2018
Case Studies
Case Studies
Local Nonprofits

OPERATION HOMEFRONT HEROES AT VETERANS RESORT (BOZEMAN, MT)
On #GivingTuesday, Operation Homefront Heroes provided Backpacks for Heroes to U.S. military veterans filled with new boots, clothing, jackets, snacks/food, and hotel vouchers. Backpacks were distributed at a Thanksgiving Style Dinner at a local hotel, where veterans were offered a complimentary stay, hot shower, and comfortable bed.

HENRY VILAS ZOO (MADISON, WI)
Henry Vilas Zoo set a specific goal on #GivingTuesday to raise $20,000 to bring an endangered male Amur tiger to their zoo in 2018. In the lead up to #GivingTuesday, the zoo gave hints about what animal they would be raising funds for and announced “the cat’s out of the bag” that they would be bringing a new male tiger to accompany Callie, a female Amur tiger. Overall, Henry Vilas Zoo raised over $32,000 and brought Yuri, the new Amur tiger to the zoo safely by spring of 2018.

HILLCROFT SERVICES, INC. (MUNCIE, IN)
Hillcroft Services set a specific goal to raise $3,900 to purchase three heart defibrillators for each of their three buildings. With a DIY photobooth station, supporters could take photos, use fun props, and write their own #UNSelfie about why Hillcroft is important to them. Hillcroft Services highlighted different community members, employees, and patients in the photo booth on social media. Their quick and easy DIY campaign allowed them to raise over $4,000 and engage the community in sharing personal stories about Hillcroft Services.

SERVICE DOGS FOR VETERANS (GREENVILLE, SC)
Service Dogs For Veterans (SD4V) set a #GivingTuesday goal to create a scholarship program called “$1K-4-25” to provide $1,000 scholarships to 25 qualified veterans who require a service dog. The partial scholarship will be applied to the total cost of providing each of the 25 veterans with a qualified dog, supplies, and team training tailored to mitigate their specific war-related symptoms as they join SD4V’s Service Dog Program. On #GivingTuesday SD4V encouraged supporters to give financially and assist with raising funds for the “$1K-4-25” scholarship program.

Henry Vilas Zoo
Case Studies
Local Nonprofits

HUGS - HELP, UNDERSTANDING & GROUP SUPPORT (HAWAII)

HUGS (Help, Understanding & Group Support), a nonprofit that supports families with seriously ill children in Hawaii, spread the giving spirit with the power of hugs. In celebration of #GivingTuesday, Usborne Books & More delivered four boxes of the "Cuddle Bear" book and plush animal gift set to HUGS families in need. The reaction from recipients was captured on social media and encouraged the community to support HUGS financially through their #Hugs4HUGS campaign happening throughout the fall.

SHADY HOLLOW ASSISTED RIDING (READING, PA)

Shady Hollow Assisted Riding is a non-profit horse farm that provides a supportive equine environment for individuals with physical, cognitive and/or emotional challenges to ride and work with horses. Starting on #GivingTuesday, the farm set up a ‘Giving Tree’ for people to pick a paper ornament from and pledge to provide the items listed. The ‘Giving Tree’ remained up for supporters to ‘stuff a horse’s stocking’ throughout the holidays.

SITRIN HEALTH CARE CENTER (NEW HARTFORD, NY)

Sitrin Health Care Center hosted a Facebook Live variety show & telethon to engage the community in live conversation and entertain Sitrin Health patients on #GivingTuesday. The Facebook Live event featured local entertainers and stories from service veterans, adaptive sports athletes, and NeuroCare advocates from Sitrin Health. Entertainers donated time, equipment, and their talents to inspire giving.

THE ORINDA ASSOCIATION (ORINDA, CA)

The Orinda Association, a nonprofit that manages a Seniors Around Town program, embraced the underlying spirit of #GivingTuesday by collecting gifts and writing letters to victims of the catastrophic fires that devastated Northern California in 2017. Over 60 residents of the Orinda Senior Village came together to write words of encouragement, thoughts of compassion, and friendly support. The Association gathered gifts to accompany the notes and sent the packages on #GivingTuesday.
Case Studies
Local Nonprofits

CAMP TO BELONG (VICTOR, ID)
Camp to Belong reunites brothers and sisters who have become separated in foster care through a week of summer camp at one of their 11 locations in the U.S. and Australia. On #GivingTuesday, Camp To Belong used the power of social media to encourage families to share a favorite moment between siblings with the hashtag #SiblingsAreTheBEST. The campaign celebrated sibling relationships, raise awareness, and fundraise to open 2 new camps in the next two years.

WELLSTAR HEALTH (GEORGIA)
WellStar Health, a nonprofit dedicated to providing comprehensive healthcare, took a digital approach to #GivingTuesday. Through social media ads, boosted posts, campaign videos, a campaign website, text-to-give options, and e-blasts, WellStar Health strove to gain donations for their programming. In addition, the American Medical Response (AMR) doubled donations on #GivingTuesday up to $10,000.

JEVS HUMAN SERVICES (PHILADELPHIA, PA)
In an effort to encourage their donor base and the greater community to engage in a hands-on way, JEVS Human Services created #DoingTuesday. Throughout the day, JEVS gathered volunteers for a variety of service activities, including assembling and delivering over 150 care packages to JEVS families, holding interview and networking prep sessions for clients, and mock interviews with leaders in the IT community in Philadelphia. Talk about doing good on #GivingTuesday!

AKRON ART MUSEUM (AKRON, OH)
The Akron Art Museum put their own twist on #GivingTuesday by celebrating #GivingBACKTuesday to say thank you to their supporters. For 24 hours, the Akron Art Museum gave free year-long memberships online and in person to anyone wishing to join. Over 10,000 community members signed up for membership, which usually cost $50 each. Akron Art Museum designated #GivingTuesday to say thank to the generosity and support of the community and to give back in a BIG way.

HUMBLE PROJECT (LONG BEACH, CA)
On #GivingTuesday the Humble Project gathered community supporters to assemble care packages filled with hygiene products. The Humble Project exceeded their goal of creating 500 packages and made over 600 packages to help those in need. Care packages were handed out in the days before Christmas outside of local businesses partnering with the Humble Project.

