



Kick Off Your GI♥INGTUESDAY Plan



Moderator

Tamara Rahmani

Western Canada Lead, Charity Engagement,
CanadaHelps

Vision:

We envision a society in which all Canadians are committed to giving and participating in the charitable sector, and in which all charities, regardless of size, have the capacity to increase their impact.

Mission:

To inform, inspire, and connect donors and charities, and to democratize access to effective technology and education in the charitable sector.

For charities, CanadaHelps builds effective and affordable fundraising technology, and provides free training and education so that all charities, regardless of size, have the capacity to increase their impact and succeed in the digital age.

For Canadians, www.canadahelps.org is a convenient, safe and trusted, one stop destination for donating to (once, monthly, or gifts of securities), fundraising for, or learning about any charity in Canada.

TRUSTED
SINCE 2000

\$1 BILLION
RAISED

2 MILLION
DONORS

22000
CHARITY
PARTNERS

Agenda:

- About CanadaHelps
- About GivingTuesday
- GivingTuesday 2020 and COVID-19: where we are right now
- Looking ahead to December 1st, GT 2020
- On the ground look at GT this year (Western Canada)
- Interview with Moezine Hasham from Hockey4Youth
- Questions & Answers



Our Speakers



Lys Hugessen
VP Partnerships &
GivingTuesday Canada,
CanadaHelps



Woodrow Rosenbaum
GivingTuesday Chief
Data Officer,
GivingTuesday Global



Moezine Hasham
Executive Director &
Founder, Hockey 4
Youth

QUICK POLL QUESTION...

Have you participated in GivingTuesday before?

- Yes
- No
- Not sure

THE POWER OF GENEROSITY AROUND THE WORLD

GIVING
TUESDAY



BLACK FRIDAY / CYBER MONDAY



SPANNING THE GLOBE





**RECENT RESULTS IN
CANADA:**

2019 & GIVINGTUESDAYNOW



GIVINGTUESDAY

2019 HIGHLIGHTS

Tuesday, December 3rd, 2019

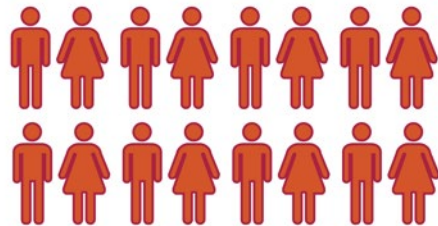
The opening day of the
holiday giving season.

🇨🇦 **7 YEARS OF
AWESOME!**

Bigger, smarter,
better giving!

7,000+

charities and
businesses
participated.



**MILLIONS OF
CANADIANS
DID GOOD STUFF**

GIVING MORE THAN



Thousands of actions,
volunteer hours, and
new pledges.



390 new socks for people experiencing homelessness in Burlington.



1 city SUV stuffed with food in Westmount.



5 bikes built for people in need in Vancouver.



21 GivingTuesday flags raised across Canada!



505 meals, hygiene kits and gift bags for people in need in Montreal.



48 businesses giving back in St Marys.



600 breakfasts for hungry students in Mississauga/Brampton.



13 iPods for seniors with dementia to enjoy music in PEI.



1 crib filled with items for infant food bank in Milton.



20 Christmas hampers for teen moms in Regina.



433 cat and dog toys for homeless pets in Halton.



30 boxes filled with gifts for families in Lower Mainland.



30 Christmas trees for kids in Regina.



7504 giving pledges on CanadaHelps.org.

