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GIVING WITH STYLE: FOUNDATION DONATES 100 PERCENT OF FIRST PROFITS TO MEDICAL CROWDFUNDING PLATFORM CONSANO

Portland-based boutique celebrates with partners at Impact Event, announces next recipient, Children's Healing Art Project (CHAP)

PORTLAND, Ore. (March 6, 2018) – Foundation, a Portland-based boutique where fashion meets philanthropy, was thrilled to present Consano (www.consano.org), a non-profit crowdfunding website that enables individuals to directly support medical research, with a check for \$5,000 at its quarterly Impact event last Thursday. In addition, Foundation highlighted its current non-profit partner, Children's Healing Art Project, CHAP (www.chappdx.org), which brings the healing power of art to children and families facing medical challenges.

"All of our nonprofit partners are very important to us," said Holly Levow, co-founder and CEO of Foundation. "We couldn't be more excited to help educate the community about their missions and to empower customers to give directly to these important organizations through something they would be doing anyway - shopping for clothes and accessories they love and feel great in."

Foundation, which opened in August, gives 100 percent of profits from every purchase made at its store (and soon online) to their featured non-profit partner. "Foundation's business promise to donate 100 percent of profits is incredibly inspiring," said Molly Lindquist, founder and CEO of Consano. "Consano was honored to be featured as Foundation's first non-profit partner, and is grateful not only for the very generous \$5,000 donation to medical research, but also for the added exposure we received from the community as a result of being featured in the boutique."

Foundation also partnered with Latino Network (www.latnet.org) from the end of November through February and is excited to announce and present their donation to Latino Network at their next Impact event in June. Latino Network is a Latino-led education organization, grounded in culturally-specific practices and services, that lifts up youth and families to reach their full potential.

“When creating Foundation, we knew it was important to not only give with purpose but purchase with purpose,” said Chelsea Armstrong, co-founder of Foundation. “With Holly at the heart of our philanthropic vision, it’s my job to bring that full circle by sourcing ethical and socially conscious brands that complement our mission while increasing our customers’ ability to give back.”

To learn more about Foundation, upcoming events and their quarterly non-profit partners visit: www.foundationpdx.com.

About Foundation

Foundation is a Portland-based boutique with a BIG mission: to champion a wide variety of social movements through a combination of fashion, philanthropy and community dialogue. Each quarter the women of Foundation research and carefully select a non-profit organization whose mission they strongly believe in. Foundation kicks off each partnership with an Impact event, an evening of fashion, philanthropy, food and drinks, that it hopes brings awareness to each organization’s mission. The community is invited to learn about Foundation’s non-profit partners, celebrate their great work and contribute to the cause by shopping the season’s best styles. Foundation donates 100 percent of profits and features ethical and socially conscious brands in its store.

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Molly Lindquist, founder and CEO of Consano, accepts donation check from Holly Levow and Chelsea Armstrong, co-founders of Foundation, at the store’s Impact event Thursday, March 1.