

GIVING AND COMMUNITY IN A TIME OF CRISIS

2021 IMPACT REPORT

GIVING
TUESDAY



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TABLE OF CONTENTS

A Year of Radical Generosity	4
Global Leadership & Learning	6
GivingTuesday Data Commons	8
The Starling Collective.....	10
#GivingEveryTuesday.....	12
Global Movement, Local Impact.....	14
Redefining Community Through Collective Action	16
GivingTuesdaySpark	18
GivingTuesday 2021: Lighting The World With Generosity	20
GivingTuesday 2021: By The Numbers	22
Inspiring Stories of Generosity	24
Looking Ahead.....	26



A YEAR OF RADICAL GENEROSITY

As a movement, GivingTuesday grows both broader and deeper because of the countless people who believe in the power of radical generosity.

What started as a simple idea in 2012 has grown into a year-round worldwide movement, and this year's data, trends, and stories highlight this upward trajectory. As the pandemic continued to disrupt systems and drive increased need, GivingTuesday continued to mobilize and unite communities in the face of crisis and uncertainty. We expanded our global reach, invested in leadership development for underrepresented and underresourced leaders, and supported sector resiliency through data and insights. With a focus on collaboration and innovation, GivingTuesday fostered new partnerships, strengthened existing collaborations, and lifted up coalitions of organizations working in concert to drive change. These collective efforts transcended borders, beliefs, and backgrounds.

As both an annual celebration and a year-round global movement, GivingTuesday continues to grow and evolve, with no leveling off of the ongoing innovation and creativity, from the smallest town to the largest countries and the newest coalitions or the youngest children.

Our youth movement continued to grow, with 18 countries now engaging young people around the world in giving back, while we leaned into our commitment to inspire and innovate new ways to increase generosity. We kicked off our second cohort of the Starling Collective with an even more robust fellowship experience to uplift and resource proximate leaders who are advancing cultures of generosity in their communities, yet are often underrecognized and underresourced. On November 30, 2021, we celebrated unity and giving during another record-breaking GivingTuesday, with people donating \$2.7B in one day in the U.S. alone on top of the countless acts of generosity expressed in non-monetary ways.

REIMAGINING THE WORLD THROUGH GENEROSITY

Yearning for a better path forward against a backdrop of seemingly intractable global crises, the world embraced the idea of radical generosity—the act of giving not as a transaction between haves and have-nots but as a powerful expression of solidarity and reciprocity. We also believe radical generosity is crucial to solving the world's most pressing challenges.

Working within the multi-layered and multifaceted communities that make up the global generosity movement that GivingTuesday has become, our globally distributed team is privileged to be able to witness humanity at its very finest on a daily basis: neighbor helping neighbor and stranger helping stranger, thereby showing





even in the darkest moments—especially in those moments—the kind of solidarity and caring that transcends and transforms fear and isolation.

As we look to our tenth anniversary and set our sights on our next ten years, we are energized by the opportunity of creating a better future, together and we approach that work with hope, ambition, and humility.

- ASHA CURRAN, CEO
GIVINGTUESDAY

GIVINGTUESDAY TEAM

- Asha Curran, Chief Executive Officer
- Woodrow Rosenbaum, Chief Data Officer
- Jessica Schneider, Chief Operations Officer
- Caryn Stein, Chief Communications Officer
- Jesse Bourns, Technology
- Staci Bruce, Outreach
- Madelaine Diaz, Programs
- Cherisse Faith, Starling Regional Director, APAC
- Celeste Flores, Communities
- Z.J. Jallah, Starling Regional Director, US & Canada
- Dr. Corneil Montgomery, Strategic Partnerships
- Kathleen Murphy Toms, Digital Strategy
- Catherine Mwendwa, Starling Regional Director, Africa

- Esteban Oyarzo, Starling Regional Director, Mexico, Central, and South America
- Dante Plush, Youth Engagement
- Roxanne Ramirez, Youth Engagement
- Brandon Salesberry, Finance
- Kait Sheridan, Global
- Charlotte Arnø Storebakken, Starling Regional Director, Europe
- Parsa Torabian, Lead Data Scientist
- João Paulo Vergueiro, Starling Regional Director, Brazil
- Lexa Wilson, Technology Manager
- Iris Winslow, Content Editor

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)
- Asim Ijaz Khwaja (Professor, Harvard Kennedy School and Director of Harvard's Center for International Development)

- Amanda Nguyen (Founder + CEO, Rise)
- Hilary Pennington (Executive Vice President of Programs, 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)

GLOBAL LEADERSHIP & LEARNING

GivingTuesday is cultivating movement leadership globally with learning opportunities that empower grassroots leaders, community organizers, and nonprofits to be more innovative, collaborative, and data-focused.

As community organizers, movement leaders, and nonprofits all sought to adapt to the impact of the pandemic, GivingTuesday boosted efforts to share knowledge, discover new best practices, and encourage experimentation to create a more resilient social sector. The organization expanded resources by adding new templates, toolkits, webinars, and more opportunities for peer learning, thereby reaching millions of social changemakers working at NGOs and CSOs all over the world.

