

2019 IMPACT REPORT

UNLEASHING THE POWER OF GENEROSITY AROUND THE WORLD


GIVING
TUESDAY

GIVINGTUESDAY IS A GLOBAL GENEROSITY MOVEMENT



UNLEASHING
THE POWER OF
PEOPLE AND
ORGANIZATIONS



TO TRANSFORM
THEIR
COMMUNITIES
AND THE WORLD



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REFLECTIONS ON 2019

In every aspect of our lives, we see the rising power of the collective voices of people—people who, by themselves, may lack traditional forms of influence or capital, but who, when they come together, increase their power significantly, sometimes dramatically.

In the world of philanthropy, there is growing tension and chafing at the same old models, outdated best practices, and long-held paradigms. At GivingTuesday, we see the generosity landscape as rich in possibility, complexity and diversity. Around the world, our leaders promote solidarity, kindness, unity, and power among their communities. Our global network shares a unified vision for a more generous world, but each country and community is unique. We celebrate the knowledge that is only borne of lived experience among leaders working to address inequality and social justice.



The GivingTuesday core team, which serves as a backbone to the movement, celebrating at HQ on 12/3.

From just an idea in 2012, GivingTuesday is now a global force, both an annual ritual and a year-round movement, with measurable activity in nearly every country and territory on earth. We have a dedicated leadership network representing 60+ countries, 400+ local communities and cause coalitions globally (including 200+ in the U.S.), and 60+ data platforms in an unprecedented generosity coalition. Nearly \$2 billion was donated in the U.S. alone on GivingTuesday 2019, and countless acts of generosity and kindness were performed in big and small ways around the world.

We—GivingTuesday the organization and the core team that founded the movement—serve as the nucleus of the movement, hosting its DNA, its core values, and guiding



When people demonstrate generosity collectively, they can create real and systemic change.

principles, but not controlling the ways in which its principles are manifested around the world. The best solutions and wisdom exist within communities, and when those communities form networks, movements are born. We've seen first hand that when people demonstrate generosity collectively, they can create real and systemic change.

COMMUNITIES ARE
USING GENEROSITY AS
A TOOL TO INCREASE
OPPORTUNITY AND EQUITY.



Our community has inspired us to recognize the transformative power of generosity, not just as fuel for nonprofits, but also as a powerful accelerator of civic action.

We and our global community view generosity not as our end goal, but rather as a tool to increase opportunity and equity and to reduce discord and isolation. That community has inspired us to recognize the transformative power of generosity, not just as fuel for nonprofits, but also as a powerful accelerator of civic action.

We look into 2020 with great anticipation as we continue to build on the tremendous momentum, reach, and impact of GivingTuesday.

- ASHA CURRAN, CEO | GIVINGTUESDAY



GENEROSITY IN ACTION

EVERY LITTLE BIT HELPS

A small nonprofit with only two staff members raised 25% of its entire operating budget on GivingTuesday - almost entirely in \$5-20 donations. PALTOWN Development Foundation runs virtual support groups that empower cancer patients and caregivers to be advocates for themselves, share their stories and knowledge, and build a community in a time when it is most needed - during illness.



CREATING CHANGE THROUGH STORY

In Archbold, Ohio, a few days before GivingTuesday, a free clinic had been notified by its landlord that the building they had been renting was about to be sold. The organization could either move out or buy the building for \$150,000. The Executive Director relayed the story during a panel discussion at a GivingTuesday event to a room full of 350 community members. After the event was over, an attendee approached the Executive Director. They offered to buy the building and allow the organization to stay there, providing invaluable healthcare services to the community, rent-free.

VOLUNTEERS FOR EMPATHY

Crisis Text Line decided not to ask for money on GivingTuesday, instead electing to make a much bigger ask than cash: empathy. With compassionate listening and kind affirmations, Crisis Text Line's Counselors help texters stop self-harming and get the help they need instead, or walk away from a bottle of pills to make it to the next day. The organization ran a campaign on GivingTuesday to sign up thousands of everyday people to volunteer to become Crisis Counselors.

