

#GIVINGTUESDAY™

November 29, 2016

www.GivingTuesday.org

Selected 2016 Campaigns

Who makes #GivingTuesday a reality? Small businesses and large corporations; local nonprofits and multinational organizations; schools and universities; campaigns in cities, states and regions; individuals, teachers and families. Below is a small sampling of #GivingTuesday campaigns planned for 2016.

The [Arkansas Nonprofit Alliance](#) is the hub for the state's #GivingTuesday efforts, connecting organizations to ideas, resources, and each other for their #GivingTuesdayAR campaign. The Arkansas stations of **iHeart Radio** are helping spread the word with posts on their website highlighting the spirit of giving.

[Baker Industries](#) in Pennsylvania is a nonprofit work rehabilitation program for people with disabilities, recovering substance abusers, individuals on parole, and the homeless, who often struggle to have three meals a day. This year on #GivingTuesday, they're going to assemble breakfast bags filled with non-perishable items for participants in need, with the goal of 500 breakfasts.

Bethel, AK is the commerce and transportation hub for 50+ surrounding Alaska Native villages in southwestern Alaska. [#BethelGives](#) is holding a fill-the-boot campaign at the one three-way stop in town to benefit local nonprofits and services, from Bethel Search and Rescue to the Tundra Women's Coalition.

[Baltimore Corps](#) is partnering with Close Up Baltimore (the Humans of New York of Baltimore) to feature personal stories of 15 people doing significant work around Baltimore - from the police department to the city council and beyond -- who can speak to what were some of the biggest moments, questions and initiatives in Baltimore over the past year, as well as what progress will look like moving forward from the front lines. For the final week of the campaign, they feature five up-and-coming entrepreneurs who represent promise for some of Baltimore's most important communities.

[Brooklyn Gives](#) is a new local giving campaign started by the Brooklyn Community Foundation to encourage Brooklyn residents and small businesses to come together to support some of Brooklyn's most outstanding community-based nonprofits. Brooklyn Gives benefits the 20 local organizations that are finalists for Brooklyn Community Foundation's annual [Spark Prize for Brooklyn nonprofits](#). On #GivingTuesday, Brooklyn Community Foundation will match donations to each nonprofit.

The [Congressional Black Caucus Foundation's](#) "Give Us a 5!" campaign supports young emerging leaders. A donation of \$5 or more on or by #GivingTuesday helps increase African-American leaders in Congress one intern at a time.

[CUNY, The City University of New York](#) (the nation's largest urban public university) is launching #CUNYTUESDAY, its first-ever University-wide giving day. CUNY aims to raise \$1 million in 24 hours to support students at their 24 colleges, including funds for student scholarships and emergency funds. More than half of all undergraduate college students in NYC attend one of CUNY's 24 senior colleges, community colleges and graduate institutions.

[Big D Gives](#), the first citywide campaign in **Dallas**, led by United Way of Metropolitan Dallas, aims to collect 10 million impACTs -- dollars donated, volunteer hours given or pledged, individual acts of kindness documented via social media, etc. Their goal? Earn Dallas the title of "Most Generous City in the Nation" on #GivingTuesday.

[DonorsChoose](#) is teaming up with the Bill & Melinda Gates Foundation to support Giving Tuesday. All day on November 29, every time donors support a classroom on their site, they'll be entered to receive one of 50 \$5,000 DC gift cards. The teachers these donors support will be entered in a separate drawing for another DC gift card.

Donate shoes or pledge support with [Dress for Success's](#) #GivingShoesDay. The social media component asks participants to share an image of a pair of your shoes and the memory of a professional accomplishment those shoes represent, and encourage their networks to share too. #GivingShoesDay is not simply about giving away a pair of shoes. It promotes good luck for the next woman to walk in those shoes.

[Eastern Washington University](#) is holding #GivingJoy Day as part of their #GivingJoy Campaign to support scholarships. The school tells their "Joy" stories with videos of students getting surprised at their high schools with the good news that are the recipient of a scholarship. On campus, they'll be giving away Almond Joy candy bars and balloons with "Giving Joy" logo on the day, and staff will be spreading compliments and giving thanks throughout the day. This is the school's first-ever giving day.

