



2020 IMPACT REPORT

**DRIVING
UNPRECEDENTED
GENEROSITY
IN AN UNPRECEDENTED YEAR**





GivingTuesday
is a movement that unleashes
the power of radical generosity
around the world.

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REFLECTIONS ON AN UNPRECEDENTED YEAR

As a movement, GivingTuesday grows both broader and deeper because of the countless people who believe in its power to transform societies through generosity.

In 2012, when GivingTuesday was launched in the 92nd Street Y Belfer Center for Innovation and Social Impact, we had a big goal: to make giving more central to daily life. Our commitment to a core set of values, an open, distributed leadership model, and a belief in transformational partnerships set us on a course to build the first global generosity movement, and the first global day of celebration open to anyone and everyone.

Today, GivingTuesday is both an independent nonprofit organization and an inclusive and pluralistic community of millions of givers, with activity in every country on every continent. We celebrate and uplift grassroots generosity, and generosity as a universally held value. Around the world, across diverse giving cultures, our interconnected, interdependent network of local leaders in over 70 countries and hundreds of communities innovate, collaborate, and inspire collective generosity as a way to build the world they want to live in.

PANDEMIC, PIVOTS, PURPOSE

The ground shifted under us and our global community in 2020. As the novel coronavirus and resulting quarantine spread, the recession took hold, and protests around racial justice and human rights erupted in the US and around the world, we paused to reflect on our

role as a movement, and as an organization, and our responsibility as leaders.

The upheavals of 2020 only magnified GivingTuesday's mission, as generosity became the common language of response, of action, of healing. Around the world, people turned to generosity as a response to the traumas we were collectively experiencing.

Ingenuity and experimentation are core to this movement, and we have always pushed ourselves,

and leaders and participants to use GivingTuesday as a platform for innovation. This year, we felt the urgency of new thinking to meet the moment, and we tapped the creativity, innovation and passion of our global community to galvanize millions of people around the world to come together and give during #GivingTuesdayNow on May 5th; established the groundbreaking Starling Collective to support grassroots changemakers; hosted a Global Virtual Summit; added 50 new data platforms into the GivingTuesday Data Commons; and generated a massive wave of giving on December 1st, all in the midst of global crisis and uncertainty.



The GivingTuesday Team on December 1, 2020, kicking off a day of global generosity.



For many, it's difficult to imagine any resultant good that can come from this year of division, inequity, violence and suffering. But we have found inspiration and determination in the new type of radical generosity that arose from our collective pain and fear—generosity expressed as solidarity and shared humanity. We have seen extraordinary grassroots efforts succeed to help frontline workers, protect those disproportionately affected by the pandemic and economic crisis, coalesce support and activism for racial injustice and systemic inequity, mobilize civic participation, and uphold democracy—all while continuing to drive giving and action for causes and communities worldwide.

We are immensely proud of our global network of leaders, our team, and our board; they are passionate, steady, and determined. The events of the past year have further underscored the power of this global movement as a means to unleash even greater generosity. As we reflect on the ways the GivingTuesday community came together to help and heal, we're eager to carry forward the lessons and inspiration from this unprecedented year, with hope and optimism.

- ASHA CURRAN, CEO
GIVINGTUESDAY

GIVINGTUESDAY TEAM

- Asha Curran, Chief Executive Officer
- Jamie McDonald, Chief Strategy Officer
- Woodrow Rosenbaum, Chief Data Officer
- Jessica Schneider, Chief Operations Officer
- Caryn Stein, Chief Communications Officer
- Jesse Bourns, Technology
- Staci Bruce, Outreach
- Ben Cipollini, Data
- Madelaine Diaz, Programs
- Cherisse Faith, Starling Regional Director, APAC
- Jacques Fauteux, Data

- Celeste Flores, Communities
- Kibi Irving, Content
- Z.J. Jallah, Starling Regional Director, US & Canada
- Andrew Koo, Data
- Kathleen Murphy, Digital Strategy
- Catherine Mwendwa, Starling Regional Director, Africa
- Dante Plush, Youth Engagement
- Estefanía Rodríguez, Starling Regional Director, Europe and Latin America
- Brandon Salesberry, Finance
- Kait Sheridan, Global
- João Paulo Vergueiro, Starling Regional Director, Brazil

GIVINGTUESDAY BOARD

- Laurence Belfer (CEO, Belfer Management LLC)
- Anita Gallagher (Director, InnoVaSocial, GivingTuesday Mexico leader)
- Z.J. Jallah (GivingTuesday Liberia leader)
- Shijuade Kadree (Chief Advocacy Officer, The Center)
- Amanda Nguyen (Founder + CEO, Rise)

- Hilary Pennington (Executive Vice President for Program, Ford Foundation)
- Rob Reich (Faculty Co-Director, Stanford University Center for Philanthropy and Civil Society)
- Jonathan Soros (CEO, JS Capital Management LLC)
- Jeffrey C. Walker (Author, The Generosity Network)

FUELING COLLABORATION & INNOVATION

GivingTuesday is committed to insights and learning to cultivate movement leadership skills and empowering grassroots organizations and nonprofits to become more innovative, collaborative, and data-focused.