43 COMMUNITY MOVEMENTS

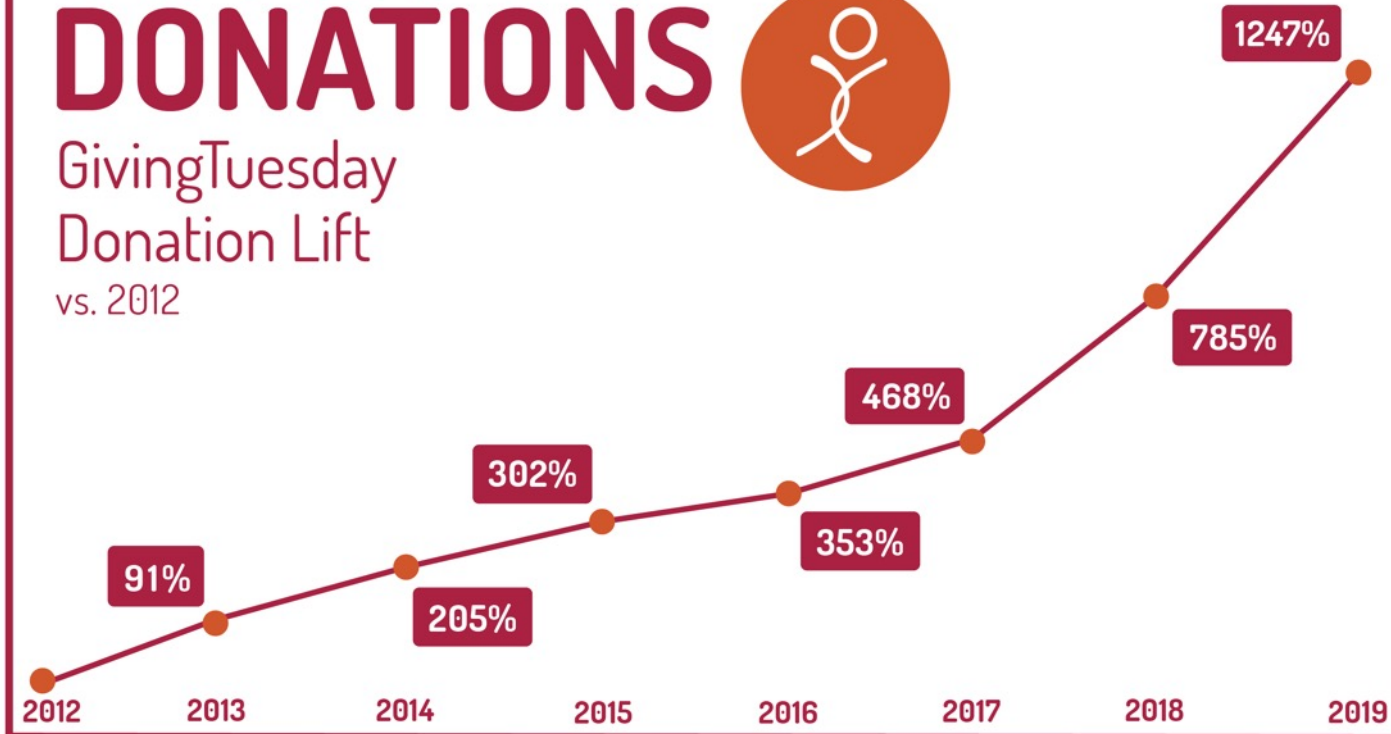


**Mayoral proclamations
from coast to coast!**

GIVINGTUESDAY | 2019

IMPACT ON DONATIONS

GivingTuesday
Donation Lift
vs. 2012



+50%
vs. 2018!

GIVINGTUESDAY | 2019



\$21.9 MILLION

raised online in Canada (in 24 hrs
across all reported platforms).

GIVINGTUESDAY | NOW



CanadaHelps.org
donations **4x higher** than
the average Tuesday
(before COVID-19)

