



#GivingTuesday 2012- Corporate Initiative Examples

JC Penney

#GivingTuesday marked the official launch of the JC Penney Holiday Giving Tour, a 12-day tour across the U.S. in which special acts of generosity were carried out in a new city each day. The tour launched on #GivingTuesday at Manhattan's celebrated urban winter wonderland at the Bryant Park ice skating rink and included a live holiday performance by Grammy award winning artist, John Legend, followed by free ice skating, skate rentals and hot chocolate throughout the afternoon.

JC Penney also distributed collectible holiday buttons in-stores featuring one of 50 classic designs and holiday expressions along with a unique code offering the chance to win one of millions of gifts including great American vacations, tickets to *The Ellen DeGeneres Show*, JC Penney merchandise, gift cards and more. For every button redeemed at www.jcp.com/christmas on #GivingTuesday, JC Penney donated one dollar (up to \$100,000) to The Salvation Army.

Microsoft

Microsoft launched a major donor matching initiative on Give for Youth, to celebrate its 30th year of employee giving. Give for Youth is a micro-giving platform, which lets donors fund the dreams of young people in the developing world. On #GivingTuesday, GiveForYouth.org raised over \$115K to support over 100 GlobalGiving microprojects. Web traffic on GiveforYouth.org spiked 1,500 percent on November 27th from visitors in 88 countries. Microsoft matched donations up to \$100,000, resulting in a total of \$215K raised.

Sony

Sony launched "Pin It to Give It," which gave \$1 for every re-pin it got on Pinterest between #GivingTuesday and December 31st to the Michael Phelps Foundation towards the Boys and Girls Club. The company pledged to give up to \$25,000 toward the cause, as part of its Love to Give program.

Starwood Hotels

For the first time, Starwood Hotels and Resorts added a focus on giving to its Cyber Monday sale. On Cyber Monday, customers saved 25% off rates and packages at more than 500 participating resorts and hotels across North America. For every Cyber Monday booking, Starwood donated 10 Starpoints to UNICEF, up to 500,000 points. Additionally,

Starwood matched Starpoints donations made to the American Red Cross for victims of Hurricane Sandy.

Aldo

Aldo hosted a donation-matching Twitter campaign. The company invited its social media community to tweet what they were doing for #GivingTuesday. Each tweet tagged with @Aldo_shoes and #GivingTuesday resulted in a \$5 donation toward the American Red Cross. Aldo also put donation boxes in its New York stores, and matched each donation.

Skype

In conjunction with #GivingTuesday, video chatting giant Skype launched Skype for Peace, a crowd-funding campaign for the non-profit Peace One Day. Peace One Day is all about promoting non-violence and working toward a united, sustainable world. Funds raised on #GivingTuesday helped expand the Peace One Day Global Education Resource, paying for conflict resolution teachers. Skype pledged to match up to the first \$100,000 donated.

Unilever

Unilever U.S. undertook a comprehensive program, “Cross-off Hunger,” in support of its Unilever Sustainable Living Plan goal of helping improve the health and well-being of one billion people. Unilever’s intention to “cross off” items needed at local food banks includes donating two million meals through Feeding America, encouraging consumers to help via in-store displays and by distributing a Sunday newspaper circular to 40 million homes.

Unilever mobilized its portfolio of brands, such as Dove, Suave, Lipton and Hellmann’s, to amplify the #GivingTuesday message through their collective social voice on Facebook and Twitter – reaching more than 20 million fans and followers. At the heart of the initiative was the company’s first-ever company-wide Food Bank Drive, collecting food and personal care products to benefit local food banks throughout the giving season. The drive kicked off on #GivingTuesday with a panel discussion featuring Feeding America, the FEED Foundation and the Community Food Bank of New Jersey (a beneficiary of the initiative) and everyone who volunteered on the day in both New York and New Jersey.

Learn more about GivingTuesday here.

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