#GIVINGTUESDAY™
November 27, 2018
Case Studies
Local Nonprofits

FOOD BANK FOR WESTCHESTER (WESTCHESTER, NY)
Ten community groups from Westchester County faced off in a spirited battle at Food Bank for Westchester for the first-ever #GivingTuesday “Community Scoop-a-Thon”. The groups were challenged to repack the most food into deliverable packages in 45 minutes. A community group called the “Harrison Hurricanes” won the competition by packing 2,548 lbs of apples! A total of 19,980 lbs of apples and pears were packed into deliverable bags and went towards the organization's Senior Grocery Program, which distributes fresh foods to senior centers and programs.

PROJECT YOGA RICHMOND (RICHMOND, VA)
On #GivingTuesday, Project Yoga Richmond used the hashtag #PYRyogathon2017 to raise funds for 10 yoga mindfulness community programs. Project Yoga Richmond invited people to participate in yoga classes and special events throughout the day and used social media to highlight progress towards meeting their goal. With a special match for funds raised from 12-3pm on #GivingTuesday, Project Yoga Richmond was able to raise a total of $12,687 in support of not 10, but 12 of their yoga and mindfulness programs!

THE LEGUP PROGRAM (FORT WORTH, TX)
The LegUp Program helps people coming out of homelessness find jobs by assisting with transportation to and from work, interview prep, and proper attire. Many of their clients still struggle to purchase food, so on #GivingTuesday LegUp ran a great pay-it-forward campaign and provided over 50 clients with gift cards for lunch around their workplace.

COOL EFFECT (SAN FRANCISCO, CA)
Cool Effect, a crowdfunding platform that provides individuals the opportunity to support carbon emissions reductions, offered free ice skating at a rink in California all day on #GivingTuesday. Skaters were encouraged to post selfies with snowman props on social media to extend the message of giving back to the planet beyond San Francisco. On social media Cool Effect encouraged supporters to watch their mockumentary, contribute to the cause, and share their own snowman selfie.

WILLIAMSTON THEATRE (WILLIAMSTON, MI)
Williamston Theatre focused on thanking its donors on #GivingTuesday by presenting a full season's worth of play readings all in one day! The free, public play-a-thon featured local Williamston actors and celebrated the local community’s support of the arts.

#GIVINGTUESDAY
November 27, 2018
TREVOR PROJECT
In 2017, the Trevor Project matched every dollar raised with a one minute of crisis intervention assistance to respond to calls, texts and chats with LGBTQ youth. Trevor Project counselors, who provide crisis intervention and suicide prevention services were highlighted on social media dressed up like the real life superheroes they are. The successful campaign was able to provide increased support to LGBTQ youth over their busiest season.

ASPCA
On #GivingTuesday the ASPCA invited supporters to join a “Giving Hope Facebook Live-a-thon”. The ASPCA’s star-studded and fur-filled day featured hourly livestreams with a behind-the-scenes look at their life-saving programs and featured the thousands of animals they help to rescue. During the event, hosts and guests prompted viewers to donate. As a bonus, Animal Planet promoted the event digitally and on-air throughout the day. Talk about a purr-fect collaboration!

TWIST OUT CANCER
On #GivingTuesday, Twist Out Cancer ran a multi-layered campaign at both the national and local level. Twist Out Cancer provides psychosocial support to cancer survivors and their loved ones through creative arts programming and used their mission to guide their campaign. The campaign included personal profiles and recorded videos by all board members to share on social media and publicity stunts and special events in select Twist Out Cancer cities leading up to #GivingTuesday. Twist Out Cancer Philadelphia held a ‘Night of Twisting’, a boot camp style fitness event focused on overcoming health challenges. In addition, Twist Out Cancer received a $10,000 matching gift from the Coleman Foundation for funds raised on #GivingTuesday.
Case Studies
National Nonprofits

CHILDREN’S MIRACLE NETWORK HOSPITALS

Children’s Miracle Network Hospitals activated a social campaign on #GivingTuesday that encouraged authenticity — the sharing of real, everyday moments that highlight care in children’s hospitals with the hashtag #GoodDayBadDay. The patients at children’s hospitals around the county have good and bad days, and the objective of the campaign was to cut through the social chatter and share authentic moments in honor of kids undergoing treatment.

Children’s Miracle Network shared stories and thanked their many sponsors on #GivingTuesday to spread awareness and raise funds for hospitals in their network.

AMAZE

AMAZE provides assistance to parents, teens, adolescents and educators with the tools to conquer conversations in sex education. On #GivingTuesday AMAZE gave the gift of education by curating a video series called “Having the Talks” for parents. The series featured introductory videos from experts, downloadable conversation starters, script language, and related books, videos, and online resources.

DONORSCHOOSE

This #GivingTuesday, DonorsChoose built on their successful 2016 #GivingTuesday GIVEaway campaign to connect teachers in high-need communities with donors looking to help. For every donation to DonorsChoose.org, that donor and the teacher they supported were entered into a drawing to receive a $5,000 DonorsChoose.org gift card to fund additional projects. Over 15,700 people came together to support over 11,000 teachers.
Case Studies
Global Nonprofits

WOMEN FOR WOMEN INTERNATIONAL
In countries affected by conflict and war, Women for Women International supports marginalized women to earn and save money, improve health, influence decisions in their home and community, and connect to networks for support. On #GivingTuesday Women for Women International set a specific goal of providing 500 baby “chicks” to women in need. Raising poultry is a lifeline to steady income for women in war torn countries. Women for Women International met their goal and sent over 500 baby “chicks” to hundreds of women around the world.

MOVEMBER
On the back of a successful #GivingTuesday 2016, the Movember Foundation launched a campaign with Visa Checkout incentivizing giving through matching and fun giveaways. In the 27 days leading up to #GivingTuesday (all of November), Visa Checkout matched every donation up to $25 and entered donors to win a trip to Super Bowl LII. In addition, on #GivingTuesday Visa doubled their match up to $50 per donation. As an extra incentive to give, Dockers donated $5 of every purchase to Movember on #GivingTuesday and Derek Hough donated a portion of every purchase of his new hit single “Hold On”. Lastly, Movember held two events in NYC to watch Santa Claus shave his beard into a mustache in honor of men’s health.

