



**2018**  
**Case Studies**

**#GIVINGTUESDAY™**

# 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.



Henry Vilas Zoo

### 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.



Hillcroft Services, Inc.

### 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.

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### 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.



**HUGS**

### 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.



**Shady Hollow Assisted Riding**

### 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.

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## 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.



WellStar Health

## 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.



Humble Project

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## 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



Food Bank for Westchester

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.



Cool Effect

## 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.