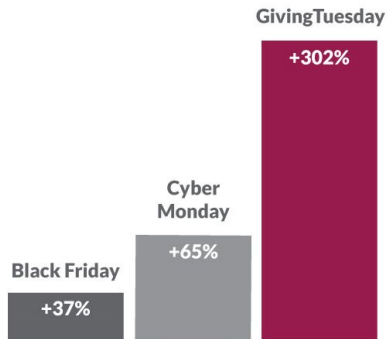


GIVINGTUESDAY GROWING FASTER THAN BLACK FRIDAY AND CYBER MONDAY COMBINED

Millions of Canadians and thousands of businesses to participate in global day of giving on Nov. 29th

Growth in giving vs. shopping.



TORONTO, ON – November 29, 2016 – Reaffirming the holidays are indeed a time for giving, statistics show that GivingTuesday is growing faster in Canada than Black Friday and Cyber Monday combined. While sales numbers for the annual shopping holidays [jumped 37% and 65%](#) respectively from 2012 to 2015, the value of donations on GivingTuesday grew by an [astounding 302%](#) over the same time period, according to [figures released by CanadaHelps](#).

“While the total amount of money spent shopping on Black Friday and Cyber Monday still far exceeds the value of donations made on GivingTuesday, it’s very encouraging to see that Canadians are embracing the spirit of giving, and continuing to make GivingTuesday a time to turn to our attention to the community and support

our organizations of choice,” says Lys Hugessen, President of The GIV3 Foundation.

GivingTuesday, a global day of giving brought to Canada in 2013 by GIV3 and CanadaHelps, continues to gain traction across the country in its fourth year, with thousands of partner organizations and millions of Canadians expected to take part. On November 29th and throughout the holiday giving season, Canadians can celebrate giving in whatever way is meaningful for them – volunteering their skills, giving blood, holding clothing drives, helping at a local food bank, talking with their kids about philanthropy, or spreading the word on social media.

“With more than 5,300 partners and 30 civic groups working together, it’s incredible to see that participation for GivingTuesday is at its highest level ever,” says Marina Glogovac, president and CEO of CanadaHelps. “What makes the growth of this grassroots movement so exciting is that it inspires us all to give to our full capacity, and promotes all giving forms, at a time when charities count on us the most. Each year [35% of annual charitable donations](#) come in December alone.”

The impact of GivingTuesday goes well beyond charitable donations, inspiring generosity in all its forms. An [interactive map of GivingTuesday partners](#) on [givingtuesday.ca](#) shows participation in every province and territory. This year, many local groups are rallying from coast to coast in cities like Halifax, Ottawa, Mississauga, Waterloo, Calgary, Kelowna and Victoria to plan city-wide GivingTuesday celebrations.

Helping your giving go even further, when you make a donation on GivingTuesday through CanadaHelps using a PayPal account, PayPal will match 1% of donations. To learn more about how to get involved or view a full list of GivingTuesday partners and [great campaigns](#), please visit [GivingTuesday.ca](#).

About GivingTuesday (#GivingTuesdayCA)

GivingTuesday was launched in Canada in 2013 by GIV3 and CanadaHelps.org. GivingTuesday is a day for the entire charitable sector and encourages all Canadians to join the movement and give and

volunteer for charities of their choice. GivingTuesday was originally founded in the US by 92nd Street Y in partnership with the UN Foundation. www.givingtuesday.ca

About GIV3

GIV3 is a movement of The GIV3 Foundation, a registered Canadian charity with a unique mission: to encourage more Canadians to be more giving (greater Giving, Inspiration, Volunteering). GIV3 does not represent any specific charity but encourages Canadians to give to any registered charities of their choice. www.giv3.ca

About CanadaHelps.org

CanadaHelps.org enables donors to safely donate and fundraise online for any registered Canadian charity and provides charities the secure online fundraising platform they need to succeed. As a registered charity itself, CanadaHelps' has facilitated over \$650 million in online donations to Canadian charities. Over 1.3 million Canadians have donated to charities using CanadaHelps and over 17,000 charities fundraise online using the CanadaHelps platform. The mission of CanadaHelps is to engage Canadians in the charitable sector and provide effective and affordable online technology to both donors and charities to promote - and ultimately increase - charitable giving in Canada. www.canadahelps.org

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Sources:

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