



#GIVINGTUESDAYNOW | A GLOBAL DAY OF GIVING AND UNITY MAY 5, 2020

**On May 5, 2020 we come together as a global community...
To give. To help. To thank. To heal.**

#GivingTuesdayNow is a global day of generosity and unity, a day to come together and give back in response to the unprecedented need caused by COVID-19, no matter who or where we are.

We're bringing together our global network of leaders, partners, communities and generous individuals to tap into the power of human connection and grassroots generosity. Whether you give your voice, goods, your time, or your money, let's come together on behalf of our communities and help people in need.

From global brands to small businesses, from international nonprofits to neighborhood networks, people are coming together in a variety of ways to show unity on May 5th in celebration of #GivingTuesdayNow.

#GivingTuesdayNow Leadership Supporters

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COVID-19 SOLIDARITY FUND

>> www.covid19responsefund.org

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<http://now.givingtuesday.org> | #givingtuesdaynow

Why GivingTuesdayNow?

Created in 2012 as a day to do good, GivingTuesday has grown into a year-round global generosity movement with leaders who have launched more than 200 community campaigns across the U.S. and national movements in more than 60 countries. At the grassroots level, people and organizations participate in GivingTuesday in every single country in the world.

On the last GivingTuesday, December 3, 2019, the global giving day generated \$2 billion in giving, just in the United States, and inspired millions of people worldwide to volunteer, perform countless acts of kindness, and donate their voices, time, money, and goods.

#GivingTuesdayNow, planned for May 5, 2020 is being deployed in response to needs expressed by communities and leaders around the world.

- #GivingTuesdayNow is a global day of giving and unity that will take place on May 5, 2020 as an emergency response to the unprecedented need caused by COVID-19.
- #GivingTuesdayNow is designed to drive an influx of grassroots generosity, citizen engagement, business and philanthropy activation, and support for communities and nonprofits around the world. It's a day when we can all come together and give back in all ways, no matter who or where we are.
- #GivingTuesdayNow is an opportunity for people around the world to stand together in unity--to use their individual power of generosity to remain connected and heal.
- People can show their generosity in a variety of ways during #GivingTuesdayNow: whether it's helping a neighbor, advocating for an issue, sharing a skill, or giving to causes, every act of generosity counts.
- At a time when we are all experiencing the pandemic, generosity is what brings people of all races, faiths, and political views together across the globe. Generosity gives everyone the power to make a positive change in the lives of others and is a fundamental value anyone can act on.
- Generosity can help alleviate the isolation and loneliness that many of us feel during this time. Our ability to give help and hope gives us agency, dispelling feelings of powerlessness.
- Even as we practice physical distancing, we can remain connected through kindness and generosity even without physical proximity. There is no reason that our physical separation means we can't provide the financial, emotional and social supports that nurture our families and communities.
- Even in times of economic crisis, we each have a deep reserve of generosity, which we can deploy in myriad ways to make a difference--your time, your kindness, your skills, your voice are all things you can give in addition to charitable donations.