



**2018**  
**Case Studies**

**#GIVINGTUESDAY™**

# Case Studies Year-Over-Year Growth



## **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 a \$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.



**Volunteer New York!**

## **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!

## **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 stay at The Inn free of charge.

## **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.



**No Kid Hungry**

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## 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.



Kore Foundation

## 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.

# #iGIVECATHOLIC

"Give Catholic" and support participating parishes, schools, and nonprofits!

## It's as easy as 1, 2, 3!



Give early! Advance day giving runs November 10 through 26.

#iGiveCatholic

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CLASS IS IN SESSION

ON #GivingTuesday



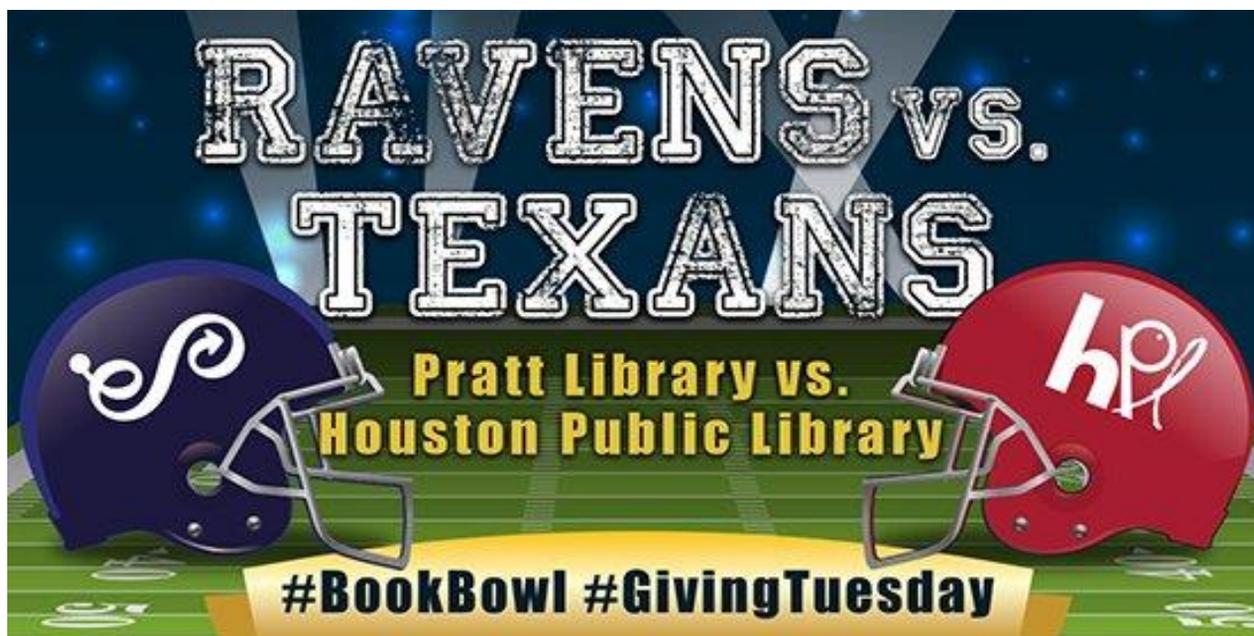
DonorsChoose

### 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.



#BookBowl

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