



2018
Case Studies

#GIVINGTUESDAY™

Case Studies Local Businesses



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, Rothy's met their goal and donated \$50,000 to support ocean preservation.



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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.



Bloomington Police