KARAM FOUNDATION
The Karam Foundation tied #GivingTuesday into their end of year 10FOR10 campaign to celebrate their 10 year anniversary. The campaign featured social media posts highlighting 10 years of Karam and encouraged followers to donate $10 and nominate 10 friends to do the same. Karam raised funds for winter aid projects in Syria.

Tzu Chi USA
Tzu Chi USA, an international humanitarian organization established #GivingTuesday as #GivingReliefDay in an effort to provide emergency aid, distribute food, and offer medical care to those in need. They created a landing page with inspiring stories, highlighting programs, and offering ways to give and become involved on #GivingReliefDay. The campaign was shared on social media and with the help of a generous matching gift, Tzu Chi USA was able to raise over $200,000 for their first ever #GivingReliefDay.
Case Studies
Global Nonprofits

WORLD BICYCLE RELIEF
World Bicycle Relief titled their #GivingTuesday campaign “Umoja” which means “Unity” in Swahili. The campaign highlighted a school in Kenya where students of Christian, Muslim and traditional African faiths study together and embody their motto “Together We Rise.” Through social media posts and partnerships with several businesses and corporations, World Bicycle Relief set an ambitious goal for #GivingTuesday to raise funds for over 1,400 bicycles. Overall the campaign surpassed their goal by raising funds for over 1,620 bicycles and through a 1:1 match, were able to provide over 3,200 bicycles for students.

SMILETRAIN
On #GivingTuesday, Smile Train launched their Give Smiles campaign with activities worldwide. Activities included volunteer activities with Miss Universe contestants, a virtual reality experience to learn more about children undergoing cleft lip surgery, a partnership with Top Chef restaurant owners to donate proceeds from their restaurants, and a celebrity culinary event in the Philippines. In addition to events around the world, Smile Train hosted a ‘streamathon’ on social media featuring the CEO of Smile Train hosted by Devin Thorpe.

GLOBAL WILDLIFE CONSERVATION
Global Wildlife Conservation celebrated #GivingTuesday raising funds to expand a reserve in Guatemala that protects one of the top 25 “most wanted” lost species, a Jackson's Climbing Salamander. They encouraged supporters to #SaveASally on social media and, with some creative marketing, they crushed their $5,000 goal and raised $50,000 to protect these rare amphibians.

PAYPAL
Motivated by their mission to democratize financial services so that as many people and businesses as possible can join and thrive in the digital economy, PayPal saw a record breaking $64 million donated to charities and non-profits via the PayPal platform on #GivingTuesday. This is a 33% increase over donations in 2016, and includes donations originating from 175 different countries. Nearly $64 million in charitable giving on one day is a wonderful example of the unified magic of #GivingTuesday.
WEST END DAY SCHOOL (NEW YORK, NY)

Last year, West End Day School saw #GivingTuesday as the perfect opportunity to teach their students the importance of giving and started a new tradition of a Community Thankfulness Day to coincide with #GivingTuesday. Leading up to #GivingTuesday 2017, the school community collected backpacks, school supplies, games and books for children affected by Hurricane Maria in Puerto Rico. On #GivingTuesday students packed the backpacks with supplies and a handwritten note to offer support. A board member of the school assisted with the transfer of supplies to Puerto Rico.

PEABODY-BURNS HIGH SCHOOL (PEABODY, KS)

Peabody Community Foundation and Peabody-Burns High School hosted their second annual #GivingTuesday Winterfest. Every Tuesday before the Winterfest in lieu of afternoon classes, high school students organized community service activities. The culminating Winterfest brought together local nonprofits for an information fair, soup supper, and entertainment by the students.

AVESON CHARTER SCHOOL (ALTEDENA, CA)

On #GivingTuesday, Aveson Charter School asked students to get active and participate in a student-powered jog-a-thon and “great race” fundraiser for their school. In order to participate, students found sponsors to secure their place in the competition. Not only did students participate, but parents and families volunteered to run the event. All proceeds from the event went to raise funds for the charter school and included a matching gift.

ST. THOMAS MORE HIGH SCHOOL (MILWAUKEE, WI)

St. Thomas More High School had a specific goal for #GivingTuesday to acquire funds for Smart Boards for its classrooms. Alumni, parents, and other community members donated over $10,000 for this technology during the school’s online #GivingTuesday fundraiser.

FRANKFORD TOWNSHIP MIDDLE SCHOOL (FRANKFORD, NJ)

Leading up to #GivingTuesday, students from Frankford Township Middle School focused on spreading positive messages and doing good deeds as part of their “Choose Kindness Challenge”. The challenge culminated on #GivingTuesday with grade level specific events benefiting local nonprofit organizations and spreading anti-bullying messages. The events ranged from Skyping with people with rare diseases, to an information session with a local nonprofit and the creation of care packages, and a food-drive and visit to a local assisted living facility. The “Choose Kindness Challenge” is a great example of how to tailor projects and events for all grade levels, so that all students can participate in #GivingTuesday.
TRINITY PREP (WINTER PARK, FL)
In their second year celebrating #GivingTuesday, Trinity Prep set a goal to raise $10,000 through 100 donors. Their campaign featured a series of individualized #GivingTuesday graphics and videos on social media to spark interest and encourage giving. Overall, the campaign shattered the $8,940 raised in 2016 and surpassed their goal by raising over $30,500 by 140 donors.

GUILFORD COUNTY SCHOOLS (GREENSBORO, NC)
Guilford County Schools launched its Gifts of Music campaign on #GivingTuesday. The school system asked for donations of gently used band instruments and monetary donations toward the purchase of instruments for school music programs. Over 97 instruments were donated and $4,000 raised for a value of about $25,000.

TOP OF THE WORLD ELEMENTARY (LAGUNA BEACH, CA)
Top of the World Elementary held a spare change campaign to encourage students to contribute and ignite the spirit of #GivingTuesday. The elementary school raised $2,199, far exceeding its initial $500 goal. In addition, the school received a $1,000 gift from the PTA. All the funds raised went to With My Own Two Hands Foundation, a nonprofit focused on the nutrition and education of children in Kenya.