Hundreds of GivingTuesday leaders and partners came together in July for our virtual Leadership Summit, which provided movement builders of all backgrounds the opportunity to share ideas and work together as a global team. Our staff and leaders collaborated to host discussions and design workshops on data and measurement, succession planning, fundraising, media strategies, youth engagement, and more.

In **Russia and Tanzania**, GivingTuesday country leaders organized in-person conferences that brought partners and organizations together to share knowledge on data, leadership, movement building, and increasing giving.



GivingTuesday Czech Republic and GivingTuesday Ghana also hosted virtual events to connect local leaders with new ideas and campaign best practices. Leaders from **Kenya, Rwanda, Tanzania, and Uganda** collaborated on the **GivingTuesday East Africa Summit**, hosted by **East Africa Philanthropy Network**. This hybrid event with both on-site and virtual participants from the region aimed to equip partners for the global day of generosity as well as provide them an opportunity to share their experiences and learnings from the pandemic.

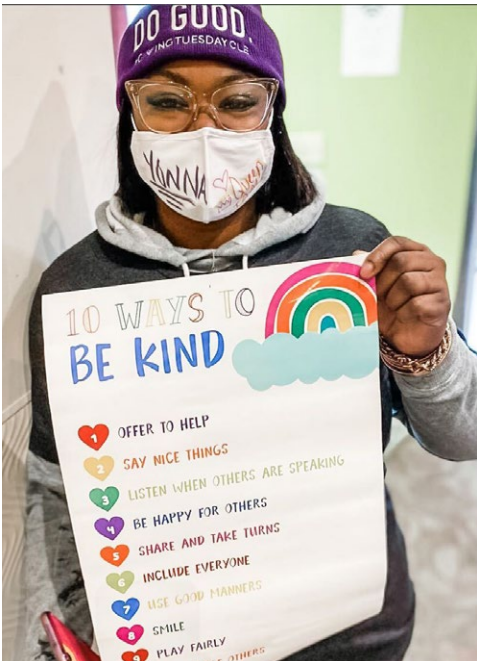
CONVENING BEST PRACTICES, CULTIVATING COMMUNITY

The Givers & Friends Fest brought together movement leaders, representatives from every major social platform, experts in marketing, community organizing, and more. More than 13,000 sector professionals from around the world joined this daylong virtual event for best practices, creative ideas, and inspiration for rallying their communities to do good.



“GivingTuesday has helped me to understand that a movement starts with empowering others upholding the same values, and giving them the tools and freedom to ‘move’ with us.”

- CHERYL LOW, GIVINGTUESDAY MALAYSIA



At the Leaders Summit, GivingTuesday global leaders shared their strategies for building country movements that reflect local cultures.

GIVINGTUESDAY DATA COMMONS

The GivingTuesday Data Commons, with over 800 collaborators and more than 50 global data labs, is the leading data collaboration on trends in giving and generosity.

GivingTuesday is a global hub for data, learning, and ultimately, innovation around generosity. Learning and measurement infuses every area of our work. We conduct research and disseminate learnings through our groundbreaking Data Commons, and create mechanisms and open forums for research collaboration. This feeds back into the leadership network and our focus on peer learning, encouraging experimentation, testing, and measurement.

The GivingTuesday Data Commons has developed a model for collaborative research that is being adopted in countries around the world. Data Commons global chapters are leveraging the relationships, data assets, technical infrastructure, and methodology to address the challenges of access to data and insights for the social sector. Fifty countries are working to develop coalitions and projects to bridge the gaps in understanding about generosity and philanthropy and to answer the questions most important to their local and regional situations.

LEADING COLLABORATION FOR LEARNING



Project Spaces support open research in the social sector and create a community of practice where academics and practitioners can collaborate.



MORE THAN
30,000
users accessed our findings worldwide



GLOBAL DATA CHAPTERS



800 collaborators from **300 organizations** in **8 U.S. working groups**



GIVINGTUESDAY ITALY CREATED A **GIVING LAB** WHERE NGOS AND OTHER PROFESSIONALS IN SOCIAL GOOD CAN COME TOGETHER TO SHARE ADVICE FOR GIVINGTUESDAY. THIS TOOL WILL BE USED AS A SPACE TO CAPTURE AND REPORT ON DATA THROUGHOUT THE YEAR.

