

A large, stylized eagle logo in a lighter shade of blue, centered in the background. The eagle's wings are spread wide, and its tail feathers are visible at the bottom. The logo is composed of several overlapping, semi-transparent shapes that create a sense of depth and movement.

IDEAS & EXAMPLES

#GIVINGTUESDAY™

FOUNDATIONS

LAURA ARRILLAGA-ANDREESSEN FOUNDATION

The Laura Arrillaga-Andreesen Foundation created free resources to help individual philanthropists feel educated and empowered to give at any stage in their philanthropic journey. Through active participation, donors transformed their giving from having momentary meaning to becoming monumentally meaningful to each of them as well as the organizations they aspire to help. Resources included videos and online and print materials with activities, examples and guides to enhance participant learning and facilitate the strategic giving process. You can access the [resources here](#).

UNITED NATIONS FOUNDATION

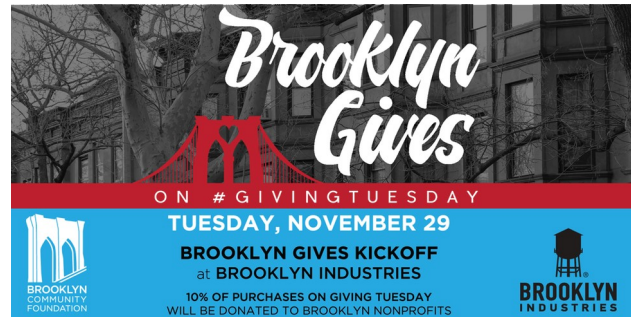
UNF created newspaper circulars filled with ways people can give back and information on charitable organizations around the world. Options included buying an emergency box for the World Food Programme or helping a refugee attend school for \$25 or an emergency shelter for the Red Cross for \$50. They also launched the #GiveAGIF campaign to encourage givers to share GIFs on social media that celebrated their favorite causes or why giving is important to them.



United Nations Foundation

BROOKLYN COMMUNITY FOUNDATION

The Brooklyn Community Foundation offered 20 chosen nonprofits \$5,000 as part of the launch of a new local giving campaign called “Brooklyn Gives,” presented in partnership with the Brooklyn Chamber of Commerce and local businesses, including Brooklyn Industries. They built a website to highlight the nonprofits and solicit donations. Brooklyn Industries designed a special “Brooklyn Gives” T-shirt (a portion of the proceeds benefitted the campaign) and hosted a breakfast event that featured Brooklyn’s borough president and leaders from the participating nonprofits. Including the match, over \$271K was raised, and the nonprofits reported a three-to-four-times increase in donations over previous years. You can learn [more here](#).



Brooklyn Community Foundation

#GIVINGTUESDAY™

CASE STUDIES

THE CHICAGO FOUNDATION FOR WOMEN

Building on the success of previous #GivingTuesday efforts, Chicago Foundation for Women asked their community to directly participate in a community-led, online grant contest. Donors who made a gift of any size leading up to and on #GivingTuesday had an opportunity to vote for one of three emerging programs to receive a special \$10,000 #GivingTuesday award. The two runners up were awarded \$2,500 or \$1,000 prizes.

GRAND VICTORIA FOUNDATION

The Grand Victoria Foundation matched individual gifts made online to 29 Elgin, Illinois-area participating nonprofit organizations on #GivingTuesday. In addition, the foundation awarded bonus amounts to agencies that acquired the greatest number of new donors, retained the greatest number of 2015 #GivingTuesday donors and raised the most money overall.

MANATEE COMMUNITY FOUNDATION

On #GivingTuesday, the Manatee Community Foundation worked with a local resident, Ray Baden, to surprise eight area nonprofits with grant awards of \$10,000 each. The foundation told the nonprofits that a potential donor was interested in a tour, but when Mr. Baden arrived he instead handed them a check for \$10,000. The story garnered a lot of local press attention (including [this story](#)), helping the nonprofits secure additional support from their community.



Manatee Community Foundation

#GIVINGTUESDAY™

To learn more contact **Info@GivingTuesday.org**.

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Facebook at **www.facebook.com/GivingTuesday**.