In response to the overwhelming demand placed on campaign leaders and nonprofits, GivingTuesday hosted an expanded series of webinars with 15,000 nonprofit professionals attending GivingTuesday training sessions in 2020. Always ahead of digital trends, GivingTuesday partnered with TikTok to teach organizers how to use the platform to reach and engage new audiences.

The GivingTuesday Learning Lab group grew by 52% in just two months. Made up of nearly 10,000 nonprofit professionals and community organizers from around the world, the group shares tools and resources, lifts each other up, and has created a culture of generosity amongst itself. We also

introduced a virtual mentorship program within the Learning Lab that paired 117 nonprofit professionals with free support provided by members of the group who volunteered their time.

Knowing that organizations were going to be even more strapped for capacity, we created more resources for them to rally their constituents and encourage giving, including copy and paste social media posts, email templates, rapid activation ideas and more.

WE'RE LEARNING AND GROWING TOGETHER

On August 4-6, we held our first Virtual Global Summit for GivingTuesday's country and community leaders. More than 300 leaders from around the world participated in three days of programming that ranged from tactical sessions focused on campaign planning and fundraising to deeper discussions of New Power, movement building, and race and equity.



“GivingTuesday’s inspiration to collaborate encouraged us to partner with other nonprofits on a citywide effort to boost philanthropy.”

- MICHELLE RUESS, TRENTON HEALTH TEAM



#GIVINGTUESDAYNOW



#GivingTuesdayNow launched as an emergency response to the unprecedented need caused by COVID-19. On May 5, 2020, millions of people came together to express their generosity through acts of kindness, donations of goods, time and money, notes of compassion, advocacy for causes, and care for family and friends.

Thanks to GivingTuesday's passionate and entrepreneurial global network of leaders and partners, in less than five weeks we catalyzed a global day of giving and unity, spurring countless acts of kindness and generosity around the world.

#GivingTuesdayNow provided a spike in optimism, hope, and connection for people around the world, and an infusion of support for the social sector at a pivotal moment. It channeled the already increased energy of millions of people around the globe into a collective surge of generosity and action on behalf of nonprofits and neighbors. It gave organizations that were not directly connected to COVID-19 response a platform to tell their stories and seek support. It generated creative collaborations, mobilized seniors and celebrities, and sparked joy and community in the face of quarantine and isolation.








#GIVINGTUESDAYNOW
PROVIDED A SPIKE IN
OPTIMISM, HOPE, AND
CONNECTION FOR PEOPLE
AROUND THE WORLD.





People from over 145 countries came together to present a united front of hope, generosity and kindness in the face of challenges caused by the pandemic.

#GIVINGTUESDAYNOW WAS ALSO A SUCCESS BY THE NUMBERS

	 <p>Spurred social media conversation in 145+ countries</p>	 <p>A surge in social media activity including 3B+ impressions on Twitter</p>
<p>At least \$503 million was given online in the US on #GivingTuesdayNow, nearly equaling the \$511 million that was given on GivingTuesday 2019.</p>	<p>Activated nearly 16 million American adults</p> 	 <p>Generated an estimated earned media value of more than \$72M (excluding social media)</p>



The [#GivingTuesdayNow Impact Report](#) provides a more detailed look at the day.

THE STARLING COLLECTIVE

The Starling Collective launched in 2020 as an experimental learning lab designed to identify creative, passionate leaders with particularly innovative approaches to catalyzing generosity, empathy, equity and justice.



The Starling Collective
GIVINGTUESDAY

In response to the challenges and opportunities of 2020, we created the Starling Collective to both rapidly deploy microgrants and to build a learning community to strengthen the movement-building skills and the support networks of grassroots leaders. Often, these are leaders with little traditional power or capital, left on the sidelines without access to big philanthropy, or to the support and coaching that could accelerate their work.

Nearly 2,000 applications were submitted from 93 countries, and the submissions were evaluated on how their proposals addressed generosity, leadership, vision, ingenuity, scalability, and diversity and belonging. In October, 50 grassroots leaders representing 29 countries were selected to participate in the program. The inaugural cohort of the Starling Collective connected leaders from around the world through skill-building, coaching, and peer-learning, and seed funds to accelerate on-the-ground work, forming a collaborative and supportive community of diverse grassroots changemakers.