REIMAGINING SECTOR INSIGHTS & RESEARCH ON GENEROSITY

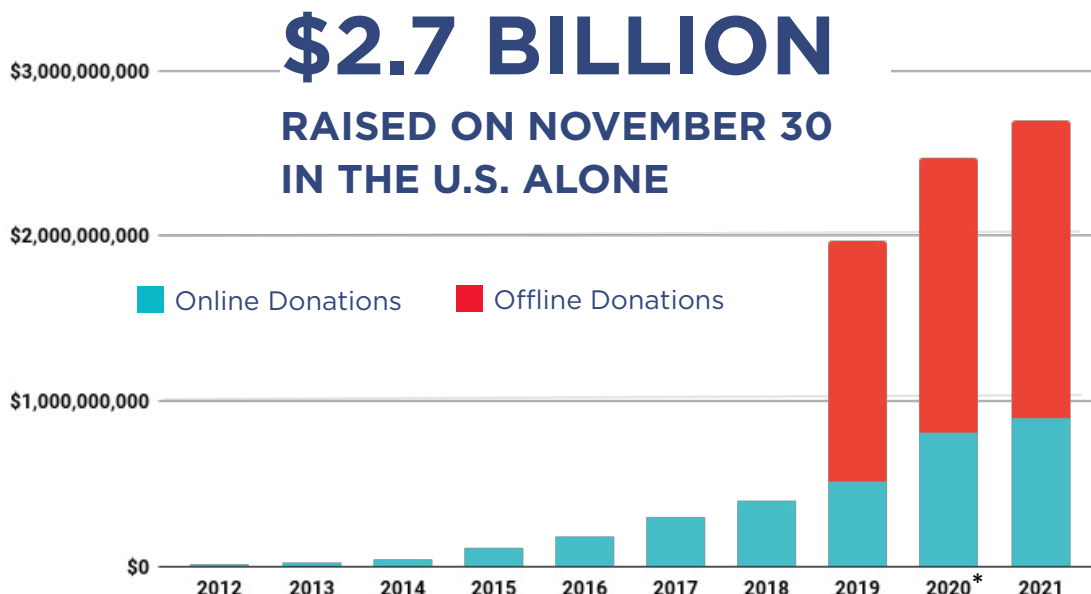


The GivingTuesday Data Commons released groundbreaking analysis of 2020 U.S. charitable giving data, which offered a timely view of giving trends during the pandemic. This report provided detailed analysis of a year's worth of giving and offered insights on how the events of 2020 impacted donor behavior and fundraising for nonprofit organizations. To produce this detailed report, the GivingTuesday Data Commons designed new methodology to capture the experience of a typical nonprofit in a year of crisis, instability, and disruption to many organizations' fundraising efforts. For more details, [read the full Giving in Unprecedented Times report.](#)



2020 data reinforced how important giving moments are for inspiring increased generosity. Our analysis of 2020 giving showed GivingTuesdayNow and GivingTuesday were two of the largest giving days of the year.

TRACKING RECORD-BREAKING GIVING IN THE UNITED STATES



**An additional \$503M was raised on #GivingTuesdayNow, held on May 5, 2020*

THE STARLING COLLECTIVE

The Starling Collective is a global fellowship designed to upskill grassroots leaders through community building, movement learning, peer support, and connection to GivingTuesday's global network of movement leaders.



The Starling Collective
GIVINGTUESDAY

Too many grassroots organizers and community leaders are overlooked and often don't get the chance to tap into more learning and resources. The Starling Collective is designed to change that. The path to a more generous world—the world we wish to create together—will depend on these emerging talents and proximate leaders who are stepping up, regardless of experience or background, to strengthen and heal their communities.

This year's fellows were selected from nearly 2,000 applications submitted from 90 countries. More than two-thirds of the applicants came from the Global South. Applications were reviewed by an international team of regional directors, who evaluated the submissions on how their work addressed generosity, leadership, vision, ingenuity, scalability, diversity, and belonging. The Starling Collective's global regional directors have experience with the GivingTuesday global leadership network and serve as mentors to participants and aid in facilitating the program's learning community.

Our 2021 cohort welcomed 50 grassroots organizers, activists, artists, and changemakers representing 29 countries and ranging in age from 14 to 57 — all creating extraordinary impact. They are part of a collaborative six-month program, which provides a learning community and curriculum focusing on skills essential to movement building, including storytelling, mobilization, sustainability, and measurement.

“Generosity is resistance, rebellion, and inordinate love.”

ALICIA RIVERA DURAN
STARLING COLLECTIVE FELLOW
ISABELA, PUERTO RICO



Magdalena Concha Correa is reaching out to the most vulnerable communities in Chile without access to oral health with the idea of Social Dentistry.



Vinod Kumar Pandey is establishing resource cafés in India to help migrants with employment and health programs.



Through their organization HumanKIND Cookies, 14-year old Mateo Molina bakes and sells cookies with his sister to support families in need in Cali, Colombia. They have raised over \$20,000 since June 2020.



Collin Sserunjogi, a musician who inspires giving through music, organizes live music festivals in different parts of Uganda.



Hafsa Ahmed co-founded Peer-Minded, a youth-led mental health organization in the UAE that empowers and equips students to take charge of their wellbeing.



Based in Viet Nam, Nguyen Tran Thuy Tien is launching a Deaf Empowerment project to help deaf leaders build skills in leadership and policy influencing.

#GIVINGEVERYTUESDAY



We can use the power of generosity to fuel more connection, understanding, and collective action all year long. Creating a weekly generosity ritual offers more opportunities to increase civic participation, drive giving, and build connection and empathy.

Throughout the year, GivingTuesday's distributed leadership network rallies their countries and communities to be more generous and create change through collective action. #GivingEveryTuesday shines a light on that entrepreneurial and collaborative spirit while inviting even more people from all backgrounds and beliefs to join in. Building on the desire to reach out and drive change, each week we featured a shared giving moment to offer year-round opportunities to come together to give, volunteer, and show kindness. Weekly generosity themes provided ideas for ways to give back that were inspired by international awareness days, global issues, and all 17 of the UN's Sustainable Development Goals (SDGs).