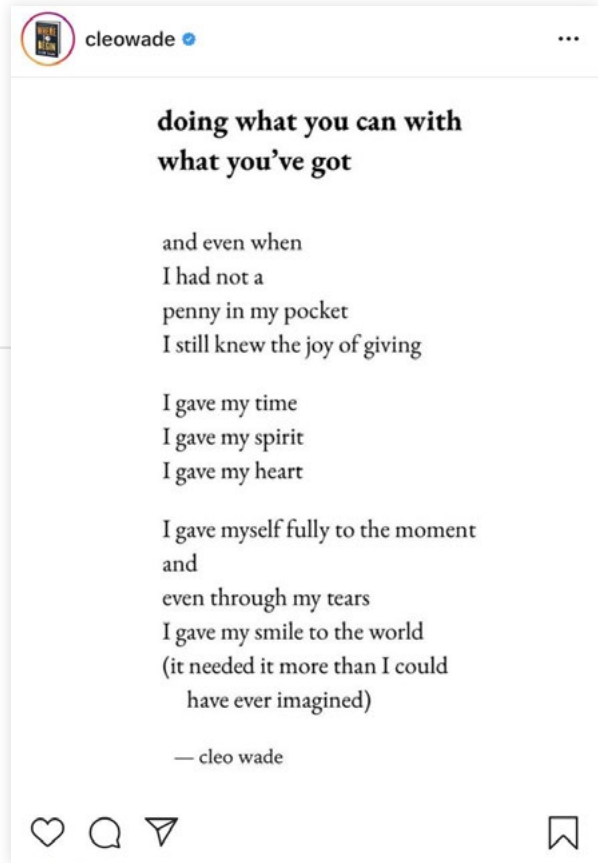


THE POWER OF CARING, SUMMED UP IN A POEM

American author, motivational speaker, and activist, Cleo Wade, wrote a poem in honor of GivingTuesday about generosity and the power of caring. She reminded her followers that change-making comes in all sizes.

FOOD FOR THE SOUL

On GivingTuesday - and every Tuesday during 2019 - Food4Thought in Cardiff, UK provided hot food, coffee, tea, and essentials to people experiencing homelessness - feeding not only their bellies but their souls.

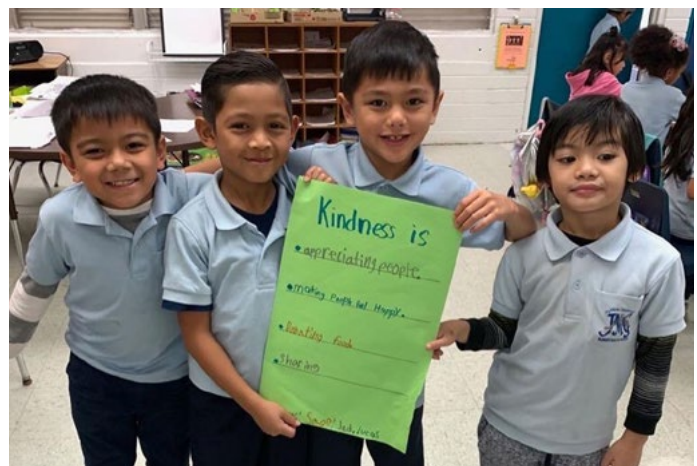


PAWS FOR A CAUSE

Thousands of people (and their pets) told the world why they support the causes they care about by sharing an #UNselfie - raising their voices and boosting awareness for nonprofits and causes.

LESSONS IN KINDNESS FROM THE CLASSROOM

Elementary schools throughout Guam, participated in #GivingTuesdayKids by introducing a kindness curriculum and accompanying challenge to strike up friendly competition. Students organized food and toy drives, visited nursing homes, and proved that small people can have a big impact.



GIVINGTUESDAY 2019 RESULTS

GivingTuesday continued its exponential growth in 2019 on every front: dollars, countries, communities, demographics, social media, and breadth of narrative.



\$511 million was given online in the U.S. within the 24 hours of GivingTuesday (28% increase from 2018).