POPE – HEAD START PROGRAMS (WAIMANALO, HI)
The children at Pope Head Start made a book for the Waimanalo Fire Department with colorful handprints and personal notes about why they were thankful for firefighters.

PLATTEVIEW CENTRAL (SPRINGFIELD, NE)
Platteview Central High School empowered student leaders to organize a #GivingTuesday campaign for all students and staff to take part in. Members of the Student Council gathered and sent over 1,400 non-perishable food items to a local food pantry and raised an additional $850 from students and staff to cover other food needs.
TUFTS UNIVERSITY
For their fifth #GivingTuesday, Tufts University set a goal of cultivating 5,000 donors to support all aspects of life at Tufts, including financial aid, faculty research and scholarship, student activities, and other university priorities. If they reached their goal, a generous group of alumni and parents pledged to give $500,000. In addition, volunteer groups at individual schools upped the ante with school-specific challenges. For example, the Cummings School Board of Advisors offered a $75,000 challenge gift if they hit 350 donors. Tufts shattered their goal, reaching 7,529 donors who gave more than $2 million. They thanked all of their donors for their contributions in real time via their interactive donor roll.

COLORADO STATE UNIVERSITY
Colorado State University’s goal was to support 7,100 meals for their Rams Against Hunger fund. The Rams Against Hunger program provides meal cards to students who experience food insecurity. The campaign involved a robust 30-day communications plan including postcards, email, social media, and on-campus events. 400 social media ambassadors also helped to spread the news of the campaign.

BOWLING GREEN STATE UNIVERSITY
In 2017, 218 students showed their Falcon pride and donated 557.5 service hours on #GivingTuesday. That’s more than double the number of volunteer hours from 2016! The BGSU Student Philanthropy Committee hosted the service opportunity in the student union throughout the day, which included 6 activities for students, staff, and faculty members. One student, for example, made dog toys for the local Humane Society. Activities united a variety of local community partners, including the Cocoon Shelter, Red Cross, United Way, Meals on Wheels, The Wood County Committee on Aging, and Food for Thought.

EASTERN WASHINGTON UNIVERSITY
Eastern Washington University raised nearly $260,000 as part of its annual Giving Joy Day campaign on #GivingTuesday to generate money for EWU student scholarships. The one-day campaign was dedicated to sharing the impact of scholarship giving through the eyes of students and donors. Scholarship recipients were highlighted in compelling videos to personalize the campaign for supporters.

NEW MEXICO STATE UNIVERSITY
On #GivingTuesday, New Mexico State University kicked off its system-wide #GivingTuesday event by announcing a $250,000 matching gift pledged by generous NMSU donors. From 9am on, the university community was off to beat their goal of raising $1.5 million. People from around the school community participated - one donor pledged a $3,500 gift that would be triggered if more than 125 people posted their #NMSUGivingTuesday #UNSelfies after making their gift. More than 1,500 gifts were made to raise over $1.8 million for NMSU on #GivingTuesday.

KENTUCKY WESLEYAN COLLEGE
Kentucky Wesleyan College’s #GivingTuesday built on the Wesleyan Way Day of Service the Monday before #GivingTuesday. This year, students, faculty and alumni gave 417 hours of service to 18 different service projects. Building on that momentum, on #GivingTuesday messages were shared across social media to engage supporters and encourage financial giving to the school. Next year the Wesleyan Way Day of Service will span both the Monday before and the day of #GivingTuesday.
**BETHEL BIBLE VILLAGE (BETHEL, TN)**

Bethel Bible Village ran a superhero-themed #GivingTuesday campaign to support at-risk youth in their community. Four local restaurants participated in the fun by donating a portion of their proceeds on #GivingTuesday to Bethel Bible Village. They made videos of superhero kids reviewing the participating restaurants and even had the mayor dress up as a superhero and announce a giving challenge. The Mayor agreed that if the community raised $17,000 in support of Bethel Bible village, he would let superhero kids slime him. Bethel Bible Village exceeded their goal and the mayor was slimed on the local news.

**ST. VINCENT DE PAUL (LA, CA)**

St. Vincent de Paul of Los Angeles is a Catholic volunteer organization that serves the poor and homeless of any religion in the Los Angeles area. SVdPLA launched #GivingBREWday on #GivingTuesday and encouraged supporters to donate the price of one cup of coffee or one beer to SVdPLA. They held an event with a local brewery the night of #GivingTuesday where a portion of every pint sold was donated to SVdPLA to keep families housed and fed during the holiday season.

**TENT SCHOOLS INTERNATIONAL**

Tent Schools International, a Christian organization that helps educate displaced children around the world, put their own spin on #GivingTuesday and renamed the day #GivingTentsDay. The goal of the campaign was to raise funds for tent schools in Mexico after September earthquakes damaged or destroyed many schools in vulnerable areas. Tent Schools International set up an event on Facebook, posted photos of staff and supporters with #UNSelfie’s on social media, and targeted their fundraising to help rebuild one school in Mexico. Overall, Tent Schools International raised $3,195 - enough to assist in funding a tent school in Mexico.

**JEWHISH FEDERATION OF PALM BEACH COUNTY (PALM BEACH, FL)**

Jewish Federation of Palm Beach County challenged supporters to show their commitment to the Jewish community by donating, spreading the word on social media, or by getting more involved in the organization on #GivingTuesday. The call to action enacted the support of hundreds and helped raise the most money the Jewish Federation of Palm Beach County has ever raised in a single day. Supporters were able to donate online or via their day-of volunteer-run call center to take donations over the phone. They shattered their 2016 record of $1.6 million and raised an astounding $3 million.
TADLOCK ROOFING (FL/TN)
Tadlock Roofing partnered with Boys Town, a national nonprofit that supports children, families and communities on #GivingTuesday. Not only did Tadlock Roofing offer to match donations to Boys Town up to $10,000, the President of the business agreed to jump out of a plane if they met their goal. Sure enough, the President of Tadlock Roofing was captured jumping out of a plane to show that the sky’s the limit to give back.