Fernando Morales-de la Cruz of France is spearheading **Cartoons for Change**, a global campaign against child labor and modern slavery, with the participation of cartoonists from all continents. Fernando is a human rights activist, journalist, political consultant, and social entrepreneur.



Rhea Muthane of India and **Emily Churchill-Smith** of Canada are collaborating across borders on **Makeflix**, a creative clothing repair project that takes a holistic approach to engaging with the environment, digital communities, and intergenerational knowledge.



Aisha Charves created an online program to support 500+ local families through the **Volunteer Center of Santa Cruz County**. She has a degree in Community Development (and Arabic) & was a Fulbright Fellow to the United Arab Emirates.



16-year-old **Lesein Mutunkei** of Kenya organizes football tournaments to encourage local football teams to get involved in planting trees. **Trees for Goals** educates players and fans about conserving the environment.



11-year-old **Chelsea Phaire** is a GivingTuesdaySpark Leader and Starling Collective participant who organized a virtual packing party where participants across the United States (including dozens of girl scout troops) packed bags full of art supplies that will be donated to children in need. With this event, Chelsea exceeded her goal of creating 5,000 art kits.

GIVINGTUESDAY DATA COMMONS

The GivingTuesday Data Commons is a research collaboration between over 100 giving platforms and research institutes and global data labs focused on uncovering new trends and insights on giving and generosity.

With a global health crisis creating unprecedented uncertainty on top of unprecedented need, the GivingTuesday Data Commons played a critical role in helping the social sector, as well as individuals and businesses, understand the impact of these events on giving. We analyzed multiple data sources to identify giving patterns, donor retention and giving by gender. Throughout the year, our surveys and social listening focused on ways COVID-19, financial uncertainty and the U.S. election influenced how individuals planned to give.

Analysis of giving in 2020 showed that people were perhaps more motivated to give than at any other time in history and to a broad range of causes, underscoring how crises spur collective action and grassroots generosity. Research also highlighted that everyday giving of smaller dollar gifts and gifts of goods also increased during this time period.

Our data work also encouraged and informed nonprofit fundraisers, community organizers and grassroots leaders through analysis of trends and training on measurement and goal setting best practices. Through virtual workshops hosted by GivingTuesday, our leader network and platform partners, our data team shared insights to help thousands of nonprofits and campaigns better navigate uncertainty and build a plan for resilience beyond the pandemic.

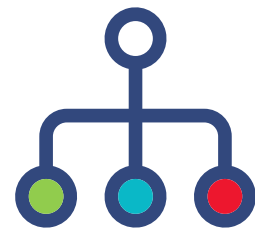
LEADING COLLABORATION FOR LEARNING



more than
100
US collaborators in
9 working groups



50
global data
chapters



more than
12
U.S. research
hubs on the data
commons platform

PARTNERING TO PUBLISH SECTOR INSIGHTS

Quarterly Fundraising Report™

Year-To-Date Nonprofit Sector Trends 01/01/2020-09/30/2020



Highlights

Giving in the second quarter of 2020 saw a sharp increase as compared to 2019, which offset declines in the first quarter. The pace of increase did slow down in the third quarter, however donations were still ahead of the third quarter in the prior year.

- The amount of the donations outpaced the number of donors in the third quarter.
- Fewer donors gave to the same organization.
- Donations remain the highest in 5 years.



Donors

72.4%
(Year-to-date)



Donations

69.9%
(Year-to-date)



Donor Retention

32.4%
(Year-to-date)