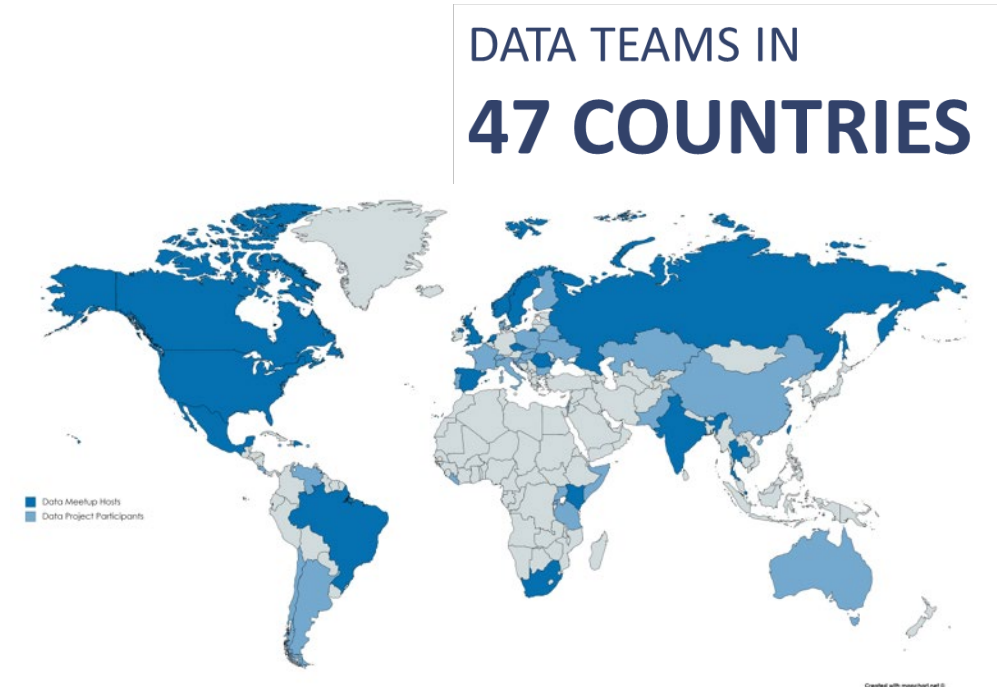
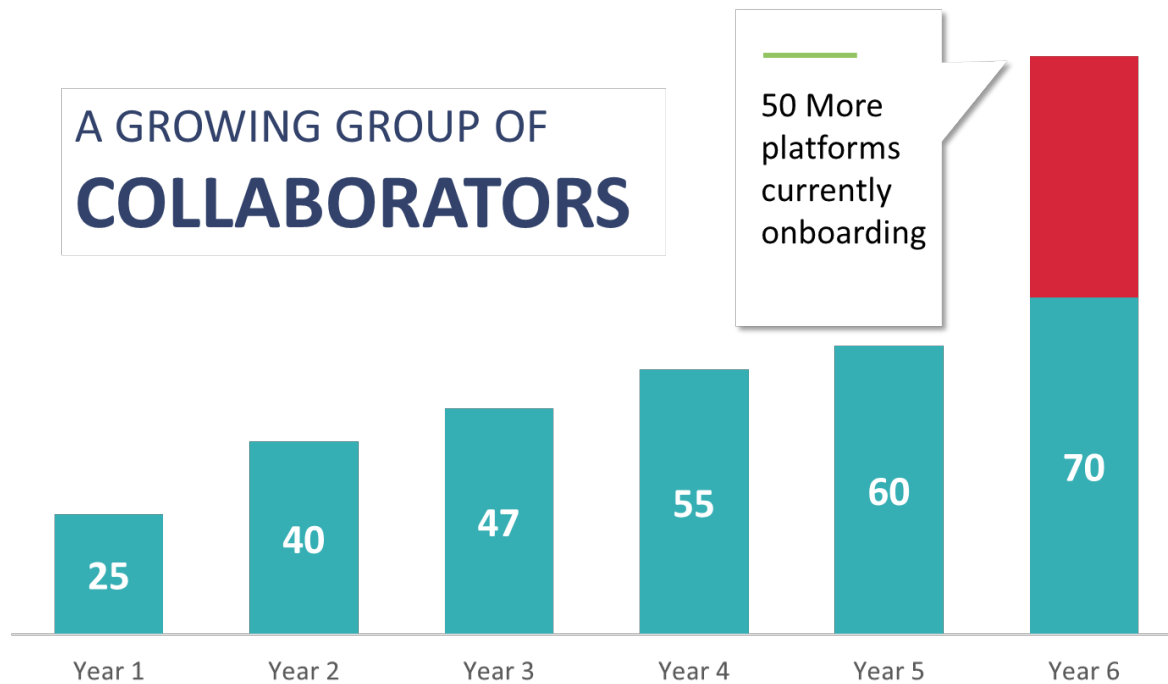