For the second year, the [Enoch Pratt Library of Baltimore](#) is challenging another library to a #GivingTuesday #BookBowl challenge on the heels of an NFL game being played on the Sunday before #GivingTuesday. This year, Baltimore is challenging Cincinnati. The CEO of the library that fails to raise the most funds will dress up and do a reading from a book written by a local author.

[The Family Dinner Project](#) (TFDP), which champions family dinner as an opportunity for family members to connect, has a #GiveandTalk campaign in support of #GivingTuesday. #GiveandTalk invites families nationwide to talk about how they're going to give back on #GivingTuesday and beyond. Families can create their own giving pledge and share it online using the #GiveandTalk hashtag.

[FORAI](#) (Friends Of Refugees And Immigrants) is a non-profit founded on fair trade principles that supports refugee and immigrant women as they begin home-based micro-businesses to supplement their incomes through the production of high quality, marketable jewelry and accessories. They are doing a #GivingTuesday fundraising campaign.

[#GivingZOOday](#), which brings zoos around the country together for #GivingTuesday, is about the impact zoos and aquariums have on their communities by engaging visitors to be stewards of the environment

and save species from extinction. It's also about how these institutions give back by mentoring their staff and volunteers to support a wide range of causes.

Every donation made on #GivingSTEMDay will go toward giving [Goodgirls Write Code](#) computer science modules to schools in low-income areas. Goodgirls Write Code extends their reach to girls in low-income areas, where schools lack the funding or resources to teach computer science, by offering programs to these students free of charge. Each \$2000 donation supplies a school in a low-income area with (2) computer science programs used throughout the school year.

[Heifer International](#) is running a fundraising campaign along with a social media campaign highlighting the key role goats play in helping end hunger and poverty by encouraging people to make a "Goat-o-Bomb" for added "pizzazz" in holiday photos. They're asking participants to share a quick #GoatSquadGoals photo on #GivingTuesday on Facebook, Instagram, Twitter, or blog; those #GoatSquadGoals can be anything participants or their families are doing to give back and end hunger and poverty this #GivingTuesday.

[Iskashitaa Refugee Network](#) empowers refugees by creating opportunities to better integrate them with the larger Tucson community while gaining skills that serve them in America. Refugees from ~30 ethnic groups learn the geography of Tucson, gain valuable life skills, improve their English, develop a US work history and access to healthy foods and food preservation techniques. They are starting their end-of-the-year fundraising campaign with #GivingTuesday and will keep working on the campaign until December 31st.

[iSow](#) and [KidsShoes.com](#) have partnered to launch the #KidsHelpingKids campaign. iSow is a youth-centered online platform that transforms gift-giving into goal-giving. Through this campaign, iSow's goal is to reach at least 10,000 kids who will sign up for iSow.com and identify a sharing goal benefiting children in need. Participants will use their iSow profiles as "holiday wish lists" that can be shared with their family and friends, and make charitable giving a part of their personal goals.

On #GivingTuesday, [Jet's](#) Give a Pack diaper program matches donations when participants donate diapers to a variety of nonprofits serving families in need. Jet launched their diaper program in response to a call from the White House; 1-in-3 American families lack affordable access to this basic necessity.

Last year, over 10,000 teachers around the United States talked to their students about philanthropy through [Learning to Give's #TeachOne](#) initiative for #GivingTuesday. Some organized classroom giving activities, others school-wide donation drives. They are back this year, aiming to grow this initiative and show that all teachers can empower students to be philanthropists and to support their community.

In [Memphis](#), The Alliance for Nonprofit Excellence, The City of Memphis, JustMyMemphis, cityCurrent, New Memphis, Leadership Memphis, Choose901, 901Rocks, Volunteer Odyssey, and the Association for Fundraising Professionals are partnering together to encourage a community-wide day of giving-Memphis-style, called Grit. Grind. Give.

Oakland, CA's [Mind Body Awareness Project](#) is sending a handwritten holiday card to every incarcerated Bay Area youth for #GivingTuesday. Handwritten cards answering the question "When you're in hard

place, how do you free your mind?" will be delivered to youth inside juvenile hall facilities throughout the Bay Area on December 20th. Last year, over 300 cards were delivered to youth incarcerated at the Alameda County Juvenile Justice Center.

Building on the success of their digital donor drive last year, [ORGANIZE](#) is partnering with organ procurement organizations in states across the US and internationally, to ask people to register as organ donors, and to share their donor status with family and friends by posting "I'm an #OrganDonor, are you?" Using email, Facebook, Twitter, and Instagram ORGANIZE and their network of partners will mobilize the army of organ donation advocates to come together on one day for a huge digital donor drive and awareness campaign.

