CREATING A GLOBAL WAVE OF GENEROSITY... TOGETHER
Together we give...

Together we thank...

Together we help...
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Global Day of Unity and Giving</td>
<td>4</td>
</tr>
<tr>
<td>GivingTuesday Data Commons</td>
<td>6</td>
</tr>
<tr>
<td>A Global Movement</td>
<td>8</td>
</tr>
<tr>
<td>Mobilizing and Connecting Communities</td>
<td>10</td>
</tr>
<tr>
<td>The Starling Fund</td>
<td>12</td>
</tr>
<tr>
<td>GivingTuesdaySpark</td>
<td>14</td>
</tr>
<tr>
<td>Inspiring Collaborations</td>
<td>16</td>
</tr>
<tr>
<td>Building a Generosity Habit</td>
<td>18</td>
</tr>
<tr>
<td>Special Thanks to Our Partners</td>
<td>20</td>
</tr>
</tbody>
</table>
A GLOBAL DAY OF UNITY AND GIVING

On May 5, 2020, #GivingTuesdayNow created a wave of generosity that inspired millions of acts of kindness around the world. This show of solidarity, collaboration and innovation fuels our resolve to continue to respond to the pandemic and to meet important moments head on—to use the power of generosity to fight racism and injustice, respond to crisis and strengthen communities.

As the pandemic emerged, people everywhere felt overwhelmed, isolated, and powerless. At the same time, so many were longing to help and to give, and we were inspired by the touching and spontaneous acts of generosity emerging from communities and individuals.

GivingTuesday has, in just 8 years, spread to 70+ countries and seen the growth of an interconnected global community of passionate entrepreneurial leaders who have co-owned and co-built the movement in their own unique ways, unified by the shared vision of a more generous world. They mobilized around the idea of #GivingTuesdayNow, on May 5, 2020, knowing that generosity is the value that will create healing, connection, and resilience.

Generosity is the value that will create healing, connection, and resilience.”

The GivingTuesday team kicking off #GivingTuesdayNow in our virtual HQ on May 5, 2020.
Together we have an opportunity to take the energy and inspiration of this moment forward to establish stronger habits of generosity.

In just over one month, our global leadership network coalesced a global group of partners to drive a massive, collective wave of generosity, citizen engagement, business and philanthropy activation, and support for communities and nonprofits around the world.

While the day certainly represented meaningful gains in charitable donations (with online donations over $503 million), it’s about so much more than a dollar total. #GivingTuesdayNow provided a shared moment for people across the globe to present a united front of generosity and kindness in the face of a global crisis.

This rapid response prompted us to experiment with new approaches to quickly catalyze action and empower leaders to activate their networks in the ways that best benefit the communities and causes they serve. The lessons from #GivingTuesdayNow can be applied forward, going beyond one moment in time to inspire more action every day, whenever and wherever it’s needed most.

Together we have an opportunity to take the energy and inspiration of this moment—both the pandemic crisis and the protests against racial injustice—forward to establish stronger habits of generosity, to think about and act on our capacity to care for one another every day. The need for more generosity is urgent. The need for a movement to create lasting systemic change is very real.

Now we are called to continue our work—together—to put our communities and systems back into place, not the way they were, but in the way we wish for them to be.

— ASHA CURRAN, CEO | GIVINGTUESDAY

GIVINGTUESDAY TEAM

Asha Curran, Chief Executive Officer
Jamie McDonald, Chief Strategy Officer
Woodrow Rosenbaum, Chief Data Officer
Jessica Schneider, Chief Operations Officer
Caryn Stein, Chief Communications Officer
Jesse Bourns, Technology
Ashley Brown, Administration
Ben Cipollini, Lead Data Scientist
Jacques Fauteux, Data
Celeste Flores, Communities
Kelsey Kramer, Youth Engagement
Kathleen Murphy, Digital Strategy
Dante Plush, Youth Engagement
Sydney Rose, Technology
Brandon Salesberry, Finance
Kait Sheridan, Global
Jerome Wright, Partnerships
The GivingTuesday Data Commons, the data and insights arm of GivingTuesday, monitored platform donations, social media conversations, and other generous activities in the lead-up to, and on, #GivingTuesdayNow. The day resulted in over $503 million in online donations in the United States alone.

