



GI  ING TUESDAY
AUSTRALIA

Case Studies



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Change Narratives - GivingTuesday Liberia

GivingTuesday Liberia is turning the times and rewriting narratives. According to the GivingTuesday global leader in Liberia, there isn't a strong tradition of people giving or volunteering. When people are asked to volunteer, they often respond by asking how much they will get paid. In the past, nonprofits and organizations in the country have relied mostly on U.S. funding sources. GivingTuesday Liberia is trying to change this narrative by working with communities to explore how they can have an impact. The team worked with 15 homeless men and women not as recipients, but as givers. Together, they cleaned up the biggest hospital in Liberia, which was surrounded by waist-level high grass, and helped change the perception of homelessness and show that all people have the capacity to give.

Give Hugs - GivingTuesday Brazil

At the ITACI Childhood Cancer Treatment Institute, a public Children's hospital in Brazil, the gesture of a hug is an important one. On Dia De Doar, Brazil's GivingTuesday, volunteers spent the day at the hospital, giving out hugs to children, families, and visitors. Celebrities recorded videos for the campaign to encourage monthly donations to support the cause and children from across Brazil shared videos with open arms to thank everyone for their support.

Give Inspiration - GivingTuesday Kenya

For the first time in Kenya, a number of organizations collaborated with neighborhoods and communities around Nairobi to paint rocks with messages of goodwill and kindness. People of all ages and backgrounds were welcome to write messages on 150 rocks, and then help distribute them throughout the city as messages of hope and inspiration for others. Campaign leaders celebrated the generosity in Kibra by gathering giving stories from community members and sharing them online, over the radio. The Uweza Art Gallery posted the best giving stories on boards outside the gallery, and invited people to add their own story as inspiration for others.

Give Fuel For the Soul in a Time of Crisis - GivingTuesday Venezuela

Venezuela's political crisis was well underway by the time GivingTuesday came around in 2018. Between hyper-inflation, power cuts, and shortages of food and medicine, campaign leaders were not in a position to ask people to give money to charity. Instead, on GivingTuesday in Venezuela, team leaders created a network of non-fundraising activities including giving out empanadas and hugs that fed not only the stomach also the soul.



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Give Youth the Opportunity to Give - GivingTuesday Ukraine

2018 was Ukraine's first time participating in GivingTuesday. 15 cities participated in various ways and they collected 15 million hryvnia in total. They offered a number of other activations designed to get everyone giving, with particular attention on kids and young people. On GivingTuesday, 207 schools across Ukraine took part in "kindness lessons." Each held a charity fair, concert, or other event to raise money for Zaporuka, a children's cancer charity. More importantly though, it proved that school can be a powerful generosity lab and that good deeds can bring together children, teachers, and parents to give back. GivingTuesday Ukraine also had posters made with the tagline: "Do Good, Bro," which they placed in colleges and universities.

Mobilize YouTube Influencers - GivingTuesday Norway

In Norway, YouTube celebrities encouraged people across the country to donate on #GivingTuesday by posting and sharing videos about the causes they care about. Some videos captured YouTubers giving back around the world, including videos from [Thailand](#), Nepal, Ecuador, and other places. Overall, 85 videos were created and shared reaching over 200,000 people on Facebook and 45,000 people via Instagram. These videos created a groundswell of noise and excitement about the many ways Norwegians could give and take part in #GivingTuesdayNorge.

Celebrate All Week - GivingTuesday Singapore

Imagine a week where we constantly get opportunities to give – from the moment we start our day, during our commute, at work, at play, when having a meal, or shopping, even our conversations and activities have an element of care. In Singapore, GivingTuesday organizers did just that - they created both online and offline activations to encourage generosity to become a daily norm. The campaign partnered with an Instagram influencer to create a funny [video to encourage more Singapore resi-dents to give back](#). Organizers created three [Good Hubs](#) - themed-events in high-traffic areas of the city throughout the week to help people discover causes and learn how to give back.