6.0%

YTD Change

7.6%

YTD Change

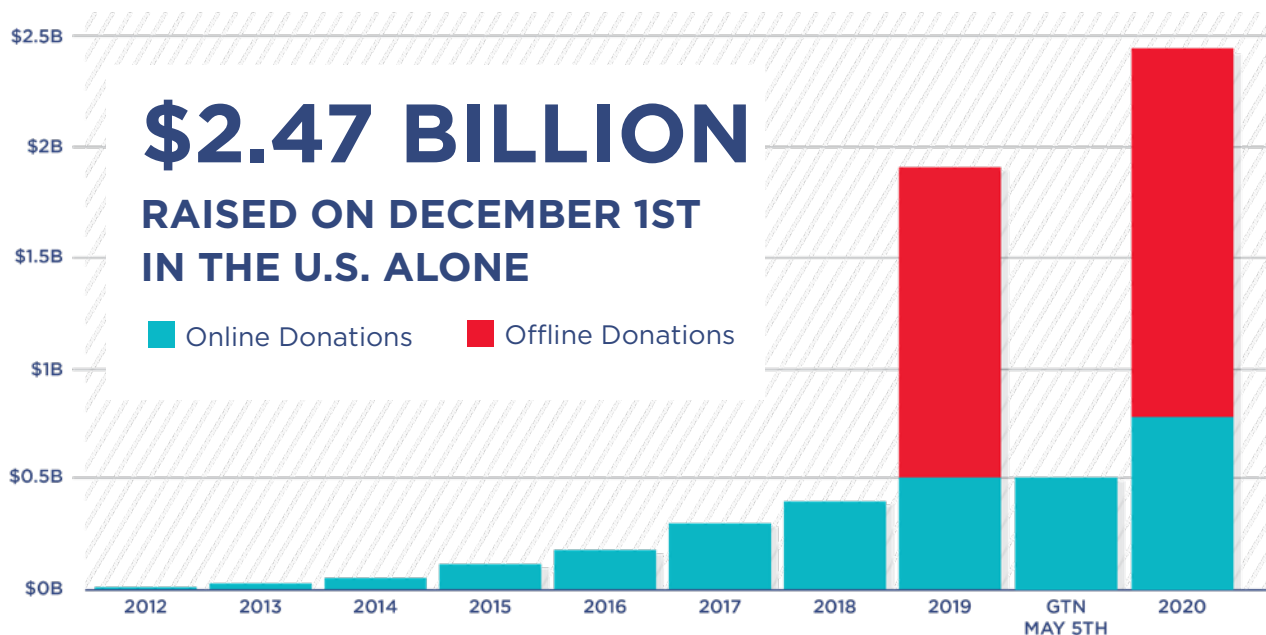
-0.4%

YTD Change

Donation and retention metrics report on year-to-date (YTD) performance compared against the prior year total based on a panel* of organizations selected from the Growth in Giving Database of 204 million transactions from more than 20,000 organizations and \$80 billion in donations since 2005.

To identify more effective strategies to engage supporters in all forms of giving, GivingTuesday partnered with the Association of Fundraising Professionals (AFP) to co-produce and co-brand free fundraising reports using data from AFP's Fundraising Effectiveness Project platform. The GivingTuesday Data Commons coordinates the data analysis for the reports and has developed an all-new online dashboard to allow for easy access to the latest giving data.

TRACKING RECORD-BREAKING GIVING IN THE UNITED STATES



GIVINGTUESDAY 2020 BY THE NUMBERS

The annual GivingTuesday celebration unleashed a massive wave of giving on December 1 with continued record growth on every front: dollars, countries, communities, demographics, social media, and breadth of narrative.

The world seized the opportunity on December 1 to pivot to optimism, and to celebrate community and generosity as a driver for hope, healing and justice. Building on the year's momentum, people around the globe participated in creative, energetic and inspiring ways, echoing shared interest in embracing radical generosity and all forms of giving.

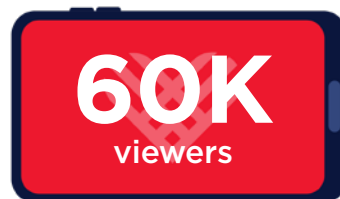


\$2.47 billion was given in the United States on GivingTuesday 2020 — a 25% increase from 2019 — adding to the \$503M raised online in the U.S. alone earlier in the year on #GivingTuesdayNow



75 country movements

inspiring generosity worldwide on December 1



More than 60K tuned into the GivingTuesday livestream on December 1

13.6 million conversations

on social media



Social media activity was present in every country and territory in the world



13% of the US adult population participated in GivingTuesday.



This show of unity is a reminder that we are all connected and we are all generous, even when we are uncertain and afraid. We must now take the energy and inspiration of this moment forward to establish stronger habits of generosity, to think about the good we can create in the world every day.”

- ASHA CURRAN, CEO, **GIVINGTUESDAY**



33.1 million adults

in the U.S. participated, a 23% increase from 2019



16.8 million

donated

9.8 million

gave goods



7.1 million

volunteered



In the U.S., more than **240 community campaigns** of causes, coalitions, culture and geography inspired giving across all categories.

GivingTuesday 2020 was an antidote to ongoing uncertainty and anxiety in a powerful way this year, reflecting our sense of shared humanity. These numbers represent countless people fed, housed, embraced, seen, and served.



