

GIVINGTUESDAY CELEBRATION SHOWS CANADIANS ARE AWESOME!

DRAMATIC PARTNER GROWTH AND OVERWHELMING RESPONSE FROM GENEROUS CANADIANS COAST TO COAST

MONTREAL, QC – December 9, 2014

Move over Black Friday and Cyber Monday, Canadians are taking a break from the shopping frenzy. December 2 was GivingTuesday, a day for Canada and the whole world to celebrate giving back and supporting the causes that matter to them. Over 3,200 businesses, charities and organizations celebrated the second annual GivingTuesday in Canada – that's more than double the number in 2013 – signaling a growing shift towards helping others.

The global GivingTuesday movement, encouraging people to give back in any way they can, was initiated in Canada by [CanadaHelps](#) and the [GIV3](#) Foundation. "Just as Black Friday kicks off the holiday shopping season, GivingTuesday is the opening day of the giving season" said CanadaHelps CEO Marina Glogovac. "We are overwhelmed by the generosity of Canadians, joining in on this day as well as a participating in generous acts year round."

So did GivingTuesday have an impact?

According to new data from CanadaHelps, the second annual GivingTuesday increased charitable donations in Canada by 75% on top of last GivingTuesday's lift of 169%. Like last year, charities that actively promoted GivingTuesday saw the greatest lift in donations, with an average overall increase of 93% in number of donations received through CanadaHelps. And, many Canadians committed to the ongoing work of a charity, with the number of new monthly donations set-up using CanadaHelps increasing 84%.

Several other online giving platforms also announced significant increases including Frontstream (+30%), Mobile Giving Foundation Canada (+75%) and Blackbaud (+36% in North America). And charitable donations are just one way that people got involved; volunteering and other forms of giving are an important part of the annual event with individuals families, and work colleagues getting behind numerous initiatives such as socks and clothing drives, helping out a local food banks, signing up to donate blood or organs, acts of kindness and much more.

"The beauty of GivingTuesday is that anybody can participate and organize or join an activity for their cause of choice," says co-organizer Lys Hugessen of the GIV3 Foundation. "The grass roots participation is what makes this movement so exciting and powerful."

Civic movements power citizen engagement

This year Canada saw several cities embark on organized civic movements, including Halifax, Guelph, Sarnia-Lambton, Regina, Calgary and Vancouver. Numerous mayors, from Halifax's Mayor Mike Savage on the East coast to Vancouver's Mayor Gregor Robertson on the West, proclaimed December 2nd, 2014 as "GivingTuesday". These civic movements created a platform for a deeper level of engagement between charities, businesses and local residents. One such group, GuelphGives, rallied with the mantra ONE CITY - ONE DAY - ONE MILLION. Organizers celebrated with various events around the city, all in pursuit of a \$1 million dollar giving goal. GuelphGives leaders announced on December 3, 2014 that total donations had reached over \$1.2 million!

Online and social media phenomenon

Endorsements from President Barack Obama, Prime Minister Stephen Harper, Governor General David Johnston, [celebrity twitter posts](#) and millions of individual social-media exchanges helped power the GivingTuesday momentum in Canada. Social media was brimming with GivingTuesday stories, with #GivingTuesday trending all day. GivingTuesdayCa was tweeted 34,000 times and generated 47 Million impressions on Dec 2nd alone. Hundreds of local and national media outlets, small and large, as well as politicians, celebrities and charitable sector advocates participated by lending their voices in support of GivingTuesday.

Businesses engaged

Businesses embraced GivingTuesday, with unprecedented matching gifts and many other creative and innovative GivingTuesday campaigns. This year saw participation from large corporations like Interac, PayPal, CIBC, Deloitte, Tim Hortons, Morneau Shepell, McDonalds and Sobeys, as well as small businesses like South Street Burger Co., North York Chrysler, Paws For Pictures and more.

Impact metrics understated

Given such a wide array of giving and volunteering activities, tracking the total impact of GivingTuesday is a challenge. While several online giving platforms report significant increases on December 2 and beyond, the offline giving and other forms of generosity are harder to quantify.

"We've been overwhelmed by the momentum that GivingTuesday has achieved in just two years," says Lys Hugessen. "With more than 3,200 partners from every sector and province, participation has more than doubled from last year. Thank you to all our partners and every Canadian who is committed to generosity, on GivingTuesday and throughout the year."

Global action

Globally, more than 26,000 charities, businesses and community organizations celebrated GivingTuesday this year, with activities in 68 countries. Check out this compilation of [some amazing and inspiring GivingTuesday moments](#).

GivingTuesday national campaign examples:

- [PayPal Canada](#) will match 1 per cent of all donations through [CanadaHelps.org](#) made using a PayPal account until Dec 31st 2014.
- [Free The Children](#) challenges you to help families overseas with [Give a Goat for GivingTuesday](#) - a source of milk, income and independence for a family.
- [Interac](#) added up to \$25 per charitable donation made through *Interac* Online on [CanadaHelps.org](#) on GivingTuesday (up to a maximum of \$10,000).
- [Raising the Roof](#) is holding its national Toque Campaign with a goal of selling 40,000 toques (and socks) in Canada, raising \$400,000 for long term solutions to homelessness.
- [Habitat for Humanity](#) encourages donors to help families in housing need by texting "HOMES to 20222" to donate \$5, \$10, \$20 or \$25 until Dec 31st 2014.
- [Ipsos Canada](#) offered all employees paid time off to volunteer to support local charities on December 2. Employee teams identified local organizations to support in Montreal, Ottawa, Toronto, Guelph, Winnipeg, Calgary and Vancouver.

GivingTuesday regional campaign examples:

- [Dress for Success Calgary](#) celebrated #GivingShoesDay, encouraging #shoegooder women to donate their professional shoes to Dress for Success.
- [Healthy Start for Mom and Me](#) in Winnipeg is running campaign to raise \$10,000 for their Meal Bags program. Text "HSMM to 20222" to donate Dec 31st 2014.
- [Guelph Gives](#) planned a city-wide GivingTuesday celebration, raising \$1.2 million for local causes.
- [Dans La Rue](#) Montreal teamed up with celebrity Bob Le Chef to raise the equivalent of 500 pairs of socks for at risk youth, surpassing the goal by Wednesday Dec 3.
- [Alzheimer Society of Nova Scotia](#) and Deloitte teamed up with a \$5,000 match on December 2, as well as led the charge for a Twitter chat #givingNS and a proclamation from Halifax City Council.

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About GivingTuesday (#GivingTuesdayCA)

GivingTuesday was initiated 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 first initiated 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 (CRA # 896499464RR0001). GIV3 has a unique mission: to encourage more Canadians to be more giving (greater **G**iving, **I**nspiration, **V**olunteering). 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 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 \$450 million in donations to Canadian charities online since it launched in 2000. Nearly 1 million Canadians have donated to charities using CanadaHelps and over 15,000 Canadian charities fundraise online using the CanadaHelps platform. The mission of CanadaHelps is to engage Canadians in the charitable sector and provide accessible 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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