The GivingTuesday Data Commons tracked the theme and sentiment of conversations happening in real time. We saw a heavy emphasis on the ideas of unity, togetherness, and community, with conversation volume growing throughout the day and shifting to action-oriented messages highlighting support and donations.

Together we learn.

#GivingTuesdayNow united people around the world and inspired giving in all forms. The day ignited a global conversation on generosity, with social media activity in 145+ countries and more than 3 billion Twitter impressions. #GivingTuesdayNow prompted giving, collaboration, and action from millions of individuals, businesses, nonprofits, communities, and global brands.
Early reports from our platform partners indicate the day prompted high levels of individual action. Our leaders and partners also shared that #GivingTuesdayNow helped boost existing campaigns and provided a launchpad for new initiatives.

The day resulted in more than $503 million in online donations in the United States. Many partners are reporting that this was a peak within an overall lifted period for online giving.

**TOGETHER WE INNOVATE.**

The [GivingTuesday Data Commons](https://givingtuesdaydatacommons.org), with over 150 collaborators and more than 40 global data labs, leads data collaboration on trends in giving and generosity. The GivingTuesday Data Commons is an open and distributed network across sectors and borders who seek to understand the drivers and impacts of generosity, explore giving behaviors and patterns, and use this data to inspire more giving around the world.

The pandemic and its resulting economic and social consequences underscore the need for this kind of project to exist as a public service model. The Commons was built with our partners, and they—along with other collaborators—will have open access to both the data and the publishing platform.

$503M+

in online donations

This is a unique undertaking in the social sector and will be a foundation for rapid learning about the drivers and impact of generosity.

**TOGETHER WE SHARE.**

The GivingTuesday Data Commons is more than the home of our extensive research efforts. The platform is available to organizations, companies, and researchers who wish to collaborate on projects. Collaborative projects are making use of these resources for data collection and management, analysis, reporting, and publication. We invite the world to make use of these tools and assets to advance our collective understanding of generosity in all its forms.
GivingTuesday is a “leaderful” movement, with an interconnected network of entrepreneurial leaders who share ideas, lessons learned, and mutual support throughout the year. Through the power of our country leader network, #GivingTuesdayNow ignited a global conversation on generosity, with online activity in more than 145 countries around the world.

TOGETHER WE INSPIRED
A MARATHON OF GIVING.

Slovakia’s “give 5 on 5” campaign took off with the goal to encourage all 5.5M Slovaks to do good or to give five of anything on May 5 for #GivingTuesdayNow. A few examples of ways people joined in this challenge included doing 55 push-ups, practicing piano for 5.5 hours, learning 55 words in sign language, and challenging friends to write down 55 things they liked about themselves to promote self confidence and the importance of mental health.

This same approach—give 5 on May 5—was also adopted by Colombia and Uruguay, who worked together to create a marathon of generosity that promoted this concept throughout both countries.

TOGETHER WE BUILT.

Global leaders came together to build tools, resources, and ideas for #GivingTuesdayNow. Countries collaborated on campaign ideas, translated tools, encouraged local partners to post on the Generosity Map, and celebrated one another’s successes.
Leaders also worked together on localized campaign strategies. The Spanish-speaking countries, for example, came together to plan for #UnDiaParaDarAhora, while Austria, Germany, and Switzerland connected to create assets for a German-speaking audience.

Our India leader created a Facebook profile frame that featured every country’s GivingTuesday heart logo. This spontaneous and generous creation quickly became the image adopted for all countries (including the US) to promote the day on Facebook.

TOGETHER WE LIT UP OUR CITIES.