FRIEDMAN LLP (NEW YORK, NY)
In celebration of #GivingTuesday, accounting firm Friedman LLP announced the launch of their first-ever Share to Care social giving campaign in support of their nonprofit client, Urban Arts Partnership (UAP). Friedman donated $4 to UAP each time their #FriedmanCares Slideshow was shared on social media for up to $5,000. Their Share to Care initiative was a successful and simple way for Friedman to help close the achievement gap in under-resourced schools.

COOPERATIVE BANK OF CAPE COD (CAPE COD, MA)
For the fourth year in a row, the Cooperative Bank of Cape Cod hosted their #GivingTuesday Restock the Shelves Food Drive in all nine of its branches. From November 1 to 27, the bank collected unexpired, nonperishable food items and monetary donations to benefit local food pantries. On #GivingTuesday, employee volunteers traveled to the various pantries to deliver food, help restock the shelves, and serve Cape Codders visiting the pantry.

CHOP CHOP RICE CO (NORTH TEXAS)
Two Chop Chop Rice Co restaurants in North Texas partnered with Make-A-Wish North Texas for their first “Winter Wishes at Chop Chop” competition to raise the most money for Make-A-Wish for the month around #GivingTuesday. Each Chop Chop restaurant sold Make-A-Wish stars with incentives for giving at different levels, made a special Snapchat filter for the month, and selected random prize winners each Tuesday and Thursday. Together the stores raised $2,300 for Make-A-Wish North Texas.

ROTHY’S (SAN FRANCISCO, CA)
Rothy's, a women’s shoe company decided to do Black Friday a little differently in 2017. They pledged to donate $10 per pair of Rothy's shoes sold from Black Friday to #GivingTuesday to 5 Gyres, a nonprofit fighting plastic pollution in our oceans. With the hashtags #RothysForGood and #MoreOceansLessPlastic, Rohty’s met their goal and donated $50,000 to support ocean preservation.
NORTHWEST FEDERAL CREDIT UNION
(HERNDON, VA)
NWFCU Foundation, the philanthropic arm of Northwest Federal Credit Union, celebrated #GivingTuesday with a week of giving back to the community. Volunteers came together to clean up a local community shelter’s storage facility, provide a surprise holiday party for children at an outreach center, and present a budgeting workshop to low-income families. They kicked off the week by opening the foundation’s scholarship program and donated $1,000 to the mentorship program at a local elementary school.

FLUXX (SAN FRANCISCO, CA)
After a series of devastating fires in the local area, Fluxx held a company-wide volunteer day at the Alameda County Community Food Bank in Oakland, where employees helped the ACCFB pack truckloads of food to Northern California fire victims.

KUAM CAREFORCE (GUAM)
Kuam Careforce of Kuam News held a “Generation to Generation” themed campaign aimed at team building and giving back. Kuam activated youth in activities to serve seniors like caroling and dancing at nursing homes and collecting and packing toiletries for seniors. Kuam News featured the various youth group activities on the broadcast station and social media. As a wrap up to #GivingTuesday, Kuam Careforce produced a TV special highlighting the community's efforts.

BLOOMINGTON POLICE
(BLOOMINGTON, IL)
BPD Officers kicked off #GivingTuesday to show that #CopsCare by handing out hot coffee and bagels to morning commuters.
Case Studies
Corporations

**TMOBILE**
On #GivingTuesday, T-Mobile celebrated by running a three-tiered campaign for T-Mobile customers, employees, and the general public. Through a T-Mobile app, customers received $2 to give to a choice of 4 nonprofits, T-Mobile employees received $28 in their Giving Account to donate to any charity of their choice, and for anyone that tweeted #GivingTWOgether on #GivingTuesday, T-Mobile donated $2 to split between the 4 nonprofits up to $100,000.

**M & T BANK**
Leading up to #GivingTuesday, M & T Bank launched the ‘Understanding What’s Important Business Challenge’ and asked businesses to nominate organizations in their community that they support for a chance to win up to $10,000 for the organization. Five finalists were chosen by M&T bank and the public voted to help choose a winner. M&T bank announced the grand prize winner of $10,000 on #GivingTuesday and the remaining four finalists received $1,000 in support of their organization.

**JETBLUE**
In the weeks leading up to #GivingTuesday, JetBlue, in an effort to encourage customers to give back, setup mock check-in kiosks in surprise locations. People were encouraged to answer short questionnaires about what ‘good’ they have to declare at one of the JetBlue kiosks, or online at jetbluecheckinforgood.com. Based on individual responses, entrants were matched to causes aligning with JetBlue For Good’s three key pillars – youth and education, community and the environment – and placed on “standby” for an opportunity to win a seat on one of 3 volunteer trips departing around #GivingTuesday.

**PLUM ORGANICS**
Plum Organics activated sixteen volunteer events and donated over 40,000 food pouches to children across the country. By partnering with City Dads Group for the second year, Plum Organics were able to bring organic baby food donations to organizations in twelve chapters nationwide. Additionally, Plum Organics employees volunteered at local Alameda County Food Bank.

**BETTERMENT**
Betterment, an automated investment service, used #GivingTuesday to launch a new way for investors to give. Not only did the company make it easier to give to charities starting on #GivingTuesday, Betterment investors were able to donate shares of long-term investments directly to charitable organizations. On #GivingTuesday investors could choose from 11 charities to make long-term donations to.
**TINDER**

Tinder, a dating app that allows users to swipe right “yes” or swipe left “no” to identify matches, used their popularity and influence to ask millions of users to be available in a different way on GivingTuesday. Tinder created a message people could easily share to any of their social networks, letting their community know they are available – whether that be to help a friend move, donate time to a soup kitchen, buy Christmas gifts for those who can’t afford them this year, or just be a listening ear to someone who needs it. For each person that shared the #ImAvailable message on #GivingTuesday, Tinder donated $100 to DoSomething.org. Overall, Tinder raised over $200,000 for DoSomething.org.

**SPANX**

Spanx by Sara Blakely Foundation doubled all donations made to Malala Fund up to $150K. The Malala Fund encouraged supporters to “Answer the Call” and any donation made to Malala Fund automatically qualified the donor to receive a phone call from Malala or one of her high-profile friends.