Give Joy - GivingTuesday Eastern Carribean

GivingTuesday Eastern Carribean organizers hosted kids karaoke charity events both in St. Lucia and Antigua. The event brought together local public figures, organizations, families and children together to spread cheer, spend time, share stories and do good in the process. In St. Lucia, [the event was held on the Children's Ward of the local hospital](#). In Antigua, it was held at the Friends of the Care Project, which cares for disabled children. During the event, local celebrities and ministers sang karaoke with the kids while supporters fulfilled a wishlist of needs provided by the hospital. Volunteers decorated the space to help spread the holiday cheer for the children



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WOMEN FOR WOMEN INTERNATIONAL

In countries affected by conflict and war, Women for Women International supports marginalized women to earn and save money, improve health, influence decisions in their home and community, and connect to networks for support. On #GivingTuesday Women for Women International set a specific goal of providing 500 baby “chicks” to women in need. Raising poultry is a lifeline to steady income for women in war torn countries. Women for Women International met their goal and sent over 500 baby “chicks” to hundreds of women around the world.

MOVEMBER

On the back of a successful #GivingTuesday 2016, the Movember Foundation launched a campaign with Visa Checkout incentivizing giving through matching and fun giveaways. In the 27 days leading up to #GivingTuesday (all of November), Visa Checkout matched every donation up to \$25 and entered donors to win a trip to Super Bowl LII. In addition, on #GivingTuesday Visa doubled their match up to \$50 per donation. As an extra incentive to give, Dockers donated \$5 of every purchase to Movember on #GivingTuesday and Derek Hough donated a portion of every purchase of his new hit single “Hold On”. Lastly, Movember held two events in NYC to watch Santa Claus shave his beard into a mustache in honor of men’s health.



November

KARAM FOUNDATION

The Karam Foundation tied #GivingTuesday into their end of year 10FOR10 campaign to celebrate their 10 year anniversary. The campaign featured social media posts highlighting 10 years of Karam and encouraged followers to donate \$10 and nominate 10 friends to do the same. Karam raised funds for winter aid projects in Syria.

TZU CHI USA

Tzu Chi USA, an international humanitarian organization established #GivingTuesday as #GivingReliefDay in an effort to provide emergency aid, distribute food, and offer medical care to those in need. They created a landing page with inspiring stories, highlighting programs, and offering ways to give and become involved on #GivingReliefDay. The campaign was shared on social media and with the help of a generous matching gift, Tzu Chi USA was able to raise over \$200,000 for their first ever #GivingReliefDay.



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WORLD BICYCLE RELIEF

World Bicycle Relief titled their #GivingTuesday campaign "Umoja" which means "Unity" in Swahili. The campaign highlighted a school in Kenya where students of Christian, Muslim and traditional African faiths study together and embody their motto "Together We Rise." Through social media posts and partnerships with several businesses and corporations, World Bicycle Relief set an ambitious goal for #GivingTuesday to raise funds for over 1,400 bicycles. Overall the campaign surpassed their goal by raising funds for over 1,620 bicycles and through a 1:1 match, were able to provide over 3,200 bicycles for students.

PAYPAL

Motivated by their mission to democratize financial services so that as many people and businesses as possible can join and thrive in the digital economy, PayPal saw a record breaking \$64 million donated to charities and non-profits via the PayPal platform on #GivingTuesday. This is a 33% increase over donations in 2016, and includes donations originating from 175 different countries. Nearly \$64 million in charitable giving on one day is a wonderful example of the unified magic of #GivingTuesday.

GLOBAL WILDLIFE CONSERVATION

Global Wildlife Conservation celebrated #GivingTuesday raising funds to expand a reserve in Guatemala that protects one of the top 25 "most wanted" lost species, a Jackson's Climbing Salamander. They encouraged supporters to #SaveASally on social media and, with some creative marketing, they crushed their \$5,000 goal and raised \$50,000 to protect these rare amphibians.

SMILETRAIN

On #GivingTuesday, Smile Train launched their Give Smiles campaign with activities worldwide. Activities included volunteer activities with Miss Universe contestants, a virtual reality experience to learn more about children undergoing cleft lip surgery, a partnership with Top Chef restaurant owners to donate proceeds from their restaurants, and a celebrity culinary event in the Philippines. In addition to events around the world, Smile Train hosted a 'streamathon' on social media featuring the CEO of Smile Train hosted by Devin Thorpe.



Global Wildlife Conservation