

GIVINGTUESDAY



Join GivingTuesday on November 30 for the 10th annual global celebration of generosity.

We're bringing together our global network of leaders, partners, communities, and individuals to create a wave of generosity. GivingTuesday is an opportunity for people around the world to come together through acts of kindness and by giving their voices, time, money, goods, and advocacy to support communities and causes.

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GivingTuesday 2021 Initiatives

GivingTuesday's global network of leaders, partners, communities, and individuals to tap into the power of human connection to increase grassroots generosity. From global brands to small businesses, from international nonprofits to neighborhood networks, people are coming together on November 30 to support our communities and help people in need.

Here are just a few examples of how organizations and individuals have already committed to spreading generosity this GivingTuesday on November 30, 2021. Additional campaigns and special events continue to be announced. Visit www.givingtuesday.org for more examples and ideas for ways to give back as part of the day's events, or follow the #GivingTuesday hashtag on social media.

Country and Community Leaders Mobilizing Networks to Give Back

- [GivingTuesday Czech Republic](#) is working with local businesses to make sure the whole country is aware of and excited to give on GivingTuesday. Landmarks and buildings will be lit up around the country in honor of the global celebration.
- New to the GivingTuesday movement this year, **GivingTuesday Nepal** is planning a blood donation drive and a campaign to provide recycled clothes to those in need in Kathmandu.
- [GivingTuesday Guam](#) will host a drive-thru toy drive and the island's campaign will feature a Kindness for Caregivers wall where people can write messages of gratitude for others in their community.
- [GivingTuesday Philippines](#) is encouraging more generosity by working with a large mall in Manila to create a giving fair where the public can learn about ways to give back.
- [GivingTuesday Ukraine](#) created an [online experience](#) for users to search for generosity ideas and auto-generate a poem to share how they will give on GivingTuesday.
- In Colombia, the GivingTuesday movement is known as [Un Dia para Dar Colombia](#). The country's 2021 campaign will promote giving circles (where groups of individuals donate their own money or time to a pooled fund) as a way to inspire more charitable donations, as well as feature a new collaboration that will unite the country's women's organizations, #GivingTuesdayMujeresCO.
- [#GivingTuesdayMilitary](#) is challenging its global community of military members, families, veterans, and patriotic supporters to share **1 Million Acts of Intentional Kindness**.

- [Us4Us](#) will host a holiday giveback volunteer and toy drive in the San Francisco Bay Area, encouraging people to sign up to volunteer with local community-based organizations. The event will also include CPR training for local residents.
- [GivingTuesday Italy](#) has created a [Giving Lab](#) where NGOs and other professionals in social good can come together to share advice for GivingTuesday. Beyond November 30, this tool will be used as a space to capture and report on data.
- In Columbus, OH [Make-A-Day](#) will host pop-up community events featuring food trucks and on-site health and wellness resources, in addition to organizing a coat drive through its network of volunteers and generous neighbors.
- [ShareGreaterLynchburgh](#) is launching a [#SHAREtheLove](#) campaign featuring local organizations and encouraging nonprofits, businesses, and families to share inspiring sidewalk chalk messages on GivingTuesday.

Global Brands and Businesses Reaching Out to Increase Generosity

- [Fidelity Charitable](#)® is sharing the ways donors can make a difference with the Giving Account®. [FidelityCharitable.org](#) offers tips on how donors can maximize their impact this GivingTuesday.
- **GEICO** will support military and veterans this year on GivingTuesday by collecting essential items that will be donated to VA Hospitals across the country. They will be working with NABC Recycled Rides to donate 30+ vehicles to the military/veteran community across the country.
- [KEEN's GivingTuesday 10K Challenge](#) invites employees, fans, and partners to generate 10,000 hours of volunteering. In addition, KEEN will donate up to \$100K and in-kind footwear to food banks across the country as part of its overall commitment to this program.
- **Google** is partnering with [GivingTuesday Czech Republic](#) on a tree planting campaign and is participating as a key partner to help [GivingTuesday Ireland](#) grow their country movement.
- [Citi](#) is matching donations to No Kid Hungry dollar-for-dollar up to \$200,000 this GivingTuesday, ensuring donations have an even greater impact in the fight against childhood hunger.
- [Save A Lot](#) will host its annual [Bags for a Brighter Holiday](#) food donation program, which supports the local communities in which it operates by donating much-needed high-quality food to local charities fighting hunger. Through GivingTuesday on

November 30, customers can purchase pre-assembled bags of food to donate to local charities at any of Save A Lot's 760 participating stores in the U.S.