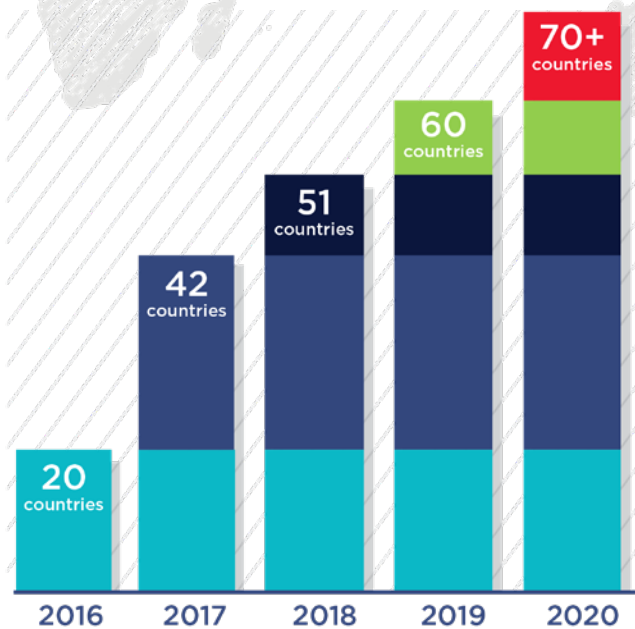
GLOBAL MOVEMENT, LOCAL IMPACT

GivingTuesday's global leadership network continued to grow in 2020, with national movements collaborating across borders to share knowledge, spur innovation, and deepen generosity in local communities and cultures. These country movements demonstrated that no matter where we live, we can make a difference through our shared value of generosity.

As the world faced a growing pandemic, GivingTuesday's global network came together to share new ideas and offer support for mobilizing action in their regions. This passionate community of leaders collaborated on campaign plans, marketing materials, and educational content to increase giving and launch innovative approaches to spurring generosity in times of crisis. These leaders worked alongside GivingTuesday staff to share knowledge through peer-led sessions and coordinated public service announcements and inspiring videos.

GivingTuesday Senegal leader Rose Maruru shared, "[Being a GivingTuesday leader] has been an empowering and humbling experience. Empowering because I never felt alone. I had a global community to lean on for moral support, for advice, and for tools. Humbling because although I was the "leader", GT Senegal succeeded because of the work of so many volunteers and partners, and the camaraderie that grew in the weeks leading up to December 1. GivingTuesday 2020 laid a foundation of friendship, community and trust that will serve future campaigns well."

COUNTRY CAMPAIGNS BY YEAR



Over 70 official GivingTuesday country movements took place in 2020, up from 60 in 2019.

Countries that launched official GivingTuesday movements for the first time included Chile, Ghana, Guam, Ireland, Lebanon, Nigeria, Paraguay, the Philippines, Senegal, Sierra Leone, South Korea, and Turkey.



"Since I became a Giving Tuesday Leader, my perspective on leadership is focused on giving to others from the heart without looking for something material in return, just happiness and love from others. This inspires me to push the movement in my country, other places, and introduce this wonderful philosophy of giving to anyone so they can make it part of their daily lives."

- DIANA CANO MILLER, GIVINGTUESDAY COLOMBIA



National campaigns in [Costa Rica](#) and [Colombia](#) collaborated to help people who are feeling isolated at home by organizing a week of wellness programs including webinars and classes online.



[GivingTuesday Czech Republic](#) organized a “Light for Doctors” campaign to light up hospital buildings across the Czech Republic, shining a symbolic light for all health professionals and fellow citizens affected by COVID-19.

[Día de Donar Uruguay](#) created a wave of donations of food, clothing, used items, money, and volunteering. Throughout the city of Montevideo, dancers were activated to perform only when people donated to support the day’s cause.



[GivingTuesday Philippines](#) brought together givers, partners, and organizations to distribute 500,000 meals to urban slum communities.

[#GivingTuesdayIndia](#) [#DaanUtsav](#), India’s biggest festival of over 1,000 people complete virtual volunteering opportunities. They also organized the [GivingTuesday India Generosity Run](#): runners around India (and the world) clocked miles to donate to charity. The event aimed for participants to collectively cover the distance of 79,000 kilometers that Mahatma Gandhi walked for India’s freedom.



[#GivingTuesdayGuam](#) organized a donation drive with the Salvation Army to fill vans for people in need of clothes.

COMMUNITIES DRIVING CHANGE TOGETHER

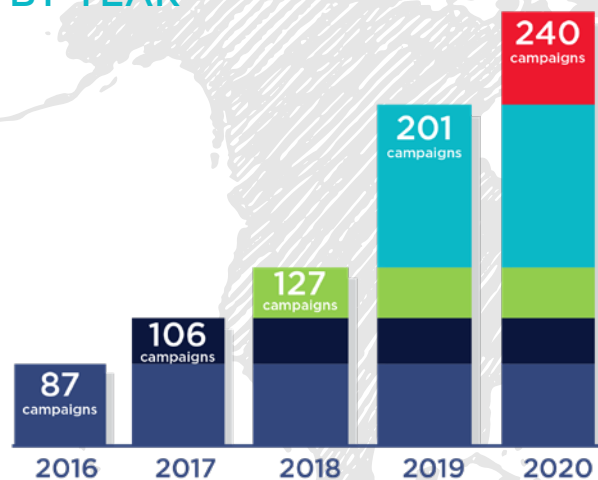
In the face of compounding crises, GivingTuesday Community Campaigns were an organizing force for cities, towns and states as well as national networks of causes and cultures.

