

After Black Friday & Cyber Monday...

GIVINGTUESDAY™

December 1st, 2020

A close-up photograph of a person's open palm holding a single, ripe, red heart-shaped tomato. The tomato is the central focus, with its vibrant red color and slightly textured skin clearly visible. Overlaid on the tomato is the text 'MEDIA KIT' in a bold, white, sans-serif font. Two thin white horizontal lines are positioned above and below the text, framing it. The background is a soft, out-of-focus grey, making the hand and tomato stand out.

**MEDIA  
KIT**

[GivingTuesday.ca](https://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 \( December 1st, 2020\)](#), 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 more than 150 countries.*

**What was achieved in 2019?** The seventh annual GivingTuesday in Canada exceeded all expectations. Over 7,000 partners came together and millions of Canadians joined in, creating national awareness, recognition and a massive impact on donations (+ 1247% at CanadaHelps since 2012) and other forms of giving.



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

# 2019 Highlights

“Around the world, #GivingTuesday is a grassroots movement that illustrates the impact we can have when we all pull together. The investments we make—in both time and funding—can help solve the urgent problems of today and will make the next generation stronger. ” - President Barack Obama

## GIVINGTUESDAY 2019 HIGHLIGHTS

The opening day of the holiday giving season.  
Tuesday, December 3rd, 2019

7 YEARS OF  
AWESOME!

Bigger, smarter,  
better giving!

7,000+

charities and  
businesses  
participated.



MILLIONS OF  
CANADIANS  
DID GOOD STUFF

43 COMMUNITY MOVEMENTS



Mayoral proclamations  
from coast to coast!

## GIVING MORE THAN



Thousands of actions,  
volunteer hours, and  
new pledges.



390 new socks for people  
experiencing homelessness  
in Burlington.



1 city SUV stuffed with  
food in Westmount.



5 bikes built for people in  
need in Vancouver.



21 GivingTuesday flags  
raised across Canada!



505 meals, hygiene kits  
and gift bags for people in  
need in Montreal.



48 businesses giving back  
in St. Marys.



600 breakfasts for  
hungry students in  
Mississauga/Brampton.



13 iPods for seniors with  
dementia to enjoy music in  
PEI.



1 crib filled with items for  
infant food bank in Milton.



20 Christmas hampers  
for teen moms in Regina.



433 cat and dog toys for  
homeless pets in Halton.



30 boxes filled with gifts  
for families in Lower  
Mainland.



30 Christmas trees for  
kids in Regina.



7504 giving pledges on  
CanadaHelps.org.

**\$21.9 MILLION**  
raised online in Canada (in 24 hrs  
across all reported platforms).



**92 MILLION+**  
impressions on social media.

Save the date! GivingTuesday is December 1st, 2020.