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 Mutual Aid Hub.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 donoes 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



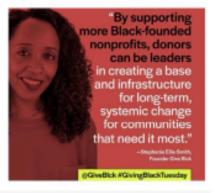
goal by more than 175% in raising \$3.53 million during their campaign

*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 inperson events, many communities got creative. Giving Tuesday Katy (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, Noeth Carelina'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 <u>SHARE Omaha</u>. 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.

GivingTuesday 2020 Impact Report