #GivingTuesday record

Posted by [Alan Van Wormer](#) On 12/02/2018

**During #GivingTuesday, donors not only provided funds for a number of scholarships, they also helped to pay for several campus-specific needs such as a hematology analyzer for the Medical Lab Technology Program. The machine, pictured above, is critical to the educational experience of medical students who are earning degrees to enter the health care industry in Southern Maryland.**

Southern Maryland once again wrapped the College of Southern Maryland (CSM) Foundation in overwhelming generosity when 270 donors gave more than \$136,000 toward CSM student success during the Nov. 27, social media event, #GivingTuesday. This year, the annual international day of philanthropy that follows the three busiest days of consumer spending, CSM donors exceeded all previous years of giving.

"We are so thankful for our alumni, employees, and the community who generously support student success and our mission," said CSM President Dr. Maureen Murphy. "This amazing outpouring on Giving Tuesday, and year-around, cements our commitment to transforming our students' lives and to building a stronger Southern Maryland."

Numerous organization and individuals provided matching donations during the 24-hour online giving event. During the 2018 #GivingTuesday, donors not only provided funds for a number of scholarships, they also helped support several campus-specific needs that will enrich learning environments. For instance, at the La Plata Campus, funds were earmarked specifically for a hematology analyzer for the Medical Lab Technology Program. The machine is critical to the educational experience of medical students who are earning degrees to enter the health care industry in Southern Maryland.

At the Leonardtown Campus, donations were allocated for fitness equipment for the Leonardtown Campus Nature and Fitness Trail, a path open to the community and intended for both educational and recreational use.

#GivingTuesday givers also donated to the Ward Virts Concert Series held at the Prince Frederick Campus. The concerts are performed on a world-class handcrafted Bosendorfer Grand Piano, a gift to CSM's Prince Frederick Campus from the Ward Virts Piano Project.

CSM supporters gave generously to workforce development scholarships for students attending the Center for Trades and Energy Training (CTET) at the Regional Hughesville Campus. CTET provides direct access to specialized training in career fields that have substantial growth potential. Scholarships are needed to support some of these workforce training students who are pursuing certifications in the areas of business, construction and skilled trades, cybersecurity/IT, healthcare, hospitality and transportation.

This #GivingTuesday, both the CSM Student Association and CSM Athletics raised donations for various programs including the Students Helping Students Fund which provides assistance to CSM students that are experiencing a hardship that is impacting their ability to begin or continue their academic education. In addition, CSM Athletics raised funds for charter transportation for all teams and elevated bleachers for the soccer/lacrosse field.

Several area businesses helped boost interest in the social media event by providing gifts during three "Power Hours" throughout the day during which donors were randomly selected to receive prizes. CSM Senior System Administrator and '95 alum Barry Hamilton won the first power hour and received a Sky Zone Waldorf Family Fun Pack and gift certificates to Rucci's Deli and House Boutique. CSM Financial Assistant Advisor Thirza Morgan won gift certificates to Escape Rooms Southern Maryland, Quality Street Kitchen and Catering and Port of Leonardtown Winery during the second power hour. CSM Health Information Management Instructor Candy Hume and her husband Chris won a wine tasting and private tour at Running Hare Vineyard and gift certificates to Occasions Boutique and Brick Wood Fired Bistro.

"For the past six years, the remarkable giving spirit of our alumni, faculty, staff and the Southern Maryland community has never let us down," said CSM Foundation Director Linda Cox. "We had hoped to harness the power of generosity in support of student success again this year and our amazing community surpassed all our goals."

This #GivingTuesday campaign may have ended Nov. 27, but donors can still make a gift to support CSM's student success. Visit the CSM Foundation online to learn more at <https://foundation.csmd.edu/>.

To see photos from #GivingTuesday, visit <https://csmphoto.zenfolio.com/18givetues>.

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