GivingTuesday's country and community leaders collaborated to mobilize their volunteers, residents, and local organizations to participate in volunteer events, acts of kindness, donation drives, advocacy campaigns, education—and share with their networks, constituents, media, and partners to create a wave of good around the world. These are just a few examples of how the movement brought attention to causes and ignited action year round.



TAKING ACTION ON CLIMATE CHANGE

GivingTuesday Ghana rallied volunteers from nonprofits and philanthropic organizations to plant trees on their properties.



WORLD OCEAN DAY

GivingTuesdaySpark and The Ocean Project encouraged youth around the world to lead local beach cleanups after school.



ERADICATING GLOBAL POVERTY

GivingTuesdayGuam organized a diaper drive with a local gym, the Salvation Army, Rotary Club, and other small businesses. They gathered and distributed diapers, toiletries, baby food, formula, and menstrual products for mothers and babies in need.



INTERNATIONAL LITERACY DAY


GivingTuesday Pakistan worked with schools to host special events and celebrate the importance of education.

GivingTuesdaySpark Philippines created the **#ReadTogether** campaign to encourage kids of all ages to grab a book and read to someone. This initiative inspired numerous mini-campaigns, ultimately resulting in the donation of 2,100 school kits and more than 300 new books to a children's organization. Building on this initial success, the **#ReadTogether** campaign the GivingTuesday Philippines team is partnering to build mini-libraries in disadvantaged communities and working with a local NGO to continue the work.



SUPPORT MUSLIM CAUSES

To mark the end of Ramadan, **GivingTuesday Malaysia** created the **#DonateYourLunch** campaign to prompt those in Malaysia and around the world to donate the money that would have been spent on lunch during the fast, or an actual lunch meal, to someone in need.



GIVING TUESDAY & **GIVING TUESDAY SPARK**

#ReadTogether 



For **World Literacy Day** on September 8, share your time, talent, and voice and build connections by reading with others

GLOBAL MOVEMENT, LOCAL IMPACT

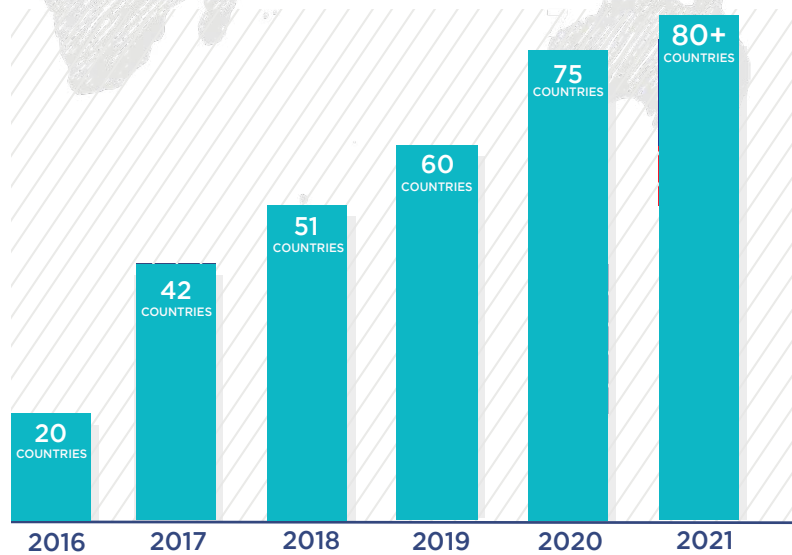
Around the world, passionate entrepreneurial leaders bring GivingTuesday to life by growing the movement in their respective countries. GivingTuesday has over 80 official country movements, and our distributed global leadership network collaborates to share ideas, create new initiatives, unlock resources, and activate organizations and individuals from all sectors and backgrounds.

Our global leaders, who continue to inspire, rallied their networks and grassroots leaders on the ground to activate campaigns and bring in new partners during varying stages of lockdown and uncertainty. This passionate community of leaders collaborated (throughout 2021 and particularly in the lead-up to November 30) on campaign plans and worked alongside GivingTuesday staff to share knowledge through peer-led sessions and coordinated public service announcements and inspiring videos.

Country movements focused on communities coming together to do good in creative and innovative ways. With many regions still impacted by the pandemic, local giving circles became more of a trend across countries, with newly formed circles in Brazil, Colombia, Mexico, and Spain, some of which were the first of their kind in those regions.

This work led to a near-universal uptick in key success metrics across the globe. Moreover, many country movements reported increased media coverage in their countries this year, as well as more influencers participating to help spread the word about GivingTuesday.

COUNTRY CAMPAIGNS BY YEAR



Over 80 official GivingTuesday country movements took place in 2021.

Countries that launched official GivingTuesday movements for the first time in 2021 included Greece, Nepal, Peru, South Sudan, and Zambia.

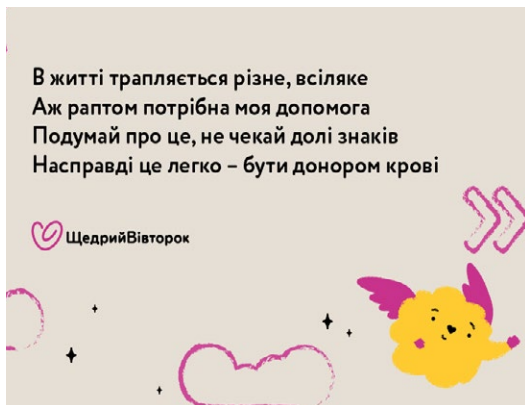


“This year was very difficult, and there was a moment when it felt like we could not achieve our goals, but people were encouraged and joined others to give back. I am convinced we are able to inspire the world with good things despite difficult times.”