INSIGHTS FROM THE GIVINGTUESDAY DATA COMMONS

GIVING
TUESDAY



Our Global Data Commons

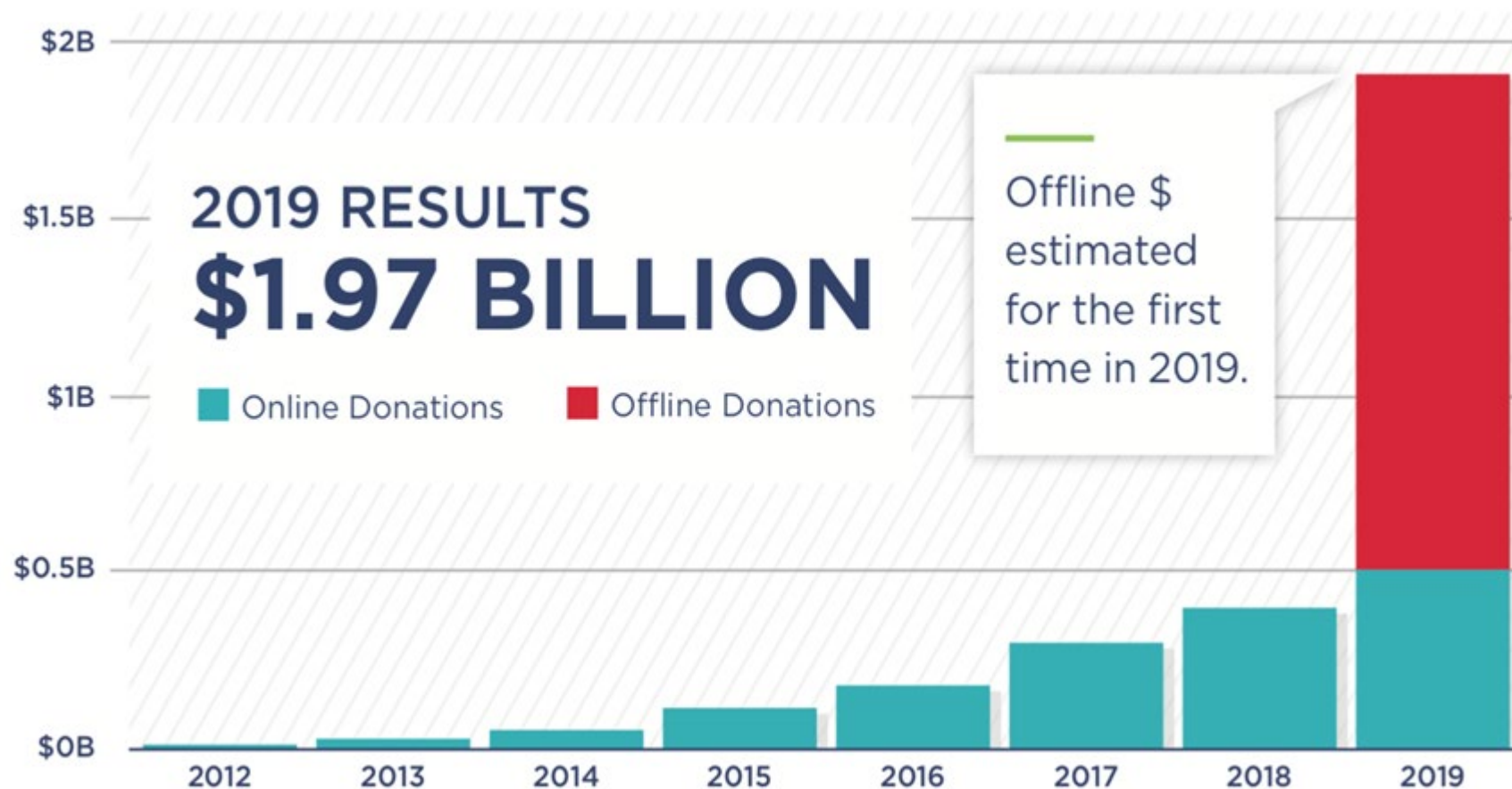




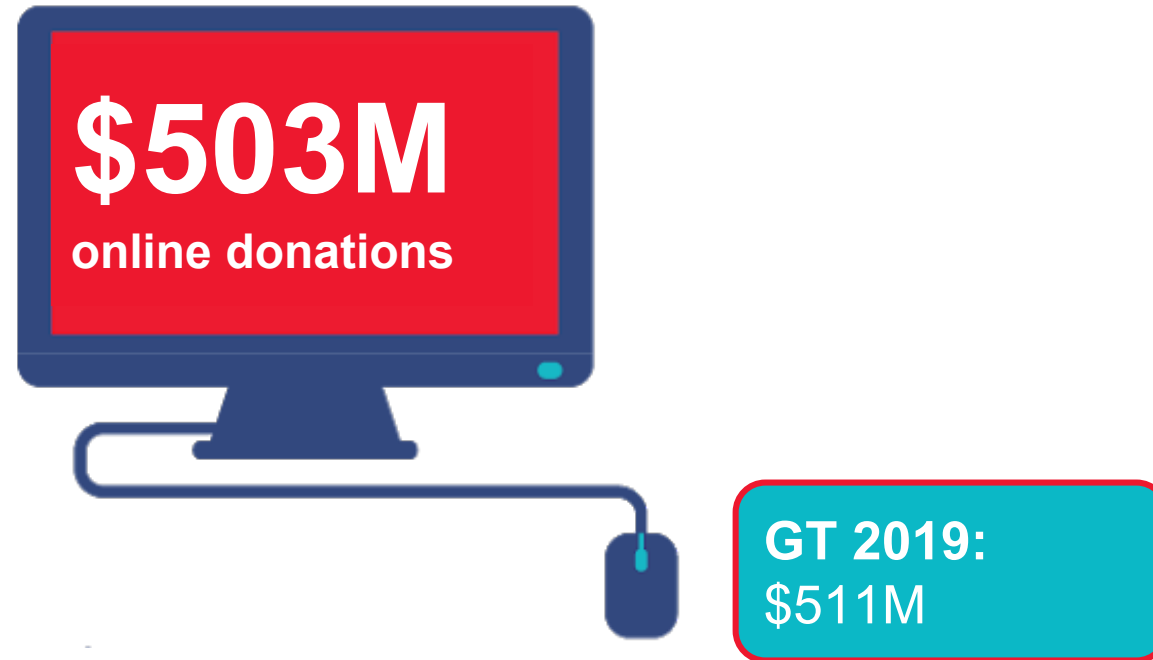
**GIVINGTUESDAY
IS (STILL) BIG.**



GIVINGTUESDAY DONATIONS GROWING



#GIVINGTUESDAYNOW USA