Around the world, powerful community coalitions form around either geography, culture or cause to inspire collective action and encourage generous acts that have long-lasting impact. In the U.S., the number of community campaigns grew to more than 240, a 20% increase from last year. These campaigns offered hope and healing to their respective communities, while also sharing knowledge and encouragement as a network of leaders.

In 2020 we saw an uptick in cause coalitions that used their movements to increase collaboration between organizations. For instance, [The National Network to End Domestic Violence](#) organized a network-wide #GiveForDV initiative to increase awareness and funding that garnered participation in 28 states and territories, equaling hundreds of domestic violence direct service programs. **Town Hall Project** launched [MutualAidHub.org](#), which maps community fridges and mutual aid efforts across the U.S. so that people can connect with help and givers can connect with a meaningful way to get involved in their community. #LatinXGive, a campaign spearheaded by [Hispanics in Philanthropy](#) to celebrate and drive resources to Latinx-led and Latinx-serving organizations on GivingTuesday, paired local youth influencers with campaigns in Mexico, Guatemala and US to help organizations use the power of social media to drive giving.

On December 1, responding to the ongoing and increased need in their communities, many campaigns focused on and surpassed fundraising goals—[Georgia Gives](#) raised \$3.3 million and had a 45% increase in donors from 2019; [Give Local](#) in Washington, DC, surpassed \$1 million for the first time; #IGiveCatholic had a 71% increase in donations from 2019 to 2020, resulting in \$12.7 million in donations; #ThePanhandleGives in Amarillo, Texas raised surpassed their \$2 million

U.S. COMMUNITY CAMPAIGNS BY YEAR



goal by more than 175% in raising \$3.53 million during their campaign

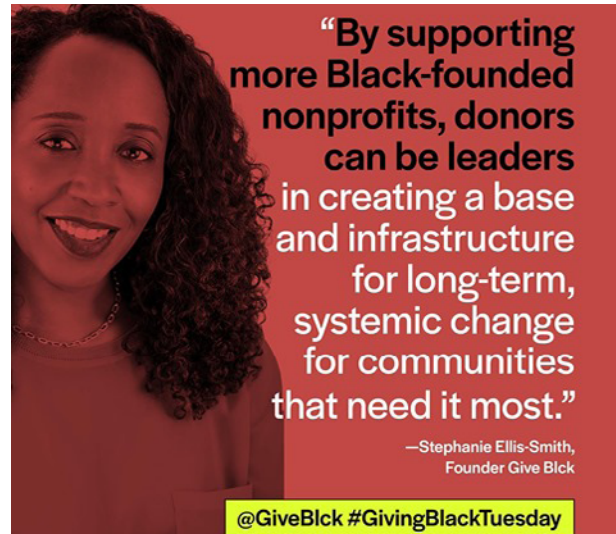
[#NextGenGenerosity](#), a coalition of next generation philanthropists, entrepreneurs, advocates and leaders, raised over \$1.8 million for Next-Gen initiatives and completing over 700,000 acts for social change. Tapping the talent of their community, [SHARE Charlotte](#) asked ten local artists of color to create works in response to the prompt, “What does generosity mean to you?” and dedicate the piece to a favorite nonprofit.





With the pandemic preventing traditional in-person events, many communities got creative. **GivingTuesdayKaty** (Texas) hosted a drive-through nonprofit fair that encouraged residents to drive through, learn about various nonprofits in the community and give, sign up to volunteer, or get socially-distanced pictures taken with Santa. **New Bern, North Carolina**’s outdoor nonprofit fair, with a live concert and food truck, raised \$12,000 for 36 local nonprofits. “The weather was chilly but our hearts were warm,” said the organizer.

To advance racial equity in giving, [GiveBlck](#) organized #GivingBlackTuesday which lifted up nearly 500 Black-led nonprofits on their GiveBlck.org platform and kicked off their campaign by reclaiming Black Friday to shine a light on these organizations.



Omaha-area residents, businesses and organizations donated \$3.1 million to nonprofits, almost doubling last year’s \$1.6 million total through [SHARE Omaha](#). Donors bought nearly 29,000 items on nonprofit lists, including hygiene products and winter clothing.

GivingTuesdayMilitary activated their global community in an effort to inspire one million acts of kindness. They also helped deliver more than 25,000 holiday cards for veterans in hospice care. The 2nd Annual OPERATION HOLIDAY SALUTE inspired military families and supporters around the world to send handmade cards.



Giving Bay Day created 12 Days of Biscayne Bay—from cleaning up litter to practicing smart recreation, each day’s call to action was hosted by a different community organizer or local nonprofit. Campaign organizer, Blue Scholars Initiative, also provided virtual marine science education for Miami-Dade County Public Schools.

