

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, equating 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.



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.



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



[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.