MOST PEOPLE PARTICIPATE IN MORE THAN ONE WAY, GIVING MORE THAN JUST MONEY

28%
gave money

37%
gave in
other ways

35%
did both



e.g. donating food, clothing drives, and other forms of nonmonetary giving

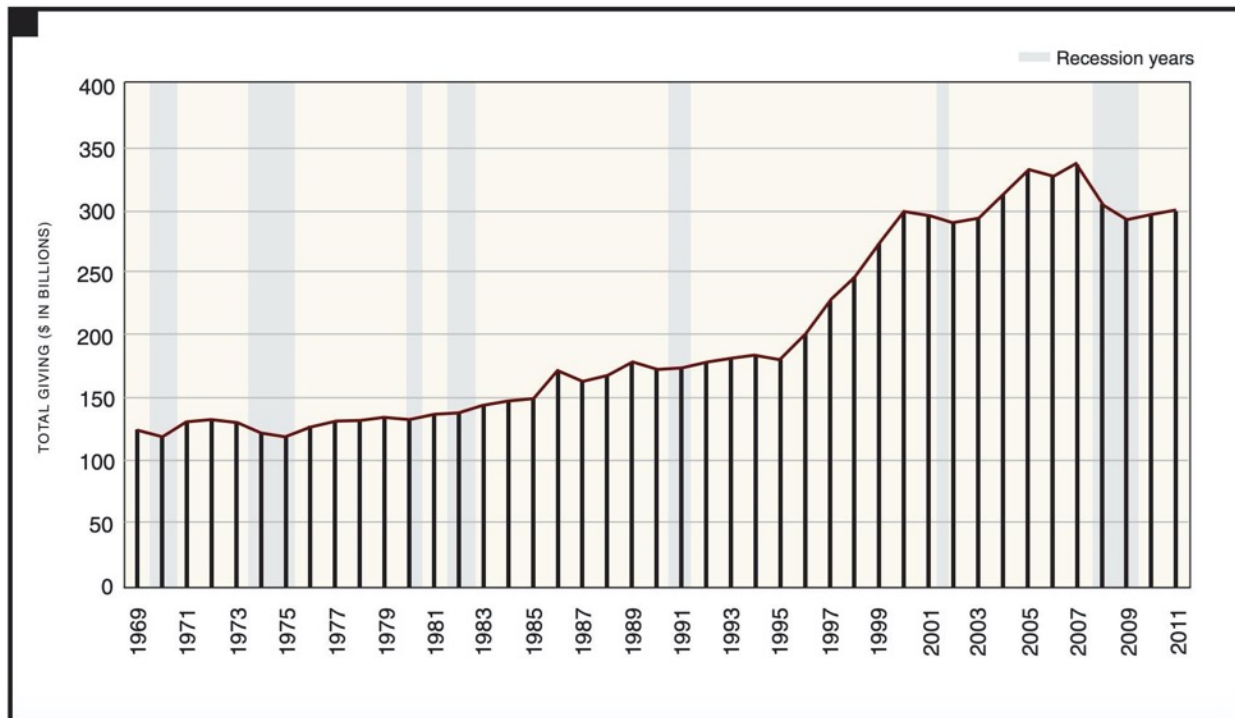


WHAT WILL GIVINGTUESDAY 2020 LOOK LIKE?



