

SMALL BUSINESSES

UNO'S PIZZA & GRILL OF SYRACUSE

An UNO's restaurant located in Syracuse, NY partnered with the Learning Disabilities Association of CNY to host a weekend-long event from Black Friday through #GivingTuesday. 20% of proceeds from UNO's catering and dine-in sales were donated to Learning Disabilities Association of CNY, offering shoppers an opportunity to give back during their shopping meal break.

GREEN ABCS

Green ABCs, a startup sustainable school supplies company and registered B Corporation, matched donations up to \$10,000 to provide school supplies to some of the most underprivileged public schools in New York City. They worked with the Department of Education through the Fund for Public Schools.

QUICKBOOKS

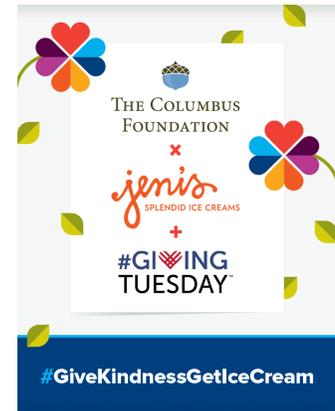
Intuit QuickBooks asked the 75,000 members on Own It: A Small Business Network to pledge support to #GivingTuesday during the first two weeks of November. Own It members who shared their pledge of support in a few sentences on the network were entered to win \$500 for their business and \$500 for the charity of their choice, and were encouraged to post photos of their #GivingTuesday contributions on or after Dec. 1.

USTYME

On #GivingTuesday, ustyme kicked off the largest gift of books in history: a billion classic ebooks were given to all families across the nation—supporting Reading Is Fundamental (RIF) to ensure that children have access to a choice of books and caring adults to read with them. Every family could get a free library of 50 classic children's ebooks absolutely free, including classics like Goldilocks, Little Red Riding Hood, and The Three Little Pigs.

JENI'S SPLENDID ICE CREAM

On December 1, Jeni's partnered with the Columbus Foundation to launch the "Give Kindness, Get Ice Cream" campaign, which offered a free, small ice cream to everyone who spent \$20 or more on either a Gifts of Kindness contribution, a Charitable Gift Card, or a gift to any of the 600 central Ohio nonprofits in PowerPhilanthropy,[®] the Foundation's online marketplace.



COFFEE COFFEE

Coffee Coffee, at the Festival at Bel Air shopping center in Maryland, set up a "Giving Tree" where customers were invited to buy a drink, muffin or just pay for the next person down the line. The "brew it forward" purchases were written on coffee sleeves that could be redeemed by someone who fits the description, such as, "one large coffee for someone who has lost a loved one and is feeling sad" or "a bagel for a mom-to-be."

HEIST BREWERY

Heist Brewery in Charlotte partnered with the local #GivingTuesday organizers to host a \$2 million or Bust party to help #GivingTuesdayCLT reach its goal to support 108 local nonprofits. The party celebrated generosity across the city and provided a local rally point for people to come together to give.