



2018
Case Studies

#GIVINGTUESDAY™

Case Studies Schools



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 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 benefitting 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.

Case Studies Schools



TRINITY PREP (WINTER PARK, FL)



Trinity Prep

campaign shattered the \$8,940 raised in 2016 and surpassed their goal by raising over \$30,500 by 140 donors.

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

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.



Pope – Head Start Programs

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.



Guilford County Schools

#GIVINGTUESDAY™
November 27, 2018