[SHARE Charlotte](#) runs **#GivingTuesdayCLT**, a local campaign focused on giving specifically in Charlotte. The 2016 campaign runs through #GivingTuesday and includes a myriad of events: a brewery kickoff party, sporting events, influencer events, nonprofit-organized events, a #GivingTuesday press conference, and more. Their campaign is co-presented by Wells Fargo and Google Fiber. The campaign raised \$4.2 million for 108 organizations last year, and this year's goal is \$8 million.

The [Skä·noñh](#) (SCAN-oh) – Great Law of Peace Center in Liverpool, NY presents the authentic voice of the Haudenosaunee through their Oral History tradition. The Center teaches the practice of Thanksgiving, the importance of gratitude and the knowledge that we are not alone, but dependent on one another and the world around us. This November, their #GivingThanks campaign asks people to help them continue to share the stories of the Haudenosaunee and teach everyone to respect the whole universe we live in.

A new campaign launched this year is **#GivingTuesdayTZ**, which encourages giving in [Tanzania](#). The US Embassy in Tanzania has joined the effort by collecting and donating books for the Uhuru Mchanganyiko Primary School.

[Touro University](#) in California is creating a Meditation Garden spearheaded by their Wellness, Academic Accomplishment, Resilience and Mindfulness (WARM) Program, which aims to create wholesome physicians whose self-care is the source of quality care for patients. The outdoor garden gives the university community a place to relax and unwind. The campaign – which includes handing out succulents, seeds, information, and a lunch on campus - is driven by social media.

In Baltimore, [Thread](#) has hosted a series of events aimed to create safe spaces for a diverse cross-section of Baltimore to come together to get to know one another and eventually move to action. On #GivingTuesday, 1000 participants are planning to perform acts of kindness all over the city, including delivering food to shelters, sending cards to the elderly and homebound, running coat drives, and hosting meals where strangers can meet.

[Twist Out Cancer](#) participates in #GivingTuesday with a sock hop featuring a twist competition and 3-D Twister, played throughout the evening. TOC provides emotional support to cancer survivors and their loved ones through creative arts programming, encouraging anyone touched by cancer to connect, create, support, inspire and heal.

#GivingTuesday launched in the [UK](#) in 2014, and last year, their campaign, run by **CAF** (Charities Aid Foundation), raised £6,000 a minute for UK charities and broke the world record for most amount of money donated online in 24 hours. This year, they are asking people to “do good stuff for your favourite charity or cause” with **#dogoodstuff**.

[University of Michigan](#) – Giving Blueday is the University of Michigan's annual day of giving. Students can participate in social media challenges to help spread the word and for the chance to win \$1,000 for the U-M area of their choice. There is also a \$5,000 student match every hour from 8AM - 5PM on Giving Blueday until the money runs out. Each individual student gift will be matched up to \$200.

In **Nova Scotia, Canada**, [Wilsons Home Heating](#) returns to #GivingTuesday with their Spread the Warmth campaign, sponsoring hugs for charity. Their Hug 4 Warmth teams in select locations will make a donation to three charities - for each hug they'll make a \$10.00 donation on the hugger's behalf to the charity of their choice.

[Windrush Farm](#) - a nonprofit horse farm in Massachusetts specializing in teaching physically, emotionally, and learning disabled children and adults to ride and work with horses – rolls out #GivingShoesDayWF on #GivingTuesday. Donations go towards shoeing their horses with special winter shoes. They're asking donors to share their reasons for giving on social media; stories and photos will be displayed at Windrush's Holiday Barn Party.

[World Relief](#) is encouraging all its offices to highlight the importance of building “Welcome Kits” for refugee families. Refugees often flee their homes at a moment's notice and arrive at a U.S. airport with

few belongings; each family's Welcome Kit includes kitchen supplies, bedding, and other household items.

Beginning on #GivingTuesday and through December 9th, [Zipcar](#), the world's leading car sharing network, will donate 1% of revenue from its members' reservations, up to \$50K, to Meals on Wheels.

More information on #GivingTuesday: www.givingtuesday.org

#GivingTuesday stories from around the world: <https://www.givingtuesday.org/blog>

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