Famous landmarks were lit up to celebrate #GivingTuesdayNow and recognize the many acts of generosity taking place around the world. The country leaders worked together on sharing strategies and leveraging secured lighting events to confirm similar events in other countries. This included the Sagrada Familia in Barcelona, the Willis Tower in Chicago, the Petrin Tower in Prague, and the Czech National Museum.

Social media activity in more than 145 countries
On #GivingTuesdayNow communities came together to collaborate, innovate, and inspire across borders and demographics to make a difference in the lives of others, finding creative ways to mobilize networks, host virtual events, and spark a wave of kindness.

**MOBILIZING AND CONNECTING COMMUNITIES**

**TOGETHER WE SERVED.**

*Revive South Jersey* and *Unidos para la Familia* worked together to serve the Hispanic immigrant community in and around Bridgeton, NJ, by collaborating on resources and manpower to support and provide food and basic needs of these hardworking individuals and their families.

*Conway Gives*, a coalition of organizations keeping people in their homes, launched a special campaign to help prevent families who have been directly affected by the pandemic from becoming homeless. They had a goal of being able to assist 100 families in keeping their homes. They exceeded those goals by raising enough assistance and have a new goal of assisting 150 families.

**TOGETHER WE INSPIRED GENEROSITY.**

*North Texas GivingTuesdayNow*—led by the Communities Foundation of Texas, United Way of Metropolitan Dallas, and the Dallas Cowboys—rallied the Dallas-Fort Worth community in raising $20.7M for first responders and frontline nonprofits. Their unique collaboration led to monetary support for 2,500 organizations and more than 9,400 people pledging nearly 300,000 volunteer hours.

*LaunchGood* and *Hispanics in Philanthropy* both launched worldwide crowdfunding campaigns for their respective communities, supporting hyperlocal projects run by and benefiting Muslims and LatinX communities all over the world being impacted by the pandemic. LaunchGood hosted a Ramadan Challenge, during which thousands of Muslims around the world committed to donating. Hispanics in Philanthropy used their bilingual crowdfunding platform HIPGives to distribute matching funds on #GivingTuesdayNow and held a virtual concert to support frontline farmworkers.

GT community leader *Whitefish Community Foundation* and *Flathead Community Foundation* came together in a first-time collaboration to support the local organizations in Northwest Montana. More than 1,300 donors helped raise a total of $561,707 for 78 different Northwest Montana nonprofits.

That’s exactly what (the nonprofits) needed right now, a little shot in the arm to get them through.”

— Linda Engh-Grady, president of the Whitefish Community Foundation
TOGETHER WE RALLIED.
The #NextGenGenerosity campaign was created by a coalition of next-gen organizations, rallying young people to perform one million acts of generosity. These next-gen organizations are partnering in a call to action for millennials to make lasting change during this pandemic through collective action that reflects the ambition, creativity, and intent of this generation of givers.

Philanthropy Together facilitates a national network of GivingCircles. They launched a giving circle incubator on #GivingTuesdayNow to form more giving circles around the country. One of their partners, Community Investment Network, hosted a virtual “Love in Action” event, awarding grants to programs supporting people of color.

I Live Here I Give Here in Austin, Texas, held a virtual giving event, See Us Give. Over 140 emerging philanthropists heard from local influencers and community leaders sharing their personal giving stories and fostered mentor/mentee relationships to deepen personal giving journeys. They also partnered with local businesses and iconic Austin locations to use their marquees to show solidarity with the nonprofit community.

TOGETHER WE BROUGHT JOY.
Powered by Good Cause Creative and WISH Cleveland, Together at Home with Cleveland Kids rallied Northeast Ohio families to participate in six community challenges, including mask making, videos for good, pet food donations, and a GTHeart coloring contest raising funds to benefit Greater Cleveland Community Shares and 40 local nonprofits.

