

The History of Giving Tuesday

New York is a city known for its robust nonprofit community and the energetic spirit of giving that fuels charities addressing challenges from hunger, educational gaps and income inequality. With Giving Tuesday arriving Nov. 27—the Tuesday after Thanksgiving— it’s an ideal time to contribute to the nonprofit organizations that do so much to make life better for those in need.

The global day of giving that we are celebrating has become an annual tradition that kicks off the end-of-the-year charitable giving season. Giving Tuesday started when two organizations, the United Nations Foundation and the 92nd Street Y, joined forces in 2012 to create a day that celebrated generosity. Soon other organizations united with them, and the founding partners expanded to include Aldo, Cisco, Google, Groupon, Iraq and Afghanistan Veterans of America, Mashable, Microsoft, Skype, Unilever and UNICEF. Today, the event, fueled by the #GivingTuesday social media campaign, is celebrated by families, schools, businesses and other organizations interested in helping those in need.

So how can you take part? There are many ways to give.

Making a monetary donation so charities can pay for programs that help the community is one powerful way to do that. Donating your time and expertise, however, can be just as powerful. Many charitable organizations invite their supporters to get involved by giving their time to volunteer projects. Some companies in the New York metro area mark the day by giving their employees paid time to get involved in charitable projects that matter to the employees.

These nonprofits cannot operate without community support, so we invite you to read about what they’re working on and to reach out and help in whatever way you can. ■



www.angelsinafrica.org
(212) 350-2345

Angels in Africa Women’s Village and School provides food, clothing, shelter, and HOPE to poorest Maasai. Education for 850 elementary, 125 secondary, 12 university. Goal SELF-SUSTAINABILITY!



Children's Aid
Every step of the way

www.childrensaidnyc.org
(212) 949-4936

As one of New York City’s largest and most comprehensive children’s charities, we provide kids with the things we know they need to thrive: high-quality academic and social-emotional support, a full array of physical, dental, and mental health services, and the skills they need to advocate for themselves and to strengthen their families and communities.



THE FLOATING HOSPITAL

www.thefloatinghospital.org/donation
(718) 784-2240 Ext. 213

With a gift to The Floating Hospital this season, you can help families living in homeless shelters and domestic violence safe houses receive needed health care services. We treat health care as a basic human right, serving one-quarter of NYC’s family homeless population. Health care for all IS possible. You are the key.



www.ujafedny.org
(212) 980-1000

UJA-Federation of New York cares for Jews everywhere and New Yorkers of all backgrounds, responds to crises close to home and far away, and shapes our Jewish future. And it starts with you. Join us!



www.uhbm.org
(347) 454-2793

The Universal Hip Hop Museum in the Bronx is the official museum of Hip Hop. Our mission celebrates and preserves the history of local and global hip-hop music and culture to inspire, empower and to promote understanding. UHHM was founded to preserve, showcase and celebrate the culture’s past, present and future.