- **[Epitech](#)**, an IT and digital training firm, is partnering with **[GivingTuesday France](#)** to inspire students to design and facilitate generosity activities, including coding workshops for younger students, collections of computer equipment, clothing, and toys, fundraising for associations, blood donations, and a hackathon dedicated to donation all aimed at promoting digital inclusion.
- Through November 30, women's clothing retailer **[maurices](#)** will sell a limited-edition tee with 100% of net proceeds going to Operation Gratitude. On GivingTuesday, for every social share from maurices official page on Facebook, Instagram, and Twitter, the company will donate \$1 to Operation Gratitude, up to \$10,000.
- **[St. Supéry Estate](#)** winery will celebrate unsung everyday heroes who make a difference in communities and neighborhoods across the country. Through the **[#InJoyEverydayHero project](#)**, St. Supéry hopes to inspire people to give back and spread joy.
- **[#BrooklynGives](#)** and **[The Social](#)** are partnering to launch a new ice cream flavor to benefit local nonprofits. Members of the community can submit ideas for a new ice cream flavor that celebrates the generosity of Brooklyn's communities. The winning flavor will be unveiled on GivingTuesday with the proceeds from the flavor benefiting Brooklyn Community Foundation's **[#BrooklynGives](#)** campaign, which aims to raise \$1 million for local nonprofits.

Platforms Powering Connection, Community and Giving

- **[LinkedIn](#)** will commemorate the day by encouraging members to post about a cause or organization they're passionate about, using the hashtag **[#GivingTuesday](#)**.
- **[Cameo](#)** will tap its community of celebrity talent to donate a portion of proceeds to selected charities through video content created during the GivingTuesday campaign.
- **[Give Blck](#)**, a donor platform that is working to advance racial equity in giving, is encouraging donors to **[#closethegap](#)** on GivingTuesday by using **[GiveBlck.org](#)** to discover and support Black-founded nonprofits.
- **[#LatinxGive](#)** is a crowdfunding campaign spearheaded by Hispanics in Philanthropy to celebrate and drive resources to Latinx-led and Latinx-serving organizations on GivingTuesday. Over the last six years, **[#LatinxGive](#)** has helped hundreds of nonprofits grow their grassroots engagement and defy stereotypes about givers and giving.

- [Launchgood](#) will celebrate GivingTuesday through their #MuslimsGive campaign, which will award prizes to the best campaigns on their platform. Their goal is to raise \$1M on their platform and award an additional \$200K in prizes to participating organizations
- [GlobalGiving](#) will match [\\$1M to nonprofits on its platform on November 30](#).
- [Meta](#) will [match \\$8 million USD in qualifying donations made on Facebook](#) during GivingTuesday.
- [The GivingBlock](#) will host [#CryptoGivingTuesday](#) with more than 1,000 organizations expected to participate.

Nonprofit Organizations Rallying Supporters in Creative Ways

- [#RefugeesGive](#) brings together 10 refugee-serving organizations to amplify the voices of refugees and showcase the generosity of the refugee community through a storytelling campaign for GivingTuesday.
- [VolunteerMatch](#) and GivingTuesday are making it easier for people to support their communities through donations or volunteering by highlighting ideas and opportunities to volunteer on the GivingTuesday site, along with a [virtual volunteering guide](#).
- More than 300 organizations across the country will come together on November 30 for [#GivingNewsDay](#) to raise \$55 million to sustain nonprofit news. NewsMatch and local funders will match monthly donations to boost giving.
- Launching on November 30, the **LessLonely Project**, an initiative of the Belfer Center for Innovation and Social Impact at the [92nd Street Y](#), is a social media campaign led by and for Gen Z that destigmatizes loneliness, raises awareness about the impact of loneliness on youth, and provides simple tools to cultivate a greater connection to oneself and others.
- [The National Network to End Domestic Violence](#) will bring together more than 50 state and territory coalitions in raising funds for the services and advocacy survivors need. The campaign will also host a panel discussion on November 30 with national partners to talk about the importance of individual giving and collective action that supports flexible housing solutions for survivors.
- [Search for Common Ground](#) is asking young people around the world to find common ground, share a story, and give peace a chance. They are calling for acts of kindness, courage, and generosity towards people you disagree with — to spark the change the world needs right now.
- [#GivingBayDay](#) is a coalition of organizations working to protect, restore & celebrate bays across the U.S. and will host events leading up to and on November 30.