Toronto Gives partnered with food delivery companies and food distribution centers to deliver packages of sidewalk chalk to neighborhoods around the city, asking residents and families, while maintaining social distance, to write love notes to Toronto on their sidewalks. The sidewalks of Toronto were lined with notes to the city they love.
When we shared with our leader community our plans for #GivingTuesdayNow, we received an overwhelmingly positive response. They enthusiastically signed on to activate their communities and countries. At the same time, they shared potential obstacles to success, as the virus had made social distancing, quarantine, slashed budgets, and a sudden lack of resources the reality for many organizations.

To address these challenges, in 24 hours we launched the Starling Fund, a $225,000 funding pool created to support our network of country and community leaders. The fund was named after starlings, birds that create patterns and movements by working together. A scientist once admired their “remarkable ability to maintain cohesion as a group in highly uncertain environments and with limited, noisy information.”

Leaders applied for microgrants in the range of $1,000–$7,500 to cover essential resources they needed to encourage, inspire, and uplift everyday givers, businesses, and NGOs in their regions on May 5. We prioritized grants to leaders operating in regions of lower resource or greater crisis and/or proposing innovative approaches to #GivingTuesdayNow.

The 46 funded projects included a massive all-day feeding program that distributed more than 1,000 meals in Columbus, OH; a nationwide generosity news SMS campaign in Nigeria; a collaboration between Liberian nonprofits to distribute masks produced by local seamstresses; and a community project in Jackson, TN, to build and assemble “free little pantries” with food and essentials in areas with a high concentration of individuals experiencing food insecurity.
We are still raising funds due to the commercials we were able to run from the Starling Fund grant. We used the funds to run three different TV ads and three different radio ads.

Our original goal was to raise $35,000 and assist 100 families with rent/mortgages. To date, we have raised $58,500 and are on track to serve 125 to 150 families. The extra dollars are also allowing us to help rehouse families who will no longer be able to afford their current housing due to multiple circumstances. We will be able to assist families through June and maybe into July. This has been a wonderful experience. The grant made a major impact on our campaign.”

— Laura King | Conway Gives, Starling Fund grantee

The Starling Fund catalyzed new campaigns and learning for our global network of leaders. Now, we are expanding this approach beyond just the GivingTuesday leader community. We aim to foster rapid implementation of innovative, creative generosity ideas and initiatives, whether they come from our current global leaders network or from people and organizations outside our existing community.

As the pandemic continues, its harsh effects are sure to linger for organizations strained by scarce resources and increased demand. And, the urgent cry for action to address foundational issues like racism, discrimination, poverty and inequality compounds the suffering caused by COVID-19.

GivingTuesday is committed to using new mechanisms like the Starling Fund to accelerate the work of organizations and individuals with particularly innovative approaches to catalyzing generosity, empathy, equity and justice.
Building off its inaugural year in 2019, GivingTuesdayKids transformed into GivingTuesdaySpark to engage young people of diverse races, cultures, and backgrounds—from kids to teens to college students and young adults. Youth leaders around the world raised their hands to lead, helping unify their communities in a time when connection and collaboration was surely needed. Many more young people have been inspired to give in endlessly thoughtful, celebratory, and creative ways throughout the year. On #GivingTuesdayNow, these young changemakers worked together to spread generosity.

TOGETHER WE COLLABORATED.

Twelve-year-old Jordyn Webb’s grandmother is an essential worker at Lowe’s home improvement
stores. Jordyn says, “I worry about her every time she goes to work.” To combat that worry, Jordyn delivered handwritten thank-you notes, and her fellow GivingTuesdaySpark leader Khloe Thompson sought to amplify Jordyn’s efforts by contributing 100 homemade masks to help fuel her initiative. Together they were able to thank the unsung heroes at her grandmother’s Lowes.

TOGETHER WE THANKED.

Charity cosplaying group *Avengers of New York* created a collaborative video saluting frontline and essential workers for #GivingTuesdayNow while dressed in Marvel-hero themed cosplay. This network of superheroes rallied together to say thank you. The NY Avengers collaborated with GivingTuesdaySpark leader Jahkil Jackson, who has a Marvel superhero and comic book based on his work in his community. Together they were able to amplify each other’s work based on their common interest in the Marvel Universe.