**JOHN HANCOCK**

John Hancock’s third annual #GivingTuesday campaign set a new single-day Boston Marathon fundraising record. On #GivingTuesday $1,232,763 was raised through 9,674 donations, a 25 percent increase in the number of donations made from 2016.

**GOFUNDME**

GoFundMe celebrated kid heroes who inspire grownups to get up, look beyond ourselves, and treat others as we wish to be treated. In the weeks leading up to #GivingTuesday and throughout the holiday season, GoFundMe highlighted hundreds of kid heroes on their site and put together a special guide for parents and caregivers with expert advice, tips, and activities for kid heroes. On #GivingTuesday GoFundMe gave $100,000 to kid heroes doing amazing things for their communities and beyond.

**AMAZON**

Amazon delivered $15,000 in household goods and toys in Seattle and launched its DeliveringSmiles campaign on #GivingTuesday. The campaign provided over $500,000 in donations throughout December. Amazon also donated $1 to the National Alliance to End Homelessness for every mile a #DeliveringSmiles truck traveled on #GivingTuesday.

**CASPER**

Casper, the global sleep company, donated 100 pillows and 100 sheets to the International Rescue Committee (IRC) for incoming refugee families. In addition, Casper kept up with their #GivingTuesday tradition and donated mattresses, pillows and sheets to five firehouses across NYC - one in every borough - to ensure the best sleep and comfort possible.

**UNBOUND**

Unbound, a feminist adult internet site, created a bundle of products worth $215 from eight female-founded companies to sell on #GivingTuesday for a deal of $99. 100 percent of the profits went to one of three charities that help women: Planned Parenthood, She’s the First, and The Girl Project. One lucky purchaser made the decision of where the profits went.
Case Studies
Corporations

XTIVA FINANCIAL SYSTEMS
On their first #GivingTuesday XTIVA, a remote financial services tech company, set a goal for 100% of staff to give at least 1 hour of their time to a cause important to them. XTIVA encouraged employees to take time away from their home offices and give back to the community. Management was overwhelmed with stories from employees about their experiences delivering goods and services to those in need, packing meals for the homeless, making monetary donations, and more!

DICK’S SPORTING GOODS / HOUSTON REVISION
On #GivingTuesday DICK’S Sporting Goods surprised Houston reVision, a soccer program created for young refugees previously surrounded by violence and poverty in Africa, with $120,000 of equipment and funding to sustain the program for the next several years. In addition to the donation to Houston reVision, DICK’S Sporting Goods committed to giving away $2 million in funds to youth sports programs affected by devastating hurricanes in Texas and Florida during the holiday season.

CNN / SUBARU
CNN and Subaru teamed up for a second year on #GivingTuesday to support CNN Heroes, an annual awards show which recognizes 10 individuals for their good works. Both companies encouraged supporters to donate to the 2017 Hero’s associated nonprofits. Subaru matched all donations to Heroes up to $500,000. The program was featured on air and highlighted different 2017 Heroes.

WEST ELM
West Elm celebrated #GivingTuesday for the first time by partnering with the American Society for the Prevention of Cruelty to Animals (ASPCA), the Human Rights Campaign (HRC), St. Jude Children’s Research Hospital®, and Nepal Earthquake Relief to design a special ‘Gifts that Give Back’ collection. On #GivingTuesday, for the profits made through each speciality holiday gift collection, West Elm donated 100% of the profits to the respective nonprofit.

ALLSTATE PURPLE PURSE FOUNDATION
The AllState Purple Purse Foundation, fully funded by the AllState Insurance Company sponsored a friendly fundraising competition between 220 nonprofits serving domestic violence survivors during Domestic Violence Awareness Month in October. Those nonprofits were invited to participate in a fundraising sweepstakes running from #GivingTuesday through Dec. in which their donors could win prizes, including a purple purse sign by Ambassador Serena Williams. The fundraiser kicked off on 11/27 with a one-Day sweepstakes for a Kendra Scott purple statement necklace.

Purple Purse Challenge

#GIVINGTUESDAY
November 27, 2018
VOLUNTEER NEW YORK!
(WESTCHESTER, NY)

Volunteer New York! first launched the ‘Volunteer Hat’ in partnership with The Journal News for #GivingTuesday 2015. Over the past three years, their campaign has united hundreds of local business leaders in the Lower Hudson Valley area to step forward and wear their ‘Volunteer Hat’ on #GivingTuesday. Together they raised over $100,000 for local volunteerism in 2015 and 2016. In 2017, Volunteer New York! and The Journal News challenged leaders from two local counties to step up and wear the ‘volunteer hat’ on #GivingTuesday. Each leader was featured in two unique news spreads via The Journal News and together local organizations raised over $30,000 for local nonprofits.

THE CHILDREN’S INN AT NIH
(BETHESDA, MD)

In its fourth consecutive year of #GivingTuesday participation, The Children’s Inn at NIH aimed to raise $50,000 through online giving campaigns and Facebook fundraisers to provide free lodging and support services for seriously ill NIH patients and families. In addition to a series of Facebook Live events encouraging giving, the Inn held two volunteer events to engage community members. Volunteers assisted with installing a holiday light display on the playground and running the Inn’s Gingerbread Shop, where children could shop for Christmas presents for friends and family at no cost. The Inn successfully reached their $50,000 giving goal, allowing more than 1,700 families to stay at The Inn free of charge.

NO KID HUNGRY

In 2016, No Kid Hungry set an organizational record and raised over $56,000 in one day to ensure that all children get the healthy food they need to thrive. On #GivingTuesday, No Kid Hungry set out to shatter their 2016 record by raising $100,000 or 1 million meals. Ultimately, and with a match from CitiBank, No Kid Hungry raised over $310,000 - that’s 4 times their 2016 results!