SHOCKS TO THE SYSTEM

US GIVING THROUGH RECESSION



Source: GivingUSA Foundation

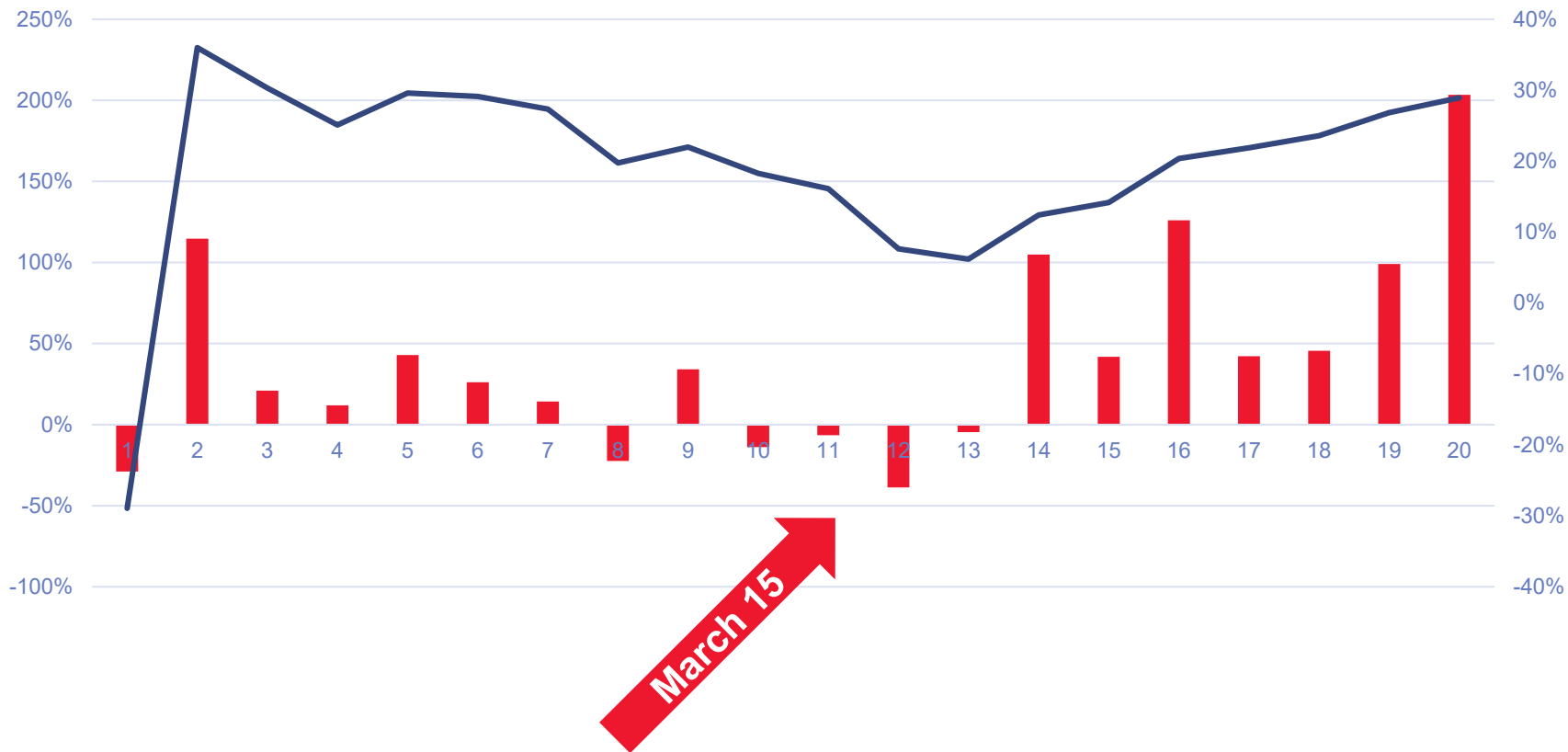
The nonprofit sector is resilient.