TOGETHER WE RALLIED OUR PEERS.

The GivingTuesdaySpark leaders came together to create inspirational social media challenges to encourage other young people to participate in generosity for #GivingTuesdayNow. Despite being isolated from each other, these leaders organized video interviews, created TikTok videos encouraging everyday citizens not to hoard toilet paper, and choreographed an original #GivingTuesdayNow dance challenge. Together they flexed their talent and passion for creative social media content creation.
#GivingTuesdayNow relied on rapid activation and three important values of the movement: creativity, collaboration, and innovation. We needed the amplification of key partners to help us stand up GivingTuesdayNow in such a short time, and they stepped forward. Their actions fostered increased generosity and unity that will extend and grow beyond May 5.

Even as everyone was working to adjust to a new reality and pivoting to new processes, we were grateful to see partnerships form and existing relationships strengthened as organizations and individuals shared resources to help unleash greater generosity worldwide. From giving back to the community to helping spread the word, from organizing concerts and virtual events to sharing creative assets and talents, #GivingTuesdayNow demonstrated the power of coming together in collective action to create something greater than the sum of its parts.

For the first time, the GivingTuesday team hosted a livestream event for #GivingTuesdayNow. The livestream opened up a new channel to highlight campaign leaders from ten countries, as well as representatives from GivingTuesday Military, GivingTuesdaySpark, and philanthropic leaders and celebrities, including NBA Hall of Fame player Dikembe Mutombo. The livestream also showcased video clips from social media and campaign results, complemented by live data analysis of the social conversation trends of the day.

TOGETHER WE LED.

The Bill & Melinda Gates Foundation partnered with GivingTuesday, VolunteerMatch, Candid, and DonorsChoose to respond to the impacts of COVID-19 and launch PowerOf, a platform created to make it easier for millions of givers to connect with charities helping the people and communities they care about. To power this platform and support the generosity infrastructure, the Bill & Melinda Gates Foundation also announced a $10 million commitment to strengthen the nonprofit sector in the United States.

TOGETHER WE AMPLIFIED.

America’s Food Fund encouraged their community of over 18,000 supporters to be generous by showing appreciation for frontline food workers: school nutrition workers, food bank workers, farmworkers, delivery workers, restaurant workers, and those on the front lines. Chef José Andrés joined the #GivingTuesdayNow livestream to discuss America’s Food Fund’s rapid response efforts and why donating what you can makes a difference.

Greater Public inspired, encouraged, and coached its national network of public media stations to promote generosity among their listeners and communities on May 5, both in the form of support for stations and the broader community. They also collaborated with National Public Radio to enhance the reach and impact of messages about the importance of supporting local journalism. The results were compelling: 86% of public media stations across the country participated in GivingTuesday, and NPR saw record response to their outreach.
GivingTuesday Military leaders rallied the military community by encouraging acts of kindness and launched a #HeartsForHeroes campaign to make masks for first responders and stuffed hearts for their children.

**TOGETHER WE SHARED.**

A diverse network of coalitions and platform partners offered free tools and resources and training for #GivingTuesdayNow. Partners such as GoFundMe, Classy, and Candid, among others, offered training sessions to help nonprofits reach out to their communities. Organizations like Weaving Community and Philanthropy Together shared toolkits and templates for use by the entire GivingTuesday community to help foster conversation and collective giving.

**El Recreo Tour**, an agency that represents musicians in Colombia, organized mini concerts in neighborhoods across Bogotá. These concerts served a dual purpose of bringing joy to quarantined residents but also of soliciting donations for goods to be delivered to neighboring barrios where the most vulnerable Colombians lived.

