

FOR IMMEDIATE RELEASE

**Charities Big Winners after Canada's First Annual GivingTuesday**  
***On the opening day of the Giving Season, online donations increased 169%***

TORONTO, December 5, 2013 – Canada's first annual GivingTuesday increased charitable donations in Canada by 169% over the same Tuesday of last year, according to new data from CanadaHelps.

The global GivingTuesday movement which encourages people to give back in any way they can was initiated in Canada by CanadaHelps and the GIV3 Foundation.

"GivingTuesday was a great way to jumpstart the giving season," said Marina Glogovac, CEO of CanadaHelps. "But this is just the beginning. Charities typically see a huge increase in individual donations leading up to the holidays. As a platform for online giving, we want to ensure charities reach, and exceed their fundraising goals so they can continue to provide services that so many Canadians rely upon. We hope Canadians from coast to coast to coast are inspired to think about those in need throughout the giving season."

What happens when over 1,300 Canadian charities and businesses come together in a collective, grass roots effort to launch engaging campaigns that promote giving back on the same day? The data collected by CanadaHelps shows that Canadians respond generously.

- The number of charitable donations made using CanadaHelps increased by 169% over the same Tuesday last year and the total dollar value of donations increased by 91%.
- Charities who joined and actively promoted GivingTuesday enjoyed the greatest lift in donations. These charities saw an overall increase of 225% in number of donations received through CanadaHelps and 153% in the dollar value of donations.
- Over 77% of donations were made by first time donors to CanadaHelps, another indication of the power of GivingTuesday to engage new donors into charitable giving.
- Responding to a special GivingTuesday offer from the Mobile Giving Foundation Canada, 31 charities are running GivingTuesday text-to-donate campaigns. Running until the end of December, these campaigns have already shown impressive results with a 203% increase in text donations over 2012. A list of all the GivingTuesday mobile campaigns can be found at [MobileGiving.ca](http://MobileGiving.ca).

- Many Canadians chose to spread the word about GivingTuesday and shared the giving spirit by sending Charity Gift Cards. These donations increased by 650% on GivingTuesday. With a Charity Gift Card, the sender chooses the value and the recipient gets to choose the charity the gift supports.

“I’m thrilled that Canadians chose to be generous by making charitable donations,” said John Hallward, Chairman of the GIV3 Foundation. “But GivingTuesday is about more than just one day. It is about engaging Canadians with their communities, and encouraging them to give back in whatever ways they can, in December and throughout the year”

The results of the day also demonstrated that the movement struck a chord with Canadians:

- More than 1,300 partners from across Canada, including charities, volunteer organizations, corporations and foundations, joined the GivingTuesday movement.
- Hundreds of local and national media outlets, small and large, as well as politicians, celebrities and charitable sector advocates participated by offering extensive coverage in support of the day.
- Social media was (and continues to be) full of GivingTuesday stories. At the peak of activity on December 3rd, the #GivingTuesdayCa hashtag was trending in 2nd place. There were more than 12,000 shares of the hashtag on Twitter alone, with many organizations also engaging on Facebook and other platforms. As a result, millions of Canadians were exposed to GivingTuesday messages with tens of thousands directly engaging in the conversation. GivingTuesday spawned hashtags like #unselfie (images of generosity), and phrases like “conspicuous compassion.” People were excited about giving back!
- Perhaps more significantly, this social media conversation also resulted in direct positive impact for charities: Many partners are reporting encouraging initial results on their social media campaigns and CanadaHelps found that the number one source for donor traffic on GivingTuesday was Facebook.

GivingTuesday was a success across the charitable sector and we saw an even stronger response where matching incentives were offered. One matching program that continues is the Government of Canada’s match of donations to Typhoon Haiyan relief. For the week immediately following Typhoon Haiyan, donations through the CanadaHelps Crisis Relief Centre to charities providing short and long-term aid represented 20% of total donations received. Since this time, donations to Typhoon Haiyan have dropped off and average 3.1% of our

total donations for the past week. Canadians looking to help the millions of families affected in the Philippines should donate through [crisisreliefcentre.org](http://crisisreliefcentre.org) in confidence that their donation made on or before December 23, 2013 will qualify for government matching.

### **About GivingTuesday**

GivingTuesday is a day for the charitable sector, businesses, and individuals, and encourages all Canadians to join the movement and give and volunteer for charities of their choice. GivingTuesday was created by 92nd Street Y, which led the effort in partnership with the UN Foundation. GivingTuesday launched for the first time in Canada in 2013. It was first initiated by GIV3 and CanadaHelps.org, and lists 15 founding partners. Over 1,300 charity, foundation and business partners joined Canada's first annual GivingTuesday.

### **About CanadaHelps.org**

CanadaHelps.org allows donors to safely and securely give online to any registered Canadian charity. As a registered charity itself, CanadaHelps has facilitated over \$360 million in online donations to Canadian charities since it launched in 2000. The mission of CanadaHelps is to engage Canadians in the charitable sector and provide accessible and affordable online technology to both donors and charities in order to promote - and ultimately increase - charitable giving in Canada.

### **About GIV3**

GIV3 is 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.

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