-JOANNA PEÑALVER,
LEADER UN DÍA PARA DAR VENEZUELA



GivingTuesday Ukraine created an online experience for users to search for generosity ideas and auto-generate a poem to share how they would give on GivingTuesday.



Venezuelan migrants in their “sister republic,” Colombia, commemorated GivingTuesday with a community pot, offering soup as well as activities and games for children in the settlement of Fuerza Wayuu.

GivingTuesday Netherlands launched the #GivingKarma campaign, which encouraged young people to perform acts of kindness and share their stories to encourage others to do the same.



1,024,100 pieces of bread were distributed in GivingTuesday Philippines’ #passthebread campaign.

New to the GivingTuesday movement this year, GivingTuesday Nepal organized a blood donation drive and a campaign to provide recycled clothes to those in need in Kathmandu. Doctors and volunteers also provided free eye and ear screenings alongside checkups in rural areas in the week leading up to GivingTuesday.



The Good Kenyan radio show hosted 24 hours of live conversations, entertainment, and giving on their Instagram to change the lives of 240 vulnerable Kenyan youths.

REDEFINING COMMUNITY THROUGH COLLECTIVE ACTION

GivingTuesday's network of grassroots leaders, changemakers, and organizers unites communities of all types to collaborate to lift up causes, cultures, and shared identities.

Year-round, GivingTuesday Community Movements bring people together through cause- and culture-based coalitions and within towns, cities, and regions of all sizes to spark civic engagement, organize community care efforts, uplift nonprofit capacity, and coalesce support and activism to break down systemic inequity. In the U.S. alone, there are now more than 260 community campaigns.

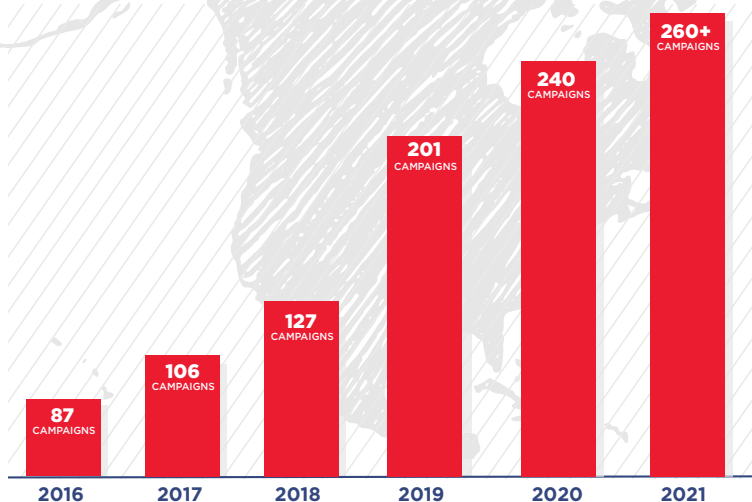
At the heart of this work, local leaders find creative ways to mobilize networks — hosting volunteer events, raising funds for their area nonprofits, and sparking waves of kindness. These leaders, bringing the global movement to life at the local level, engage stakeholders and partners across sectors and inspire their entire community to use their power of radical generosity to build a better world.

Community campaigns also continued to grow outside of the United States. **Dia De Doar** in Brazil, for example, saw community campaigns increase by 160% in 2021, while **GivingTuesdayNetherlands** inspired over 130 generosity initiatives across the country.

On November 30, 2021, many community campaigns focused on and surpassed monetary goals. **SHARE Omaha** raised \$3.93 million (24% increase), **Georgia Gives** raised \$4.04 million (22% increase from 2020), and **Give Local in Washington, DC** raised \$1.24 million (24% increase), which included 41% of donors giving to small grassroots organizations for the first time. Additionally, **#iGiveCatholic** raised \$16.5 million (30% increase) from 44,151 donors in all 50 states and 12 countries. **#BrooklynGives** broke previous records with \$1.17 million from 3,427 donors.

Coalition campaigns continue to grow in partnership with GivingTuesday, with **GivingTuesday Military**, **#RefugeesGive**, **#GiveforDV** (ending domestic violence), and **#GivingBayDay** sharing stories, sparking conversations, and forming new

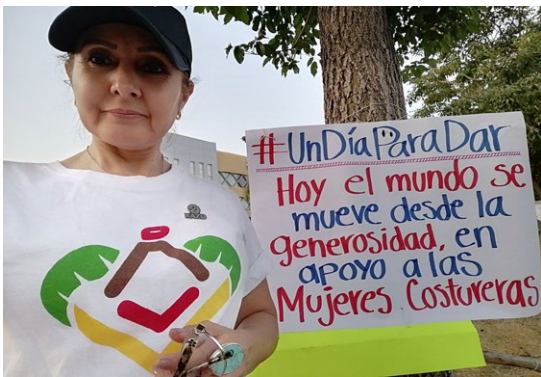
U.S. COMMUNITY CAMPAIGNS BY YEAR



connections to inspire action.

