

After Black Friday & Cyber Monday...

**GIVINGTUESDAY™**

November 28, 2017

A close-up photograph of a person's hand holding a smooth, red, heart-shaped object. The object has a gradient of red and orange colors. The words "MEDIA KIT" are 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](http://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 \( November 28, 2017\)](#), marks the opening day of the giving season. Visit [www.givingtuesday.ca](http://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 98 countries.*

**What was achieved in 2016?** The fourth annual GivingTuesday in Canada exceeded all expectations. Over 5,700 partners came together and millions of Canadians joined in, creating national awareness, recognition and a massive impact on donations (+ 353% at CanadaHelps since 2012) and other forms of giving.



**INFO AND RESOURCES AT [GIVINGTUESDAY.CA](http://GIVINGTUESDAY.CA)**

# GIVING TUESDAY

2016 HIGHLIGHTS The opening day of the giving season

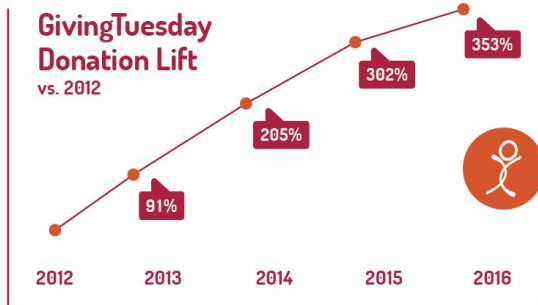
AN AWESOME  
YEAR #4!

Bigger, smarter,  
better giving!

5,700+ charities and  
businesses  
participated

 Millions of  
Canadians joined in

## IMPACT ON DONATIONS



101% increase in donations on Blackbaud this year

2x number of donations via social media on CanadaHelps this year

GIVING  
MORE THAN



Thousands of volunteer hours and new pledges

 70 blood donations in Waterloo

 1,371 hugs for charity in Halifax

 60 toys for a children's hospital in Winnipeg

 362 sight-restoring surgeries in Calgary

 300 bowls of soup for low income Vancouverites

 500 meals for Montreal's homeless

## GLOBAL CELEBRATION



98 countries

2.5+ million social media engagements

## BIG ENDORSEMENTS

The White House  
Bill Gates  
Pink  
Gillian Anderson

Michael J. Fox  
Jonathan Toews  
Naheed Nenshi  
Margaret Atwood



ONLINE & SOCIAL  
MEDIA PHENOMENON

#GivingTuesdayCa  
#GivingTuesday  
#MardiJeDonne

200,000+  
mentions

#s  
trended  
all day  
on Nov. 29th

## 30 COMMUNITY MOVEMENTS



Mayoral proclamations  
from coast to coast