But individual giving is suppressed.

Diversity is critical in times of crisis.

DONATION TRENDS

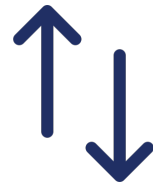
ONLINE



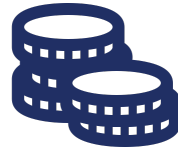
Weekly and net
percent variance
2020 vs 2019

Data still to be
collected

TRENDS IN THE DONATION DATA 2020



Increased variability



Small donations are up. Large donations are down



Retention appears stable

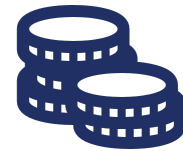




FACTORS THAT CORRELATE WITH GT GIVING BEHAVIOR



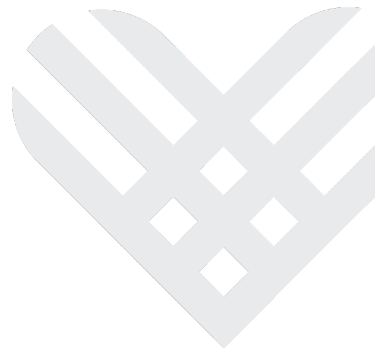
Philanthropic sentiment




Financial security



Concern about COVID



 Horizon Media
study finds that while
GivingTuesday is big
today, it's at the
tipping point of
becoming immense.

People are inspired to give on GivingTuesday

52% said that they want to
donate on this day
because it allows them
to be a **part of a bigger
group of people doing
good.**



NOW,
MORE
THAN
EVER



RELATIONAL

>

TRANSACTIONAL



WAYS TO ACTIVATE



GIVING TUESDAY



Fundraise for your organization

Make a donation

DONATION DETAILS

AMOUNT

Donate Now

Donate Monthly

\$

Amount

FUND

1. General

MESSAGE FOR EDMONTON'S FOOD BANK (OPTIONAL)

Powered by CanadaHelps

Your Donation Will Support:

Edmonton's Food Bank
BN: 129185310RR0001

GIVINGTUESDAY™

GivingTuesday is a day when charities, business and individuals come together to celebrate giving. Thank you for your participation.

DONATION DETAILS

ONE-TIME DONATION

\$

Amount

MESSAGE FOR EDMONTON'S FOOD BANK (OPTIONAL)

DONOR & TAX RECEIPT INFORMATION

EMAIL *

DONOR TYPE *

Personal

COMPANY NAME/GROUP

Matching gifts are very motivating



FEED NOVA SCOTIA
@FEEDNOVASCOTIA



Following

Happy #GivingTuesdayCa! Today only,
\$1=\$2 with @Sobeys matching campaign!
Donate online: canadahelps.org/dn/19631



DOUBLE
your impact today!

\$1 = \$2

Sobeys is matching all financial
donations today up to \$10,000!

Sobeys
Better food for all.

feed
nova scotia

GIVINGTUESDAY

**OVER \$150k
RAISED ON
GIVINGTUESDAY**

Recruit new volunteers or engage current volunteers



Use GivingTuesday to say THANKS!



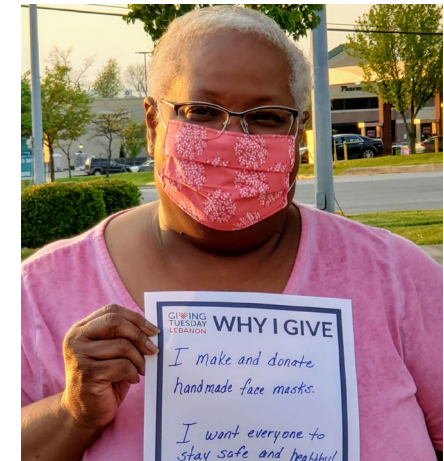
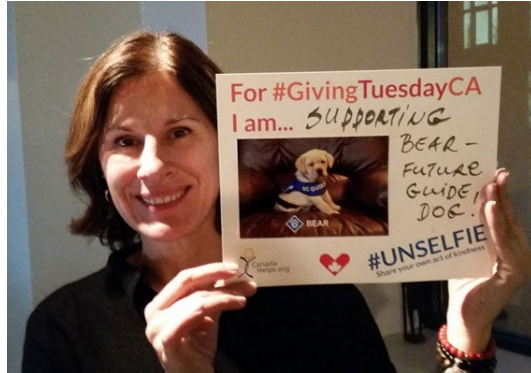
Start a GivingTuesday Spark activity