Our network partners helped shine a spotlight on creating new connections and giving back as an act of community. **Hispanics in Philanthropy** helped hundreds of nonprofits grow their grassroots engagement and defy stereotypes about givers and giving, while **GiveBkck** encouraged donors to advance equity by supporting Black-founded nonprofits. **Philanthropy Together** rallied their network of more than 2,400 giving circles to amplify collective giving and networks of hyper-local, unincorporated community action, such as **Mutual Aid Hub** and **Pandemic of Love** opened more eyes to the rich diversity of giving that exists beyond the traditional nonprofit landscape.





Claudia Razo is the leader of #UnDíaParaDar Colima, one of the longest-running community campaigns in Mexico. For GivingTuesday 2021, they rallied the community to support a project that helps migrant women learn to sew and sell their wares to improve their employment options.

In Columbus, OH the Make-A-Day Foundation hosted pop-up community events featuring food trucks and on-site health and wellness resources, in addition to organizing a coat drive through its network of volunteers and generous neighbors.



GivingTuesdayAppalachia is a grassroots coalition telling stories of rural perseverance, with a mission to bring clean, accessible drinking water to residents throughout the region. Even without access to reliable running water for herself, Tori Satow created a giving box to share food and supplies with others in her community to commemorate GivingTuesday.

SpartanburgGives in South Carolina hosted their 2nd annual Brew Good event on GivingTuesday. Twenty-two local nonprofits participated to spread awareness for local causes. Together, they raised over \$100k to support their missions.



Search for Common Ground encouraged young people around the world to find common ground, share a story, and give peace a chance. They called for acts of kindness, courage, and generosity towards people you disagree with — to spark the change the world needs.

GIVINGTUESDAYSPARK

GivingTuesday's youth movement connects and inspires young changemakers around the world to take action for the causes they care about most.

Led by and for young people, GivingTuesdaySpark lifts up youth-led volunteer projects, acts of kindness, and epic givebacks, while also providing a framework for schools, community organizations, and businesses for amplifying and activating the next generation of social impact leaders.

In 2021 this youth movement saw tremendous growth, with GivingTuesdaySpark-inspired activities, campaigns, and movements launching in 18 countries, thanks to our global leader network and the passion of our youth ambassadors. **DiaDeDoar in Brazil, GivingTuesday Finland, GivingTuesday Italy, and GivingTuesday Netherlands** created a cross-border collaboration through schools in each country to inspire young people to give and embrace generosity.

GivingTuesdaySpark leaders challenged their peers around the world to join them in acts of generosity through the **GivingTuesday Spark 2021 Global Youth Challenge**. The challenge featured family-friendly video tutorials that showed how anyone, anywhere can give back through simple projects. **More than 44,000 youth signed up to share an act of generosity on November 30, 2021.**

GIVINGTUESDAY SPARK

is now in **18 countries**: Argentina, Brazil, Canada, Colombia, Estonia, Finland, France, Hong Kong, Italy, Mexico, the Netherlands, Norway, Pakistan, the Philippines, Romania, Slovakia, Ukraine, and the United States



12-year-old Sammie Vance in Fort Wayne, Indiana had more than 3,000 kids from around the world participate in her letter-writing project to share smiles on GivingTuesday.



GivingTuesday Italy's School of Generosity project inspired Scuola Cotoolengo students, who created a paper banner 10 meters long to decorate their corridor walls with encouraging words.



Hurshneet and Pravneet Chadha of Peoria, Arizona, packed 300 book bags to share with kids and created 100 dental hygiene kits with motivational kindness cards for teens in need.

Shreyaa and Esha Venkat in Ashburn, Virginia organized an entire month of generosity, beginning with a global workshop on giving back. Other events included packing bags with lunches and notes of encouragement, assembling meal boxes for the homeless community and low-income families, and preparing a Thanksgiving Feast for homeless persons in Washington, D.C.



#UnDiaParaDarMXNext brought together youth in Mexico through the country's **Un Día Para Dar** movement. Young people shared a message of hope and harmony through a mural that was unveiled on November 30.

GivingTuesday Pakistan collaborated with schools throughout the country to encourage students to participate in acts of kindness on November 30.



14-year-old Mari Copeny of Detroit rallied hundreds of people to contribute more than \$12,000 to buy Christmas gifts for 1,000 kids.



14-year-old Jahkil Jackson of Chicago organized a country-wide virtual packing party with hundreds of youth joining via Zoom to pack supplies to benefit homeless people in their local communities.



13-year-old CJ Matthew in Atlanta organized a Good Mourning Ride — a bicycle ride to honor youth victimized by gun violence. Kids from 12 U.S. states participated in #RideWithCJ.