Twenty-seven million adults (13% of the U.S. population) participated in GivingTuesday in some way.



There were 60 GivingTuesday country movements and 400+ community campaigns globally.

60
country movements



In the U.S., there were more than 200 campaigns in communities of geography, color, and culture (57%+ increase from 2018). Among these were two major new campaigns that emerged this year and were nurtured by the core team: **#GivingTuesdayKids** **#GivingTuesdayMilitary**.



\$1.46B
offline donations

Offline donations are conservatively estimated.



20.1B

global social media impressions

GivingTuesday had 953K global social media mentions, not including Facebook (13% growth from 2018) for a total of 20.1B impressions (41% growth).

There was GivingTuesday social media activity in 211 countries and territories.



2,664
stories of giving

Submissions increased 15% in the U.S. for #MyGivingStory, our annual storytelling contest.

#MyGivingStory voting increased 60% to 431,401.



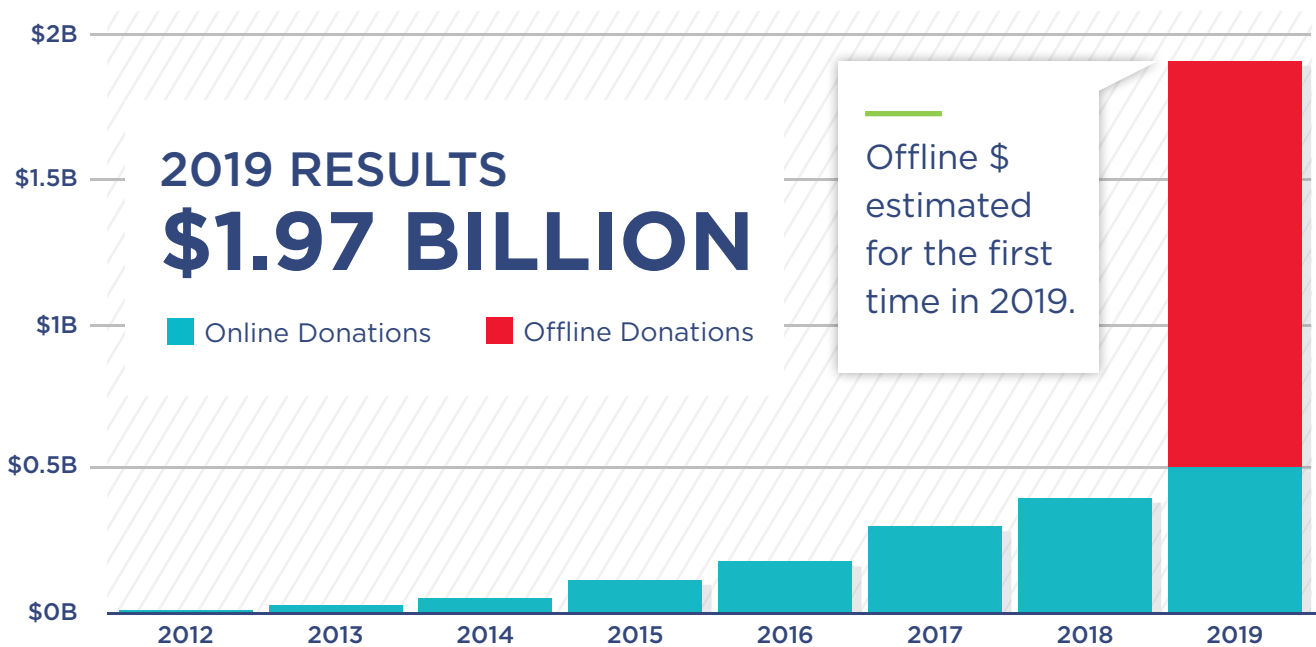
365
days a year

Country and community leaders are not just driving the movement on the day, but they are shaping it into a year-long initiative that teaches, engages, and inspires people worldwide.

