

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 form the bird's outline.

IDEAS & EXAMPLES

#GIVINGTUESDAY™

SMALL BUSINESSES

KUAM (GUAM)

For the third year, members of the KUAM CareForce (a local TV station's community service brigade) had a day-long Giving Marathon to spread holiday cheer and show gratitude for their community. They invited other businesses, organizations, schools and individuals to join them in various #GivingTuesday initiatives. Guam Fire Department's E-911 Unit handed out 1,000 pancake breakfasts roadside. Students at a local high school collected a pantry's-worth of canned goods and other foods and a local Catholic school collected toys. Papa John's Pizzeria donated toys and food to Big Brothers Big Sisters. Members of the CareForce crew went caroling at a retirement home, and delivered custom care packages put together from KUAM staff donations to cancer and dialysis patients. Learn more about the campaign in this [article](#) and [video](#).

JENKINTOWN BUILDING SERVICES (PHILADELPHIA, PA)

Every year, Jenkintown Building Services, the operators and caretakers of buildings throughout the Philadelphia region, use #GivingTuesday as an opportunity to support their local nonprofit tenants and provide services to their communities and to those in need. This year they offered their services to clean a Ronald McDonald House and had costumed characters Santa and Hanukkah Harry join to help entertain the kids there as well. They also announced additional pro bono services projects for later in the year for other nonprofit organizations including Project Home and Habitat for Humanity.

RESOURCE ONE CREDIT UNION (DALLAS, TX)

Resource One Credit Union's celebrated #GivingTuesday by collecting blankets and coats for Dallas Life, a local charity that helps the needy by providing clothes, counseling, spiritual care, recovery programs and dental and health care to those in need. The Resource One team also donated their time to help decorate the shelter for the holidays.



THE STATIONERY STUDIO (VERNON, IL)

The Stationery Studio staff hosted a food drive in their building and encouraged members of the community to either drop off items or start their own food drive. All the donated items were distributed on #GivingTuesday. Money to help purchase other needed supplies was also donated.

DARREL'S CATERING (SAN ANTONIO, TX)

Darrel's Catering partnered with Lone Star Family Health Center (LSFHC) to provide special barbecue lunches for LSFHC employees on #GivingTuesday. LSFHC's #GivingTuesday campaign, Project Next Step, provided educational resources to new moms and babies. In addition to the lunches, Darrel's made a monetary donation to LSFHC to support Project Next Step.

BKV (ATLANTA, GA)

Advertising agency BKV is a long-time supporter of 48in48, an annual web development event where volunteer design, copy, project management and marketing professionals create 48 custom WordPress sites for 48 local nonprofits, completely free of charge. For #GivingTuesday, BVK donated six gently used laptop computers to the 48in48 team.

WENDY'S (DUBLIN, OH)

Employees at the Wendy's Restaurant Support Center wrote holiday card messages that were donated to the Ohio State University Star House, a local drop-in shelter for homeless youth. Each holiday card contained a Wendy's restaurant in the area.

[Check out this blog post for more small businesses ideas.](#)

#GIVINGTUESDAY™

CASE STUDIES

#GIVINGTUESDAY™

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

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