GIVINGTUESDAYSPARK

GIVINGTUESDAY SPARK

Led by young changemakers, GivingTuesdaySpark encourages young people to take action for the causes they care about most.

Originally created as GivingTuesdayKids, GivingTuesdaySpark expands GivingTuesday's efforts to engage more young people and support youth-led change. There was an increased global adoption of GivingTuesdaySpark and activities from kids stepping up to do good around the globe. From Spark Ambassadors in Ghana and Argentina to college students organizing spicy noodle contests and giving-a-thons in Malaysia, youth brought new excitement and activity to the movement, proving that anyone can participate and do good as a part of GivingTuesday.



GTSpark leader **Havana** collected baby gear for two refugee families who are expecting new babies. "It was a baby shower blessing for these families and an honor to bring some joy during our lockdown here in Germany."

GTSpark leader **C.J. Matthews of Atlanta, GA** organized a "Giving Bowl," a drive-through donation station to collect blankets for kids at his local homeless shelter. He collected 150 blankets at the event and cash donations allowed him to give away almost 1,000 blankets.



Ashley Nevinson, 13, of Arizona organized a nationwide outdoor gear drive. Her goal was to get participation from at least one youth in all 50 states in the U.S. to just donate a single hat/scarf/pair of gloves/jacket to a shelter in their town.

Dia De Doar Kids in Brazil rallied schools throughout the country, offering a free curriculum to teachers, while also launching an award for the most creative classroom project.





Shreyaa and Esha Venkat of Ashburn, VA organized a GivingTuesdaySpark chapter called “NEST Sparks” and rallied their friends to pack and distribute over 1000 sandwiches and notes of encouragement for those in need.

GTSpark Leader Jahlil Jackson of Chicago, organized a virtual packing party for the homeless with a few of his friends from St. Louis, New York, and Florida. On GivingTuesday, Jahlil achieved 2 major milestones: 15,000 blessing bags made in 2020 and 50,000 men, women and children impacted since he started Project I Am.



GTSpark Leader Jayden Perez of New Jersey collected toys for the children at a local homeless shelter. Jayden also collected turkey dinners for families in need and, gift cards for essential workers.

GivingTuesday Ukraine activated schools all over the country. A preschool in Ukraine collected spare change in their homes to raise 2,300 UAH for a playroom and dining room at the children’s hospital.



Michelle Obama @MichelleObama
Keep up the great work, @One4OneDesserts! You're making such a big difference right now.

Good Morning America @GMA · 9h

We're honoring 15-year-old Michael Platt this #GivingTuesday. The teen is on a mission to help kids who are food insecure. gma.abc/36vg7zj
Show this thread



5:02 PM · 12/1/20 · Twitter for iPhone



GivingTuesdaySpark leader 15-year-old Michael Platt of Maryland is passionate about ending food insecurity, and with the pandemic, he realized there was an even greater need. Platt organized a virtual packing party to pack snack packs for local food pantries and also challenged other GivingTuesdaySpark participants to reach out with acts of kindness on each of the 12 Tuesdays leading up to GivingTuesday.



Good Morning America featured Michael’s generosity, inspiring a shout out from Michelle Obama!

INSPIRING STORIES OF GENEROSITY

In 2020, millions of people around the world from all walks of life felt the urgent desire to help others in the face of the challenges and isolation caused by the pandemic. GivingTuesday provided opportunities to connect and show kindness through collective action and community-wide events.

Year-round, GivingTuesday taps into the positive impact that each and every person can have. Around the world, people of all ages, religions, political positions and across borders came together to help frontline workers, reach out to those disproportionately affected by the pandemic and economic crisis, coalesce support and activism for racial injustice and systemic inequity, and mobilize civic participation.

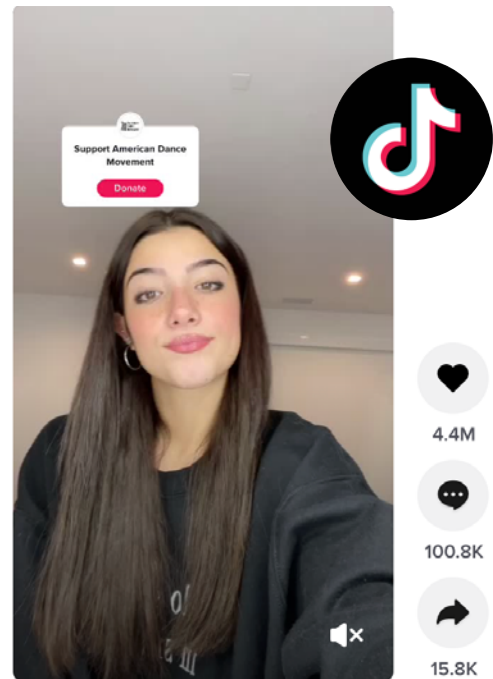
In 2020 there were countless examples of individuals stepping up in ways that were at once heartwarming and creative, impactful and unexpected. These are just a sampling of the hundreds of thousands acts of kindness from around the world.