RECORD-BREAKING GIVING

IN THE UNITED STATES

When the movement launched in 2012, GivingTuesday first attempted to understand its reach by counting dollars donated on the day. Over the past seven years, this work has evolved into the GivingTuesday Data Collaborative, which brings together over 60 giving platform partners in the U.S. and 50 global data chapters around the world to observe the movement's innovations and, more generally, understand the drivers and impacts of generosity. These findings are based on the reporting of a distributed network of platforms across the U.S., as well as some initial findings from global partners.



ONLINE GIVING UP 28%

Online giving increased in the United States to more than \$511 million in the 24 hours of GivingTuesday 2019, up 28% from last year's total of \$400 million. To date, the total volume of online donations reported is 4.3M up from 3.8M in 2018 and 2.5M in 2017. The median gift size was just \$50, but the mean increased in 2019 to ~\$119 compared to \$105 in 2018.

When comparing numbers across years, it is important to note that these figures do not represent the totality of online giving and only what the GivingTuesday Data Collaborative is able to collect from their network of platform reports each year. This year's double-digit increase is even more remarkable in the context of overall downward trends in individual giving.

OFFLINE GIVING MEASURED FOR THE FIRST TIME

Offline donations (checks, ACH, matching funds, cash donations) were estimated at \$1.46B. For the first time, the team at GivingTuesday's Data Collaborative estimated offline giving on GivingTuesday. Data analysts compared multiple samples of offline and online transaction records for past GivingTuesdays to estimate offline giving. Using the most conservative ratio possible, the GivingTuesday team produced an estimate of total giving for December 3, 2019. The resulting estimate fits within expected ranges and is likely under-reported.

U.S. PARTICIPATION

GivingTuesday is a day when all are invited to participate and all generous acts are celebrated. The GivingTuesday Data Collaborative developed a statistical model to estimate participation among U.S. adults for GivingTuesday in 2019. Based on this newly developed model, we estimate the minimum total number of adult participants in the U.S. as follows:

27 MILLION
ADULTS
PARTICIPATED



13.5 MILLION
DONATED

7.6 MILLION
VOLUNTEERED

along with many other generous actions

13% OF THE ENTIRE U.S. POPULATION PARTICIPATED IN GIVINGTUESDAY IN 2019!

This is a minimum estimate.
The reality is likely significantly higher.

PLATFORM PARTNER HIGHLIGHT

PayPal hosted GivingTuesday headquarters live from its New York City offices this year. PayPal surpassed \$100M donated in one day for the first time ever. More than 1 million PayPal customers across 184 markets donated \$106M to charitable causes. PayPal launched a major marketing campaign on the heels of December 3rd to make every Tuesday GivingTuesday this holiday season by sharing inspiring stories of generosity from around the world. They encouraged people to give all they could each Tuesday— whether in money, volunteering time, lending skills, buying gifts that give back, or simply performing a simple act of kindness.



A GLOBAL MOVEMENT

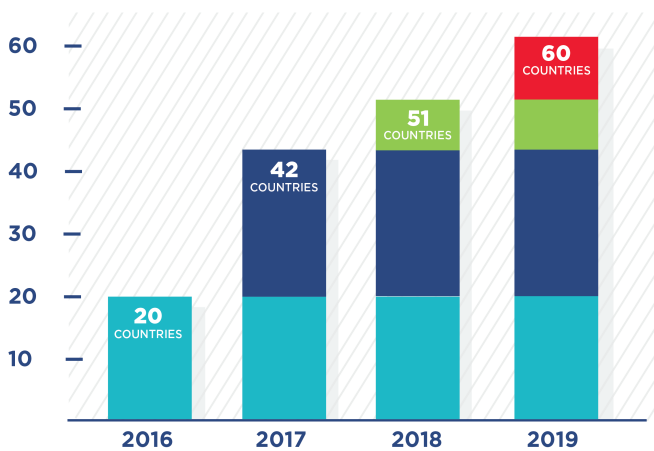
STORIES FROM AROUND THE WORLD

GivingTuesday is a “leaderful” movement, with an interconnected network of entrepreneurial leaders who share ideas, lessons learned, and mutual support throughout the year. Community and country leaders help shape GivingTuesday through a four-step innovation cycle: learn, share, adopt, adapt.