- [PhilanthropyTogether](#) will rally its community of 2,400 giving circles to host pop-up giving circle events on November 30.
- [The Women’s Philanthropy Institute](#) will help drive giving towards women’s and girls’ organizations by sharing information & data this GivingTuesday.
- [Nationals Philanthropies](#), the official charitable arm of the Washington Nationals, introduces 10 Days of #GivingTuesday. Beginning November 21 and running through November 30, the organization will raise funds for its signature program, the Nationals Youth Baseball Academy.
- The [UN Trust Fund to End Violence against Women](#) is launching [#Give25forUNTF25 Challenge](#) to commemorate the 25th Anniversary of the UN Trust Fund and 16 Days of Activism against Gender-Based Violence. The campaign will run through GivingTuesday and encourages people to give \$25 to the UN Trust Fund by highlighting the difference their \$25 can make in preventing and ending violence against women and girls.

Youth Around the World Focusing their Energy for Good

- Young leaders are challenging youth around the world to join them in acts of generosity through the [GivingTuesday Spark 2021 Global Youth Challenge](#). The challenge includes family-friendly video tutorials that show how anyone, anywhere can give back through simple projects.
- [GivingTuesday Netherlands](#) is hosting the [#GivingKarma campaign](#) to encourage young people to join in acts of kindness and share their stories to encourage more people to do the same.
- [DiaDeDoar](#) in Brazil, [GivingTuesday Finland](#), [GivingTuesday Italy](#), and [GivingTuesday Netherlands](#) are creating a cross-border collaboration through schools in each country to inspire young people to give and embrace generosity.
- [GivingTuesday Pakistan](#) is working with schools throughout the country to encourage students to participate in acts of kindness on November 30.
- [GivingTuesdaySpark Philippines](#) created the [#readtogether](#) campaign to encourage kids of all ages to grab a book and read to someone.
- Exchanging gifts is a big part of the holiday season, but all the used wrapping paper, ribbon, and empty boxes after the festivities are over inspired **Raziel Ramos Blanco of Guaynabo, Puerto Rico**, to organize an **Ecological Christmas** campaign. His goal is to show people how much waste is generated at Christmas and how most of it can be recycled or donated.

- **14-year-old [Ashley Nevison](#)** of Phoenix, Arizona is organizing the **Small Acts Add Up Outerwear Drive** with youth in all 50 states to collect coats, hats, gloves, and scarves for those in need.
- **17-year-old [Nazhi Forrest](#)** of Port St. Lucia, Florida is on a mission to make this holiday season special for kids with sickle cell anemia, cancer, and other chronic illnesses. On November 30, Nazhi is hosting the **Tons of Goodness Project** to deliver TLC Bags to kids with sickle cell anemia and other chronic illnesses at Joe DiMaggio Children's Hospital.
- The **#BlackGirlJoyChallenge**, led by **10-year-old [Havana Chapman Edwards](#) of Hamburg, Germany**, is raising money to purchase STEM resources from Black-owned businesses. These items will be gifted to Black girls in the United States, Germany, and Ghana to help eliminate some of the educational barriers to careers in STEM fields.

PLUS thousands of local and nonprofit campaigns and individual efforts around the world will raise funds, increase volunteering, inspire gifts of goods, skills, and voice, share acts of kindness, and host events designed to support causes and strengthen communities.

Why GivingTuesday?

GivingTuesday is a growing generosity movement that drives year-round giving and collective action in communities around the world. It's also a global brand that inspires connection and action by embracing the idea that everyone has something to give and every act of generosity counts.

- GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good. Over the past nine years, this idea has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.
- GivingTuesday inspires generosity worldwide. There are official GivingTuesday national movements in 80 countries, led by a global network of passionate, entrepreneurial leaders. At a grassroots level, people and organizations participate in GivingTuesday in every single country in the world.
- GivingTuesday creates global impact through local action. In the U.S., nearly 300 community campaigns will join thousands of nonprofits, foundations, grassroots organizations, small businesses, and generous individuals to give back.
- GivingTuesday is driving a net increase in giving. The movement continues to grow in year-over-year donation volume, reach and impact – driving increased donations and behavior change.
- In 2020, at least \$2.47 Billion were donated in twenty-four hours in the U.S. alone, with 13% of the adult population participating in some way – a record-setting day.
- Around the world, the majority of people aware of GivingTuesday say that it has inspired them to be more generous.
- More than half of people who participate in GivingTuesday say they do so because the movement allows them to be part of a larger community of people doing good.
- People can show their generosity in a variety of ways on GivingTuesday: whether it's helping a neighbor, advocating for an issue, sharing a skill, or giving to causes, every act of generosity counts.
- At a time when we are all experiencing the pandemic, generosity is what brings people of all races, faiths, and political views together across the globe. Generosity gives everyone the power to make a positive change in the lives of others and is a fundamental value anyone can act on.