

# #GIVING TUESDAY

## SUCCESS STORIES Collaborations

### Support A Community in Crisis

**NBC** and **Telemundo** hosted a day-long telethon on GivingTuesday to help provide relief to thousands of families devastated by California wildfires. At the end of the telethon, \$107,855.87 was raised by 813 generous San Diego residents. Proceeds from the California Wildfire Relief Telethon went towards the American Red Cross, which provides relief to disaster victims in the form of emergency shelter and supplies as well as long-term support.

### Collaborate With Other Nonprofits For More Impact

Rather than fundraising for their own organization, the **HELP International** team [decided to fundraise](#) for **Team Humanity**, another organization making a big difference in the refugee crisis. “Often times, in the world of nonprofits, there is this toxic notion of competition - despite united causes,” said HELP International when asked about why they decided to fundraise for another organization on GivingTuesday. “We recognize that it is together, not through division, that we will be able to reach our full potential and meet the needs of the people that need help the most. Together, our impact is stronger.”

Eight California nonprofits that each work to protect immigrants and refugees [formed a new coalition to raise money together](#). **The California United Fund** debuted its first campaign on GivingTuesday. Donations will be shared equally among the eight organizations.

Two “competing” Mendocino County nonprofits, **The Gardens Project** and **The School of Adaptive Agriculture**, each needed some extra hands for some projects, and since more hands make lighter work, they shared volunteers! Inspired by GivingTuesday’s emphasis on collaboration and innovation, they teamed up on Giving Tuesday for a farm and garden volunteer day. Volunteers began their day working to make repairs at the schoolhouse, then built some new community garden beds at the garden. They wrapped the day with a hearty lunch and a discussion of what’s next for both program.

On GivingTuesday, **Abundance of Hope Center** in Seattle partnered with two other nonprofits, **Arms Around You** and **New Horizons**, on a winter clothing drive. The three organizations asked their supporters to donate coats, hats, scarves at various local small businesses. On GivingTuesday, they distributed the items to people experiencing homelessness in Seattle area.

**Water Street Studios** in Batavia, IL organized more than 30 arts-related individuals, organizations, funders, and even the mayor to collaborate on a [video campaign](#) to support the arts on GivingTuesday. Danielle Hollis, executive director of Water Street Studios, said, “This year I wanted to go above and beyond to unite our community to support a common cause -- the arts. All too often nonprofit organizations are competing against one another for funding and support, but I want to show the impact that arts organizations can have when we work together by fostering collaboration over competition.”

### Team Up With University Marketing Students

**University of Georgia - Atlanta** marketing + communications students organized a GivingTuesday campaign to support **Second Helpings Atlanta**. The seven student team worked together to create a campaign + PR strategy which helped raise \$18,707 - more than doubling the amount raised on GivingTuesday the year before.



## Stronger Together