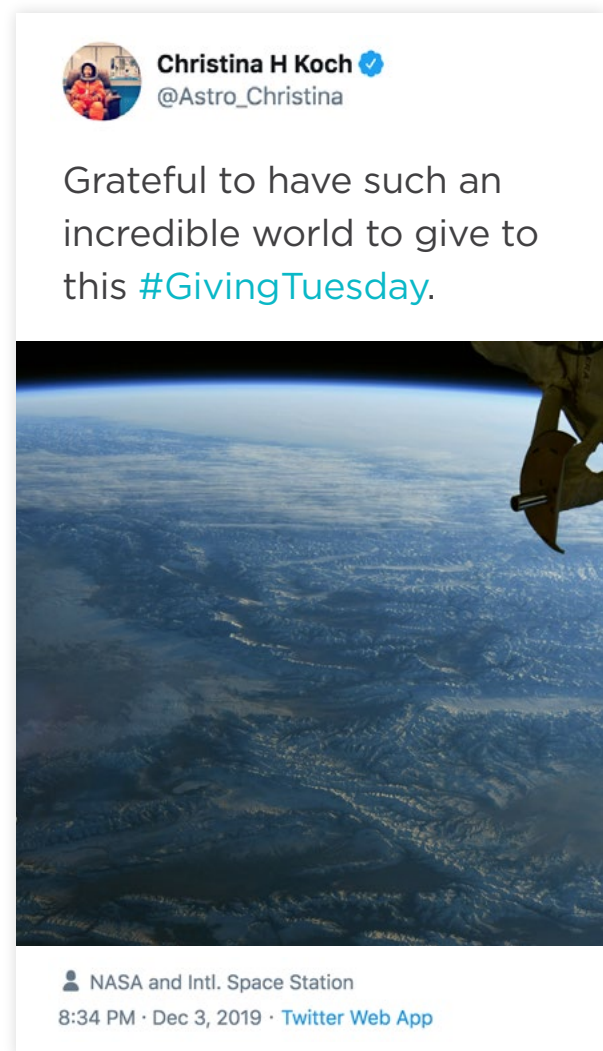
60 COUNTRY MOVEMENTS

There were over 60 official GivingTuesday country movements in 2019, up from 51 in 2018, 42 in 2017, and 20 in 2016. The new countries include Pakistan, Belarus, Bulgaria, Estonia, Austria, Germany, Netherlands, Ghana, Somalia, Colombia, Costa Rica, and Portugal. Activities were tracked in nearly every country and territory in the world (211 in total), ranging from NGO participation to social media activity. (There was even one tweet from space, courtesy of American astronaut Christine Koch.)

COUNTRY MOVEMENTS BY YEAR



Formalized country movements have a backbone organization vetted by GivingTuesday and an organized year-round strategy. One new global trend that emerged this year was diaspora giving, particularly in countries like Venezuela, where the political situation is forcing people to rely on NGOs



for basic needs. Teams in Venezuela tapped into diaspora communities throughout North and Latin America to send medical supplies, which pro-bono doctors and nurses distributed to families on GivingTuesday.



PORTUGAL

Over 120 organizations joined the movement in Portugal, including the national electric, transportation, and television companies. Major companies like Microsoft ran a charity auction, where nonprofits could bid for employees to do pro bono work with them after GivingTuesday. Chicco also celebrated the day by gifting every mother and baby born on December 3 (what they called “GivingTuesday babies”) a baby basket with diapers, blankets, and other infant care items. The team also took over a local subway station to build a kindness wall and ask people to share how and why they give.



MEXICO

In Leon, Guanajuato, a local daycare nonprofit, Casas de Cuidado Diario, created “Mesas de Solidaridad” or “Tables of Solidarity” in each of their 14 centers where people donated food, clothes, and other household items to a shared table. The system was simple: if you needed something, take it; if you wanted to help, add something. Any leftover items were donated to other nonprofits.