JP MORGAN CHASE

JP Morgan Chase encouraged employees to donate to nonprofits of their choice by using the firm’s workplace giving program competition with a $2 for $1 matching gift promotion. Through interoffice promotion and the incentive to win the title of most generous state, employees raised over $4.7 million for nonprofits around the country, more than a 23% increase from 2016. JP Morgan Chase found that Delaware, Wisconsin and Pennsylvania rose to the top as the most generous states in terms of employee donations.
KORE FOUNDATION

KORE, a foundation committed to sustainable solutions to extreme poverty for the people of Haiti tripled their $8,000 #GivingTuesday 2016 results with the help of a local celebrity - Cooper the Chicken. To gain attention for their cause, members of their team dressed up in chicken suits and stilts outside of a famous chicken restaurant in Nashville. Cooper the Chicken traveled all over Nashville and was featured on the local news station. All of the money raised on #GivingTuesday went to support chicken farmers in Haiti.

NEW MILFORD SCHOOL DISTRICT / HYPELIGHT (NEW MILFORD, NJ)

In 2014, HypeLight introduced New Milford High School to the HypeLight Challenge on #GivingTuesday. Students from each grade level competed to collect supplies for local homeless individuals. Over the past three years, the HypeLight Challenge has grown into a community-wide campaign with the entire New Milford School District called New Milford Gives. Led by a club of student ambassadors, for #GivingTuesday students across all schools competed throughout the day and held an event for the community to bring supplies not only for their local homeless community but for those affected by recent natural disasters. Students created videos and shared stories via social media and collected hundreds of toiletry kits, paper products, winter gear, clothing, and nonperishable goods.

#IGIVECATHOLIC

Launched in 2015 by the Archdiocese of New Orleans, the #IGiveCatholic campaign was the first online giving day by Catholics to support the works of the Catholic Church in the history of the United States. Every year the campaign grows to include more parishes throughout the southeast region of the U.S. Donors could participate by going to iGiveCatholic.org and choosing from eligible parishes, schools, ministries, and not-for-profit organizations to make their donations. The website featured a live leaderboard that supporters could check to see how their favorite organization was doing throughout the day. Participants were encouraged to share stats and spread the word via social media in hopes to beat their overall giving goal of $3.5 million up from $1.8 million in 2016. #IGiveCatholic met their goal and netted $3,622,863 from 13,531 gifts to benefit Catholic organizations across the country.

#GIvingTuesday

November 27, 2018
Case Studies
Year-Over-Year Growth

DONORSCHOOSE
This #GivingTuesday, DonorsChoose built on their successful 2016 #GivingTuesday GIVEaway campaign to connect teachers in high-need communities with donors looking to help. For every donation to DonorsChoose.org, that donor and the teacher they supported were entered into a drawing to receive a $5,000 DonorsChoose.org gift card to fund additional projects. Over 15,700 people came together to support over 11,000 teachers.

ENOCH PRATT LIBRARY OF BALTIMORE (BALTIMORE, MD)
It was another year for the #BookBowl, the annual #GivingTuesday throwdown between the Enoch Pratt Library of Baltimore and the hometown library playing the Baltimore Ravens in Monday Night Football. This year, the Baltimore Ravens faced off against the Houston Texans and kicked off the head-to-head challenge between the Enoch Pratt Library and Houston Public Library to see who could raise the most funds in 24 hours. In the wake of devastating Hurricane Harvey, the libraries decided to dedicate funds raised from both campaigns to Houston. Baltimore’s Enoch Pratt Library won the fundraising challenge and donated all money to Houston Public Library. Together, the libraries embarked upon a unique opportunity to come together and fundraise in the wake of disaster and raised a record-breaking $53,000 through the #BookBowl.
Case Studies
Community Campaigns

#BrooklynGives (Brooklyn, NY)
In its second year, the Brooklyn Community Foundation ran their #BrooklynGives Spark Prize campaign on #GivingTuesday. 20 high-impact community-based organizations across Brooklyn were selected as finalists to each receive a $5K matching grant and a chance to win the Spark Prize. The top five organizations and winners of the Spark Prize, each won $100,000 in general operating support from the Brooklyn Community Foundation. In 2017, organizations leveraged the match to bring in over $360,000 in 24 hours, far surpassing their $275,00 total in 2016. #BrooklynGives partnered with the Brooklyn Borough President and the Brooklyn Chamber of Commerce, TD Bank, and National Grid.

#NorthStateGives (Redding, CA)
North State Giving Tuesday, an online networking and giving event held on #GivingTuesday for nonprofits in Shasta and Siskiyou counties, was created in 2015 and is powered by Shasta Regional Community Foundation. The giving event now raises money for 123 local nonprofits and engages individuals and local businesses to donate over a 14-hour period. In 2017, the Community Foundation raised $1,016,423 for 123 participating nonprofit organizations. Their report indicated that 85 percent of the over 5,000 gifts received on Nov. 28, 2017 were $100 or less.

#ValleyGives (Temecula, CA)
#ValleyGIVESday is a 24-hour giving day organized by the SWRC Nonprofit Cooperative. Through their online giving portal, the community could donate to 38 nonprofits on #GivingTuesday 2017. The day culminated with a community event featuring live entertainment, food, and GIVING! Overall the community raised $40,000 for the 38 participating organizations.

Pink #PasHON Project (Baltimore, MD)
Born out of #GivingTuesday 2012, the United Way of Central Maryland’s Emerging Leaders United coalition launched a new #GivingTuesday community campaign for 2017. With a play on passion, the coalition created the Pink #PasHON Project (‘hon’ being a Baltimore colloquialism) to engage nonprofits, companies, small businesses, and the community to make 625,000 PasHON Pledges to give time, voice or money to a project they are passionate about. To engage the community on social media they created a Facebook page for Baltimoreans to share their pledges and stories.

#ILGive (Illinois)
This statewide campaign, organized by Forefront brought in over $13 million raised by almost 500 nonprofits across the state of Illinois. Participating nonprofits received free resources, toolkits, and technical assistance on how to design and implement digital fundraising strategies leading up to #ILGive Community for Giving Tuesday and beyond.