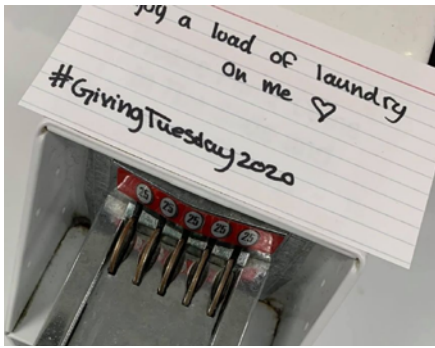
Realty Austin dedicated their 9th Austin Habitat for Humanity home to Linda Herrera and her three granddaughters on GivingTuesday, December 1, 2020.



A group of teens in Louisville, KY assembled “Dinner on Us Baskets” to kick off a 23 Day Kindness Challenge. They are going to surprise friends and neighbors with the dinner baskets.



TikTok superstar **Charli D'Amelio** (101M followers) went live on GivingTuesday to announce a \$100K donation to American Dance Movement.



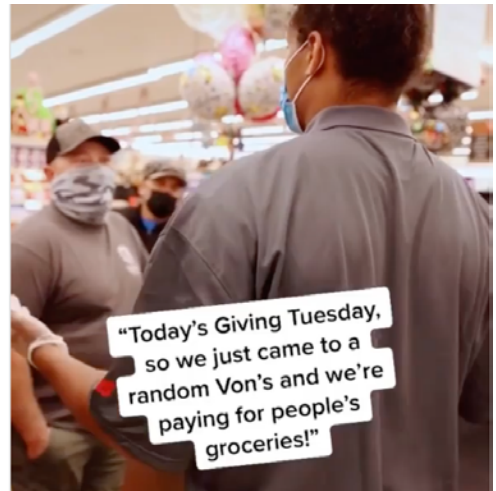
A GivingTuesday Military participant in Okinawa, Japan, filled up the entire laundrette at the military base with quarters with notes that said “laundry’s on me.”




#RefugeesGive focused on organizations and individuals doing amazing work to help shift the narrative of refugees being the recipients of charity to being agents of positive change in their communities.



Vancouver firefighters organized a toy drive and delivered over \$70,000 worth of toys for kids as a part of the generosity happening across the country through GivingTuesday Canada.



Isaac Rochell, defensive end for the Los Angeles Chargers, went to a Von’s supermarket on GivingTuesday and paid for everyone’s groceries.

 Emilia Bautista King
@EmiliaKing

This is my kid with @jasonreynolds83. For Giving Tuesday, he bought inventory of his books at independent bookstores in the DC area so if people want one of his books, they just have to go to the store and pick one up! Thank you, Jason! #GivingTuesday



To celebrate #SmallBusinessSaturday and #GivingTuesday, the National Ambassador of **Young People’s Literature** Jason Reynolds bought the entire inventory of his own books from local shops across Washington, DC so young readers could get them for free.

LOOKING AHEAD

In 2022, GivingTuesday will be ten years old. Looking forward to that milestone, and reflecting on the events of 2020, we know that we can't fully anticipate what lies ahead. But GivingTuesday brings the expertise, ingenuity and values that will propel continued growth in giving, broad mobilization of people across the world to help and heal, and real societal change through support of emerging leaders.

We are humbled by the incredible energy and impact that has been catalyzed by GivingTuesday this year, but we also recognize there is much more opportunity to leverage the power of this movement — and the passion and ingenuity of its leaders and participants — to go even further, faster together. Together we can ensure that the legacy of this year will be a renewed recognition of our powerful ability to create meaningful change and strengthen our bonds of human connection.

Together we can change how people view generosity around the world, not just as an action to take on birthdays, holidays or on GivingTuesday, but as a value we all share, where every day is a day rooted in generosity, for giving back around the world...a day to ask, "What good will I do today?"



“The power of the GivingTuesday community was inspirational for these difficult times, where solidarity flourished despite all the challenges.”

- JORGE ALVAREZ, UN DIA PARA DAR URUGUAY



GIVINGTUESDAY

GivingTuesday was born and incubated at the 92nd Street Y and its Belfer Center for Innovation & Social Impact in New York City, and is now an independent nonprofit, having grown into a global movement, inspiring hundreds of millions of people to give, collaborate, and celebrate generosity year-round.

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GivingTuesday reimagines a world built upon shared humanity and generosity.



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