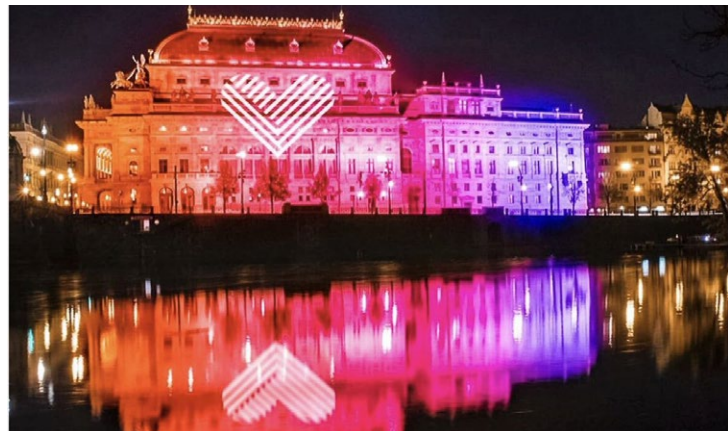
GIVINGTUESDAY 2021: LIGHTING THE WORLD WITH GENEROSITY

On November 30, 2021, GivingTuesday brought the world together in a shared moment of giving, celebrating our shared humanity and the universal value of generosity.

GivingTuesday is celebratory even at the darkest of times. Against a backdrop of a difficult two years, we once again saw the world light up with generosity on November 30. In Canada, Czech Republic, and Spain, buildings and monuments were lighted to commemorate GivingTuesday — and even Niagara Falls was bathed in colorful spotlights. Even more importantly — perhaps most importantly — we saw an overwhelming amount of positivity, kindness, and generosity, evidenced by the sheer number of campaigns, social conversations, media coverage, and so many amazing stories that inspired more giving.

“ GivingTuesday carries the message that reminds that no matter how small or how local an initiative may be, just how far that spark can go into shining the light of giving worldwide.”

- ALEXANDER NEHME,
LEADER, GIVINGTUESDAY LEBANON





In the true GivingTuesday spirit of embracing creativity and innovation, thousands of organizations found new ways to stand out, have fun, and get their communities involved — from a camp director in Michigan who sat in a tree until they met their goal of 300 donors to community leaders in Wisconsin taking the **Stinky Fish Challenge** after reaching their fundraising goal on GivingTuesday.

GivingTuesday Canada created a “Kindness Is Golden” merit badge for Scouts in their country in honor of GivingTuesday. University students in Pakistan created “Generosity Packets” to hand out to their peers, while **GivingTuesday Guam’s** campaign featured a Kindness for Caregivers wall where people wrote messages of gratitude for others in their community. Many organizations, platforms, and businesses of all sizes reported meeting or exceeding their goals for participation and fundraising on November 30.

LaunchGood, the giving platform that organizes the **#MuslimsGive** campaign, reported raising more than \$1M dollars on November 30 and far surpassed their goal of \$100K in challenge funds. **Us4Us**, a community action network in the San Francisco Bay Area, hosted a holiday giveback volunteer and toy drive and encouraged people to volunteer with local community-based organizations. The event also included CPR training.



GIVINGTUESDAY 2021: BY THE NUMBERS

The tenth annual GivingTuesday celebration inspired millions of people around the world to give gifts of time, skills, goods, advocacy, and more, showing that everyone has something to give and every act of generosity counts. These numbers represent countless people fed, housed, embraced, seen, and served.



\$2.7 billion

was given in the U.S. on GivingTuesday 2021 -- a 9% increase from 2020, and a 37% increase from pre-pandemic levels.



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

TOP COUNTRIES FOR TWITTER CONVERSATION VOLUME: BRAZIL, CANADA, FRANCE, INDIA, JAPAN, KENYA, SPAIN, UK, UNITED STATES



80+ country movements

inspiring generosity worldwide on November 30

In Brazil, R\$2.3 million was donated online on November 30 with more than 23 million people reached on **DiaDeDoar's** social media.



GivingTuesday Canada drove more than \$43M in online donations on November 30, a 21% increase from 2020.

More than 200 million pesos were donated in **Columbia** on GivingTuesday — a 1.5% increase from 2020.



In **Mexico**, online donations increased 25% from 2020.

GivingTuesdayNetherlands reported 130+ generosity campaigns and 500,000+ Euros donated.



GivingTuesday Philippines rallied givers to distribute more than 1 million pieces of bread in their #PassTheBread campaign.

In **Russia**, 70K people rallied to donate a total of 27 million rubles, a 50% increase over 2020.





What a day it's been for philanthropy around the world, and all because of GivingTuesday. Thinking about how this movement began and seeing where it is today — the world-changing vision of radical generosity — is a lot to take in. But what better proof could there be to show the power that individuals have to change the world?"

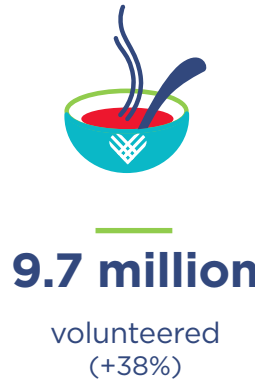
-**JENNIFER BEITTEL**, CHIEF PHILANTHROPY OFFICER
PENNSYLVANIA COALITION AGAINST DOMESTIC VIOLENCE
AND ORGANIZER OF #GIVEFORDV COALITION CAMPAIGN



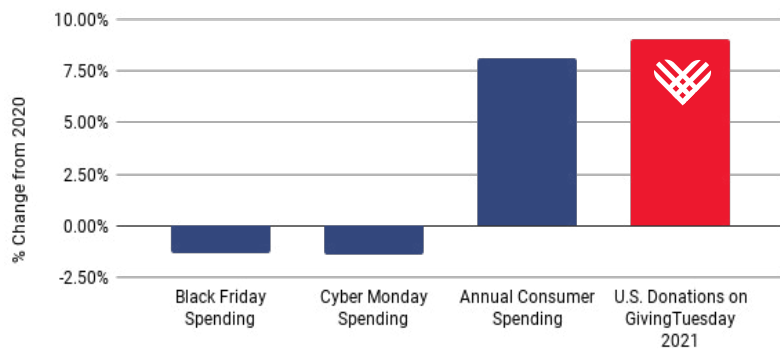
35 million adults

in the U.S. participated on November 30, 2021.