Join or start a community movement



Launch an #UNSELFIE campaign



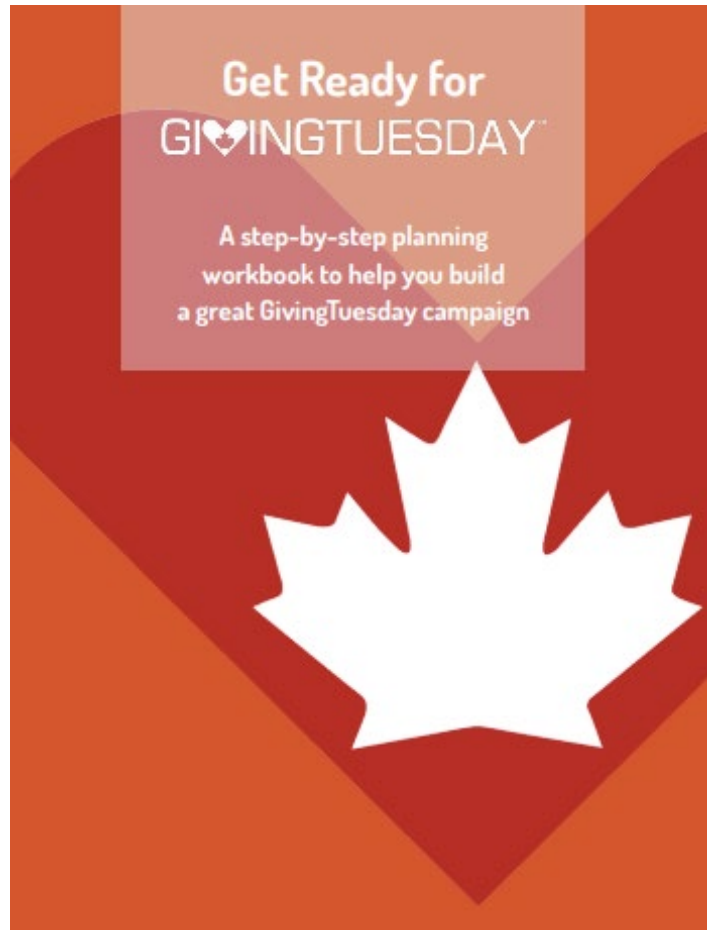
Activate your social channels!



#GivingTuesday
#GivingTuesdayCa
#UNSELFIE



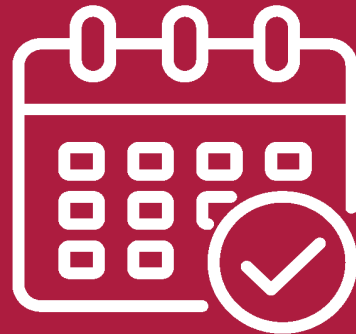
Campaign Planner Toolkit



Communications Toolkit



SAVE THE DATE
December 1st, 2020



GI  **INGTUESDAY™**

Become an official partner and get resources
[GivingTuesday.ca](https://givingtuesday.ca)



Fundraising Out West



Western Canada: Fundraising Trends to Take into Year-End

- Canadians are continuing to give (online)
- Canadians are engaged online more than ever
- Virtual fundraising can be more successful than physical fundraisers
- The sectors relevance and importance is more evident than ever
- There can be more time to be creative or take more time with initiatives

Interview with Moezine Hasham (Hockey 4 Youth)

- Tell us a little about your Giving Tuesday campaign last year.
- What tools or tactics did you use to promote and create engagement with your community?
- This year, what are you doing or hoping to do differently?
- Any advice for those undecided about participating in GivingTuesday 2020?

Questions



Get in Touch!



Tamara Rahmani

Western Canada Lead, Charity Engagement
CanadaHelps

tamarar@canadahelps.org
1-877-755-1595 ext. 2507



Woodrow Rosenbaum

GivingTuesday Chief Data Officer
GivingTuesday Global

woodrowr@givingtuesday.org



Lys Hugessen

VP Partnerships & GivingTuesday Canada
CanadaHelps

lysh@canadahelps.org



Moezine Hasham

Executive Director & Founder
Hockey 4 Youth

moe@hockey4youth.org

THANK YOU!