LIBERIA

In Liberia, many women lost their wedding pictures during the civil war, so GivingTuesday leaders found donors in the U.S. to send several wedding dresses to Liberia and worked with local photographers and salons to complete wedding photo shoots with women in remote parts of the country. This “reshaping memories” campaign will continue into next year as a way to give women who lost their wedding photos a day to rebuild those memories.

A NATION INSPIRED

STORIES FROM AROUND THE UNITED STATES

In the U.S., the number of community campaigns increased from 127 in 2018 to over 200 in 2019, a 57%+ increase. These community coalitions often form around geography, cause, or culture.

Many campaigns had monetary goals (PanhandleGives in Amarillo, TX raised \$1.8M against a \$1M goal) but others used GivingTuesday to approach generosity in a much broader way. A new trend in community campaigns is emerging: groups of nonprofits collaborating to fundraise together and split evenly what they raised (Cleveland, Northern New York, Conway, Arkansas). Leaders of these kinds of campaigns have noted that their communities like being able to give to a cause and not necessarily an organization. 2019 also saw a number of new cause and identity-based coalitions, including GivingTuesdayLGBTQ, MuslimsGive, LatinxGive, and AtheistsGive, GivingTuesdayKids, and GivingTuesdayMilitary.

CHICAGO, ILLINOIS

The kids growing up on 65th & MLK Drive in Chicago are used to the blue lights of police cars, not the lights of city-hung holiday decorations. On GivingTuesday, community leader Jahmal Cole, a local coalition of nonprofits, neighborhood residents, and volunteers from far reaching corners of the city and suburbs hung lights & holiday decor to interrupt trauma and bring cheer. Volunteers decorated 500 street poles, held a tree lighting ceremony, and hosted holiday activities for local kids.



CONWAY, ARKANSAS

Nearly 100 volunteers in Conway turned panhandling upside down on GivingTuesday - hoping the symbolism of volunteer panhandlers asking for donations on a December day would drive home the need for resources for the homeless. During last year's point-in-time census, Faulkner County was home to 964 homeless people, 588 of them children. "Homelessness here doesn't look like that picture you always have of, just, maybe a guy standing on the street, holding a sign. It's the kids that are in our school districts," said community leader Laura King. The group raised \$1,200 in spare change and small bills, which will be split between five homeless service nonprofits that serve Faulkner County.

#MUSLIMGIVE

LaunchGood, the global Muslim crowdfunding platform, wanted to showcase Muslim giving on GivingTuesday. They gave away more than \$120,000 in prizes to 263 participating organizations and campaigns. The \$724,000 they collectively raised will support a domestic violence shelter in South Carolina, feed Rohingya orphans, provide warm clothes for Syrian refugees, and more.



COLUMBUS, OHIO

Local businesses, volunteers, and nonprofits came together to create a pop-up shop to support the homeless community. Together, they gave clothing, gift cards, and haircuts - restoring a piece of humanity once lost to those in need. The event was focused on creating positive relationships, love, and encouragement through connection and conversation with the local homeless community.



PEE DEE, SOUTH CAROLINA

GivingTuesday leaders in Pee Dee, SC organized multiple Donation Station and Open House events so that residents could meet local nonprofits to learn about how they serve the community and how to support their missions.



TAMPA BAY, FLORIDA

Businesses, restaurants, influencers, and the Mayor partnered together to shine a light on local Tampa area nonprofits. The leaders paired 13 nonprofits with an influencer, who featured their organization on their social channels on GivingTuesday. The \$13,000 they raised was split evenly amongst the nonprofits.



#GIVINGTUESDAYKIDS

Launched by 12-year-old Khloe Thompson and a group of young changemakers, #GivingTuesdayKids rallied children and young people all over the world to do after-school service projects and acts of kindness on Dec 3, in an epic moment of generosity.

From Hong Kong to Brazil and across the US, kids made blankets for animal shelters, collected food for the local pantry, created kindness walls in their classrooms, collected toys for kids affected by natural disasters, and fought climate change.