IN THE UNITED STATES ALONE, MILLIONS OF PEOPLE GAVE BACK IN A VARIETY OF WAYS ON NOVEMBER 30, 2021:



GIVINGTUESDAY OUTPACES CONSUMER SPENDING, OVERALL DONATION GROWTH IN 2021



In the face of an ongoing pandemic and economic volatility, giving on GivingTuesday grew 9% over 2020's recordbreaking levels, while Cyber Monday and Black Friday online sales were both down from 2020. Donation growth on GivingTuesday 2021 also outpaced overall giving growth in the United States.

INSPIRING STORIES OF GENEROSITY

GivingTuesday inspired millions of people of all ages, religions, political positions and across borders to come together and help others as the challenges of the pandemic continued.

Through collective action and community-wide events, 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.



Aliyu Danjuma from Mayo Belwa, Nigeria got his first vaccine dose and posted it on social media to combat vaccine hesitancy in his community.



Harrah's Resort in Southern California closes on GivingTuesday to send their staff to volunteer at an animal shelter, pack food at a food bank, and clean up a beach.



Mayim Bialik challenged her 3.6M followers to join her in giving on GivingTuesday in whatever way they could. "Truly, even a small gesture of kindness can help contribute to the goodness in this world."

As part of **GivingTuesday in Omaha**, a volunteer group called **Secret Kindness Agents** rallied to attach scarves, mittens, hats, and socks to trees/lamp posts in the park. Each item had a label that said, "I'm not lost! If you are out in the cold, please take this to keep warm," as well as information about how to get to the local warming shelter and a phone number to call for transportation.





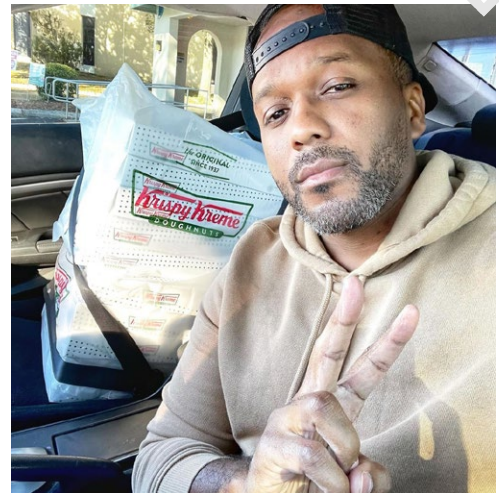
The Brooklyn Community Foundation partnered with a local ice cream shop to crowdsource a new flavor. The proceeds supported local grassroots organizations.



An animal rescue in Brazil held an outdoor event for people experiencing homelessness to bring their pets to be bathed and groomed. They also offered free food, masks, and activities for young people.



Rider SOS, a nonprofit that helps motorcyclists in need, organized a “fill the bus” event to collect toys for kids in Las Vegas. They rallied the biker community to come together to collect hundreds of toys “so that kids can be kids again.”



Patrick Rhodes, known as @PatrickTheGiver on social media, spent GivingTuesday dropping off Krispy Kreme donuts and coffee to teachers and staff at schools in Tampa, Florida.



Chance the Rapper’s nonprofit, SocialWorks, along with Taste for the Homeless, drove from Chicago to Detroit to help The NOAH Project and Empowerment Plan give hot meals and warm coats to people experiencing homelessness.

LOOKING AHEAD

2022 marks the GivingTuesday's tenth anniversary. As we reflect on the first ten years and begin to shape the next decade to increase our impact, we do so with a big vision: building the world we wish to see.

We believe that this is possible through collective action, co-ownership, and collaboration. We are committed to holding space for innovation, learning, distributed leadership, and creative thinking to realize this bold new world:

- A world where everyone can give the way they want and approach their daily lives with a generosity-first mentality.
- An increased level of civic engagement, thereby increasing and distributing agency and power more broadly throughout society.
- Significant growth in the next generation of entrepreneurial, risk-tolerant leaders, and an increasingly active next generation of generous individuals.
- A greater feeling of shared humanity, tapping into local and cultural pride while at the same time transcending it to unite people as citizens of the world.

We invite you to join us and the millions of people who make up this global movement, each embracing radical generosity and driving change in their communities and for causes.



“GivingTuesday offers a light to show everyone, an opportunity that we can do this together.”

- DIANA CANO MILLER, LEADER
UN DÍA PARA DAR COLOMBIA



GIVINGTUESDAY

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



GIVINGTUESDAY DATA COMMONS PARTNERS

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GivingTuesday reimagines a world built upon shared humanity and generosity.



**GIVING
TUESDAY**