November 27, 2018
Case Studies
Community Campaigns

#BigDGives (Dallas, TX)
Dallas hosted a city-wide Giving Tuesday effort built on the momentum from North Texas Giving Day. Lead by the United Way of Metropolitan Dallas, #BigDGives engaged over 224 nonprofits (large and small), regional corporations, and individual donors to tap into the generosity of north Texans. In 2017, #BigDGives doubled the number of nonprofits participating and partners got the word out to raise nearly 10 TIMES more than last year. Overall #BigDGives raised more than $22.8 Million and volunteers contributed over 484,000 hours of service through numerous volunteer events.

#GivingTuesdayCLT (Charlotte, NC)
Presented by Wells Fargo and powered by SHARE Charlotte, #GivingTuesdayCLT is Charlotte’s local response to the global #GivingTuesday movement. #GivingTuesdayCLT is a collaboration of over 230 Charlotte nonprofits as well as corporations, local businesses, professional sports teams and community organizations working together to rally the Charlotte community around doing good, educate the public on the critical work Charlotte nonprofits are doing, and encourage giving. Overall the campaign raised $7 million for participating nonprofits.

#YorkCountyGives (York County, SC)
Organized by Hospice & Community Care, #YorkCountyGives launched a new #GivingTuesday community campaign, Dine Out, Do Good in 2017. 20 local nonprofits partnered with over 24 restaurants that donated a portion of their profits to the partnering organization. Via the #YorkCountyGives website, individuals could see which nonprofits were partnering with what restaurant and find options to Dine Out, Do Good for breakfast, lunch, and dinner.

#GivingTuesday North Port (North Port, FL)
In their first #GivingTuesday, WKDW Radio Community Broadband Radio Association opened the doors to their radio station for community members to gather and share stories on air. The City of North Port proclaimed #GivingTuesday an official day of celebration and North Port was named the first #KindnessCommunity in the nation, with a campaign to promote kindness. In addition to giving community members and organizations a platform and voice on #GivingTuesday, WKDW rallied 20 nonprofits together to raise more than $20,000.

#YorkCountyGives
ORGANIZE / THE AMERICAN CANCER SOCIETY OF TRANSPLANTATION
On #GivingTuesday, ORGANIZE and the American Society of Transplantation worked together to encourage organ donation recipients and people who have personal stories about loved ones impacted by organ donations to record and share short gratitude videos. Videos were shared nationwide with the hashtag #Power2Save on an online portal hosted by Tribute. By simply asking individuals to share their stories online, ORGANIZE and the American Society of Transplantation were able to educate audiences about the importance of organ donation and boost national registrations for organ donors.

#GIVINGNEWSDAY – THE DEMOCRACY FUND, THE KNIGHT FOUNDATION, AND THE MACARTHUR FOUNDATION
Three foundations launched News Match 2017 on #GivingTuesday deemed #GivingNewsDay, a grassroots campaign to strengthen nonprofit journalism across the United States. From #GivingTuesday to Dec. 31, The Democracy Fund, the Knight Foundation, and the MacArthur Foundation matched up to $3 million to over 100 local and investigative newsrooms. Participating nonprofit news organizations received up to $28,000 each in matching grants, doubling every donation up to $1,000. Celebrities including Mark Ruffalo, Cara Mund, and Greta Van Susteren promoted the day and news orgs came together to raise millions for nonprofit journalism throughout the nation.

RILEY’S CHILDREN’S FOUNDATION/1070 FAN RADIO (INDIANAPOLIS, IN)
Riley’s Children’s Foundation ran a collaborative campaign with local celebrities, businesses, and the 1070 Fan Radio station to encourage blood donations and fundraise for the Riley Hospital for Children. Throughout the day, Riley’s Children’s Foundation held live Q & A chats with celebrities in media, sports, and business on their #GivingTuesday webpage. In addition, 1070 Fan Radio hosted a live broadcast with prizes at the local mall in support of Riley’s Children’s Foundation. Together, they mobilized the local community online, on air, and in person to encourage 610 donors to give blood and raised $112,502.

HEART OF DALLAS YOUNG PROFESSIONALS (DALLAS, TX)
Heart of Dallas Young Professionals (HODYP) held their third annual Heart of Dallas Fast Pitch event on #GivingTuesday. Six nonprofit finalists that support local youth programs and services were chosen to present a three-minute live pitch ‘Shark Tank style’ to convince a panel of judges why their organization deserves grant dollars to help them achieve their mission. The event granted $100,000 to the six local nonprofits.
MY MUSIC RX / BEDSTOCK

Bedstock is a one-of-a-kind music festival held on #GivingTuesday, where celebrity artists play music from bed for sick kids stuck in theirs. The festival lineup included over 100 artists from around the globe, including Nick Jonas and Ed Sheeran, who shared videos of themselves playing from bed to raise funds and awareness for MyMusicRx, a flagship program of the Children’s Cancer Association that delivers the healing power of music to thousands of hospitalized kids and teens around the U.S. Overall, the Bedstock Festival activated artists from over 48 countries and raised double their 2016 results with $88,000 for MyMusicRx.

Additionally, the Salvation Army partnered with a local cafe to host a lunch fundraiser, delivering lunch to local businesses with all proceeds going towards the Salvation Army. By partnering with local businesses, the Fond du Lac Salvation Army raised vital funds and brought the community together to celebrate the holidays.

THE SALVATION ARMY OF FOND DU LAC (FOND DU LAC, WI)

The Salvation Army of Fond du Lac and the East Wisconsin-UP Michigan Region Thrivent Member Network teamed up to host a variety of events on #GivingTuesday to embrace the spirit of the day, while raising awareness and funds. Events throughout the day included, signature Red Kettles run by Thrivent members, community drawing sessions, a coloring contest, live entertainment, a visit from Santa, and present giveaways at the Salvation Army Thrift Store.

THE THREAD (BALTIMORE, MD)

Thread teamed up with Hidden Voices on #GivingTuesday to illuminate the thoughts, dreams, feelings and fears that live within each of us. They created the #BMoreAware Campaign and asked participants to fill out a postcard with a personal thought, fear, or dream at Thread events or online leading up to #GivingTuesday. Upon surpassing their goal of collecting 1,000 postcards, a matching challenge supported by a generous group of donors contributed $1,000 per each additional postcard submitted. The campaign raised $1 million for the organization and demonstrated that awareness and understanding of one another is critical to create a more connected Baltimore.