#GivingTuesdayKids was celebrated in 32 countries in the initiative's inaugural year- an example of how our global network of leaders rapidly and simultaneously implement new ideas.

UKRAINE

In the Ukraine, an English teacher and her students worked with the GivingTuesday Ukraine team to organize a school-wide fair to raise funds for kids at the local cancer hospital. The fair included a bake sale with cookies in the shape of hearts and other activities and encouraged participation from every student at the school to engage in hands-on giving.



BRAZIL

The Brazil team launched #DiaDeDoarKids, their own #GivingTuesdayKids initiative, led by youth television star Isabella Casarini. Isabella used the motto “Kids Help Kids” to encourage hundreds of kids in Brazil to share on social media how they helped their peers. She also hosted an origami and board game workshop for youth patients at the ITACI Cancer Hospital. The initiative received attention on national and local news stations.

“ #GivingTuesdayKids was celebrated in 32 countries in it's inaugural year.





JACKSON, MISSOURI

Two siblings from Jackson, Missouri organized a free community dinner to help make sure everyone has a warm meal and conversation. During the meal, they accepted toy and book donations. The toys will go to the local Student Santa group that provides Christmas gifts for families who cannot afford it. The books will be given to the local children's home to be distributed to the kids who are separated from their families.

AGE DOESN'T MATTER
WHEN IT COMES TO
MAKING A DIFFERENCE
IN THE WORLD.



#GIVINGTUESDAYMILITARY

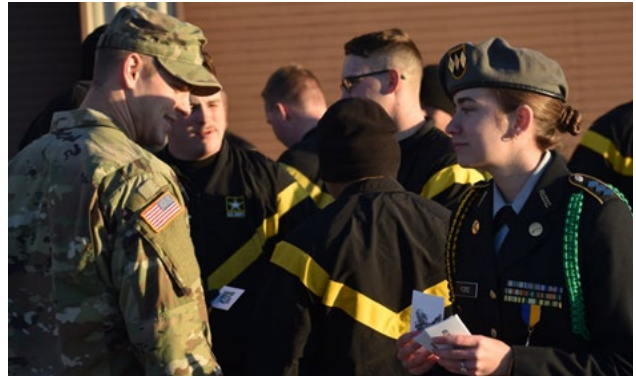
In spring 2019, Jessica Manfre, Maria Reed, and Samantha Gomolka - three Military Spouses of the Year - messaged GivingTuesday's Facebook page with a bold idea. They wanted to organize military spouses and families at bases around the world to participate in GivingTuesday.

The leaders started a Facebook group; by that weekend it had over 3,000 members. They spent months organizing activities from bake sales to community clean-ups to kind acts for first responders. Military service members, veterans, and their families- who already have committed so much to something bigger than themselves - inspired the world through acts of kindness on GivingTuesday.



HONORING OUR HEROES

The Quantico Chapter laid 135 medals at the graves of fallen soldiers at Arlington. The medals were donated by We Finish Together. The group also wrote 1,031 cards to troops, gave out 1000 gift cards for a local BBQ restaurant, and did 207 random acts of kindness, from leaving quarters in gumball machines to bringing a neighbor a treat.



KINDNESS IN A COFFEE CUP

Copperas Cove High School JROTC woke up early and served hundreds of Fort Hood service members coffee and muffins along with a thank you note for their commitment to serve and protect, all before the start of their school day.



SENDING WARMTH

While on deployment in Okinawa, Japan, a Marine partnered with a local hospital and nonprofit to crochet 13 baby blankets for single mothers. She also provided yarn and hooks to other sailors who were interested in participating.

STORMING THE HILL

One GivingTuesdayMilitary group organized a “Storm the Hill” event, spreading kindness to elected officials in DC. They knocked on every Congressperson’s door to thank them and give them a “Be Kind” bracelet. One of the legislators said, “With a country so divided, this initiative is so important! We need to be united and what a way to do that: through generosity.”



“WE WANT TO CREATE
THE WORLD THAT OUR
CHILDREN BELIEVE
ALREADY EXISTS.”

