



**2018**  
**Case Studies**

**#GIVINGTUESDAY™**

# 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.



Women for Women International

## 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.



Movember

## 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.

#GIVINGTUESDAY™  
November 27, 2018

# 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.



**World Bicycle Relief**

## 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.

## 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.

## 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**