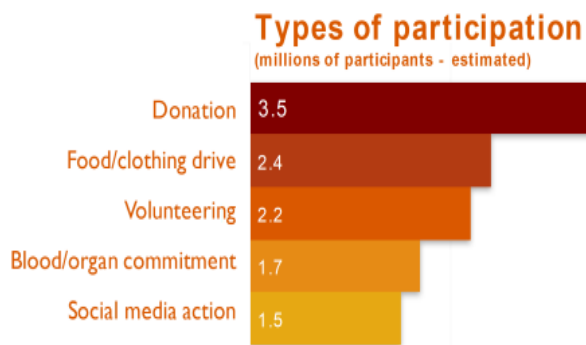


MILLIONS OF CANADIANS EXPECTED TO PARTICIPATE IN GIVINGTUESDAY

- 5th annual GivingTuesday has become THE day to DO GOOD STUFF

MONTREAL, QC – November 27, 2017 – It would be hard to miss the Black Friday and Cyber Monday hype this year, but GivingTuesday offers Canadians a welcome counterpoint to all this consumerism. Just as Black Friday kicks off the holiday shopping season, GivingTuesday is the opening day of the giving season.

In 2016, an estimated 6.2 million people in Canada did something to support their favourite cause for GivingTuesday. Whether donating money or volunteering time and talent, participation continues to grow. November 28th is Canada's fifth annual GivingTuesday and organizers GIV3 and CanadaHelps.org are expecting more impact than ever.



According to a survey carried out in December 2016 for GIV3, 22% of Canadian adults took part in GivingTuesday activities. Most participants made donations (about 3.5 million people), and many millions more volunteered for non-profits or gave back in other inspiring ways including food, clothing, shoe and toy drives, committing to blood or organ donations and taking action on social media.

“We’re so excited to see the GivingTuesday momentum,” says Lys Hugessen, President of GIV3. “With more than 6,000 partners, 42 community groups, and so many generous Canadians, participation is at its highest level ever.”

While GivingTuesday is about more than financial donations, results from online fundraising platforms show a significant spike in giving. In 2016, [CanadaHelps reported](#) a four-year increase in donations of 353% on GivingTuesday compared to the equivalent day before the movement started. [Recent analysis](#) of data from dozens of North American donation platforms, validated that GivingTuesday generates a net lift on giving without cannibalizing the rest of the year.

73% of GivingTuesday partners are small to medium sized charities. “GivingTuesday has become so valuable to smaller organizations, that rely on grass roots for the important work that they do,” said Marina Glogovac, President and CEO, CanadaHelps. “Thank you to every Canadian who is getting involved this year and making a commitment to giving back.”

While GivingTuesday may only be one day, the huge response it generates will have a lasting impact on improving lives. The public can learn more about how to get involved or view an [interactive map of GivingTuesday partners](#), and [great campaigns](#) at [GivingTuesday.ca](#).

About GivingTuesday (#GivingTuesdayCA)

GivingTuesday is a global movement, celebrated in 98 countries, that encourages people to give and volunteer for their causes of choice. GivingTuesday was launched in Canada in 2013 by GIV3 and CanadaHelps.org, and was founded in 2012 in the U.S.A. by 92nd Street Y and 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 allows donors to quickly and safely donate and fundraise online for any registered Canadian charity and provides charities the secure online fundraising platform they need to succeed. Over 1.6 million Canadians have donated using CanadaHelps and over 18,000 Canadian charities fundraise using the CanadaHelps online tools. The mission of CanadaHelps is to inform, inspire and connect donors and charities and to democratize access to effective technology and education in the charitable sector. www.canadahelps.org

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