- SAMANTHA GOMOLKA



GENEROSITY CHAMPIONS

INDIVIDUALS STANDING UP FOR OTHERS

GivingTuesday is powered by a network of people from all walks of life who have come together to create the biggest giving movement in the world. They are invested in a collective effort to build a better world, make a difference in the lives of others, and show up for the causes they care about. On GivingTuesday 2019, there were countless examples of individuals stepping up in ways that were heartwarming and creative, impactful and unexpected. These are just a sampling of the hundreds of thousands acts of kindness from around the world.



Michelle Obama donated the proceeds from her memoir—over \$500,000—to the Girls Opportunity Alliance Fund at the Obama Foundation, which supports grassroots leaders around the world who

best understand the unique challenges girls face in their local communities.

“ This duty of giving back is what my parents and grandparents taught me, and it’s a value I’ve tried to live by my entire life—because it’s not enough just to make your way through life, thinking only of yourself.”

- MICHELLE OBAMA



A young girl brought her piggy bank with \$0.85 inside to the Archbold, OH GivingTuesday event so she could give to her favorite local nonprofit.



A young woman from Malaysia drove from her college campus to Kuala Lumpur, dropping off clothing donations she’d collected from her fellow students at orphanages and shelters along the way. She admitted that while she’s no stranger to giving, this is the first time she’d done anything like this before and she loved it.

A young man from California wrote in to say that a woman paid for his groceries. He didn't know what GivingTuesday was, but after looking it up, promised to "pay it forward" the next time he was at FoodMaxx.



A young girl from Baltimore, Ryann Lucas, was adamant that she not get any gifts for Christmas this year. Inspired by GivingTuesday, she only wanted to give this season. She decided to give out blessing bags to the homeless instead.



A group of volunteers in Mauritius went out on the streets of the capital Port Louis to give out 500 little cakes along with a message of peace.

Andy Grammer texted his friends to nominate someone who needed a little love, then surprised a teacher (and her classroom) with a few surprises and a performance. He shared the video to his followers on GivingTuesday, adding a request that they "be kind to someone else for no reason at all. It will make you happy."



Andy Grammer ✓
@andygrammer

So sweet that my birthday landed on [#givingtuesday](#) Last week I sent out a text asking people to nominate a friend who needed some love. These simple acts of love can so powerful to be apart of. On this Tuesday be kind to someone else for no reason at all. It will make you happy.



GIVING TUESDAY

GivingTuesday was founded at the 92nd Street Y and incubated in its Belfer Center for Innovation & Social Impact. The 92nd Street Y is one of New York City's most prestigious community and cultural centers.

LEADERSHIP SUPPORTER

BILL & MELINDA
GATES *foundation*

Also generously supported in 2019 by



PLATFORM PARTNERS

The GivingTuesday Data Collaborative uses data provided by the following organizations to estimate total giving on GivingTuesday: Benevity, Bloomerang, Charity Navigator, CiviCore, Classy, Combined Federal Campaign National Capital Area, Cybergrants, Donately, DonorPerfect, DonorsChoose, Everyaction, Facebook, Fidelity Charitable, Firespring, Frontstream, FundRazr, Give Lively, GiveCampus, GiveGab, Global Impact, GlobalGiving, GoFundMe, GoFundMe Charity, HIPGive, iATS Payments, iModules, Kindful, Little Green Light, Mightycause, Movember, NationBuilder, Neon One, Network for Good, Omaze, OpenBitLab, PayPal, Qgiv, Rallybound, Salsa, Snap! Raise, and Tiltify.

GIVINGTUESDAY
STRIVES
TO BUILD
A WORLD



WHERE
GENEROSITY IS
AT THE HEART
OF SOCIETY



UNLOCKING
OPPORTUNITY,
AND EQUITY
AROUND THE
GLOBE





CHRIS180
Changing Directions.
Changing Lives.



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December 3,
2019
GA

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#GAGives #RFSAM

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**GIVING
TUESDAY**