**St. Jude Children’s Research Hospital** hosted a virtual event that invited audiences everywhere to Take 5 Together #forStJude and enjoy a moment to sing, dance, laugh, and give back. ALSAC CEO Richard Shadyac and St. Jude ambassador MLB all-star Nick Swisher also joined the #GivingTuesdayNow livestream to talk about their efforts.

**#UpliftLB** was a coordinated effort between the Long Beach Post/Long Beach, Business Journal, Arts Council for Long Beach and The Nonprofit Partnership, designed to help those whom the COVID-19 crisis had hit the hardest financially. They organized a virtual evening of art, music, dance, food, and drink to raise funds to celebrate and give back to the local artists, small businesses, and nonprofits who were integral to the city’s flourishing cultural scene.

—we must weaponize empathy.” — José Andrés | Chef and humanitarian

NPR deployed a fundraising campaign on our digital channels that culminated on #GivingTuesdayNow. On that day, we set a new single-day record for the number of users delivered from NPR.org to member station donation forms.” — National Public Radio
As we think about the months ahead, it’s tempting to seek a return to “normal.” We want to connect, laugh, cry, and hug—not from a distance, but up close. We also crave agency and the power to live as we wish in a safe, equitable and healthy community. The GivingTuesday movement has always connected people to their individual power to do good. During the pandemic, it has been a powerful antidote to the feelings of helplessness and hopelessness that so many have felt in the face of isolation and social distance. As we look toward the postcrisis world, we see an opportunity to rebuild, not as we were but as we wish to be—to rethink how we want to live together and to embrace the surge of collective action, generosity, and civic participation that we have witnessed in the face of the COVID-19 crisis and in the protests against racial injustice.

Let’s keep giving, clapping, singing, and serving each other. Let’s keep standing up for our families, neighbors, communities, and countries and let’s keep speaking out against injustice and discrimination. Let’s embrace a new generosity ritual, one in which we wake up every Tuesday asking ourselves, “What good can I do today?” Let’s make giving on Tuesdays a ritual as ingrained as days devoted to spiritual connection, back-to-work Mondays, and Throwback Thursdays.

Why? Because generosity is transformative, not just in response to a crisis or as fuel for nonprofits but also as a powerful accelerator of civic participation. Often when individuals experience the power of impact that arises from generous acts, they unlock their passion for civic action, democratic engagement, and other positive pursuits within communities and across borders.

Imagine that the legacy of this moment is a more just and generous world. We plan to work toward that. We invite you to join us: givingtuesday.org
GivingTuesday is a global generosity movement unleashing the power of people and organizations to transform their communities and the world. GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good.

Born and incubated at the 92nd Street Y and its Belfer Center for Innovation & Social Impact in New York City, GivingTuesday is now an independent nonprofit and forms the nucleus that connects and empowers communities to build a worldwide grassroots movement that is inspiring giving in all forms—volunteering, organizing, acts of kindness, donating goods or money, advocacy, and more. The result: more than 200 community campaigns across the US and national movements in more than 60 countries. The annual GivingTuesday event has raised billions of dollars in the US alone over the past seven years and exponentially more around the world.

Dear World, on MAY 5, we showed up.

We gave back. We inspired HOPE.

We proved that we are stronger TOGETHER.

THANK YOU!
SPECIAL THANKS TO OUR PARTNERS

Leadership Supporters

Bill & Melinda Gates Foundation
PayPal

Additional Generous Support from

Launch Partners

COVID-19 SOLIDARITY FUND

www.covid19responsefund.org

Powered by United Nations Foundation Swiss Philanthropy in support of the World Health Organization

CDC Foundation
Together our impact is greater

Facebook
LinkedIn
The Guardian
United Way

Candid.
CFC
The Communications Network

gofundme
gofundme CHARTY

Philanthropy Together
WINGS
Teach For All
World Vision
Together we help...

Together we heal...

Together we stand...
Imagine a world where the legacy of the pandemic is a more just and generous world. We plan to work toward that.

We invite you to join us: givingtuesday.org