

After Black Friday & Cyber Monday...

GIVINGTUESDAY™

December 1, 2015

A close-up photograph of a person's hand holding a smooth, red heart-shaped object. The heart has a slight gradient of red and orange. The text 'MEDIA KIT' is written in large, white, bold, sans-serif capital letters across the center of the heart. Two thin white horizontal lines are positioned above and below the text.

**MEDIA
KIT**

GivingTuesday.ca | [#GivingTuesdayCa](https://twitter.com/GivingTuesdayCa)

GIVINGTUESDAY™

What is GivingTuesday? After Black Friday and Cyber Monday ... imagine a day dedicated to giving back, around the world, across Canada and in our community.

Black Friday kicks off the holiday shopping season, [GivingTuesday \(December 1, 2015 \)](#), marks the opening day of the giving season. Visit www.givingtuesday.ca for more information.

Who is involved? In Canada, GivingTuesday is an initiative of CanadaHelps and The GIV3 Foundation, and a total of 15 founding partners. They have been joined by thousands of Canadian charities, businesses and communities in a collective call to all Canadians to support charities of their choice. GivingTuesday was started in 2012 in the USA by the UN Foundation and the 92nd Street Y. *The movement now includes 18,000 global partners and activities in 43 countries.*

What was achieved in 2014? The second annual GivingTuesday in Canada exceeded all expectations. Over 3,300 partners came together and millions of Canadians joined in, creating national awareness, recognition and a massive impact on donations (+ 369% at CanadaHelps since 2012) and other forms of giving.



INFO AND RESOURCES AT GIVINGTUESDAY.CA

GIVINGTUESDAY

DECEMBER 2, 2014 A Global Celebration of Generosity!

AN AWESOME YEAR #2!

Bigger, smarter, better giving!

Participation more than doubled to **3,300+** charities and businesses

 **Millions** of Canadians joined in

IMPACT ON DONATIONS



CanadaHelps charities saw an increase of **169%** in donations 2013 vs. 2012 and **+369%** 2014 vs. 2012

Continued strong results through December, showing that GivingTuesday was the **opening day** for a season of giving



GivingTuesday partners saw the greatest lift in donations, with an increase of **93%** vs. 2013

Significant donations increases on other platforms including **Blackbaud (+36%)** and **Mobile Giving Foundation Canada (+75%)** vs. 2013

GIVING MORE THAN



Many Canadians gave back by volunteering



Numerous food, clothing, shoe drives and acts of kindness



Commitments for blood and organ donation

eg. 49 new organ donors announced in Guelph alone

BIG ENDORSEMENTS ...GLOBAL IMPACT!

President	Barack Obama	and numerous celebrities helped power GivingTuesday momentum
Prime Minister	Stephen Harper	
Governor General	David Johnston	



68+ countries and **26,000** partners participated in 2014



ONLINE & SOCIAL MEDIA PHENOMENON



Facebook was top referral to Frontstream — conversion doubled from 2013

#GivingTuesdayCa was tweeted

34,000 times and generated

47 MILLION impressions on Dec. 2nd alone

85% of donations* initiated through social media
*on Frontstream

#GivingTuesday trended number 1 all day

CIVIC MOVEMENTS GROW GRASSROOTS



GuelphGives raised **\$1.2 MILLION** in one day!



Halifax, Guelph, Sarnia-Lambton, Regina, Calgary & Vancouver

Mayoral proclamations from Halifax to Vancouver