Classy

Giving Tuesday All Stars: 5 Winning Campaigns to Learn From

Date
November 2021
Mission

Mobilize and Empower the World for Good
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Meet your presenters

Years of nonprofit and tech experience.

Maddie Diaz
Marketing Specialist
Classy

Emily Herrin
Customer Development Manager
Classy
01
Hire Heroes USA
Hire Heroes USA empowers U.S. military members, veterans and military spouses to succeed in the civilian workforce.
Mobilize and Empower the World for Good

Hire Heroes USA

PROVIDE EMPOWERMENT
As the COVID-19 pandemic wanes, a rapid economic recovery now seems less certain. Veteran unemployment is only double the rate at the end of 2019, and military spouses face steeper barriers to stable employment in 2020. You can be the solution.

TOGETHER, WE EMPOWER
On Giving Tuesday, join the global day of unity and generosity to sustain our employment services for every veteran and military spouse who deserves our best in the coming months.

There's no success after service without you.

EQUIP
Provide a veteran with a professional resume and cover letters to open doors to the civilian world.

DONATE

ESTABLISH
Provide ten one-hour counseling sessions connecting veterans to assistance and resources.

DONATE

ENGAGE
Provide ten one-hour networking events connecting veterans to potential employers.

DONATE

EMPOWER
Find a veteran through the Hire Heroes USA process to achieve new or refreshed employment.

DONATE

BE AN ADVOCATE
It takes all of us working together to empower military families. Share with your friends and families to make our impact even greater.

Click the icons below to find ready-to-share assets to empower your friends and family to support our mission.

SHARING ON SOCIAL
SEND AN EMAIL
SEND A TEXT

TELL YOUR STORY
Share your messages of support for our military families.

$44.00 was donated anonymously a year ago
C donated $52.50

$60.00 was donated anonymously a year ago
B donated $255.00

$15.00 was donated anonymously a year ago
A donated $105.00

$62.50 was donated anonymously a year ago
D donated $62.50

Donate to volunteer in the future.

Hire Heroes USA
It’s Giving Tuesday! Today, your gift provides immediate assistance to a veteran or military spouse searching for a new career this holiday season. Give the gift of empowerment: bit.ly/HHUSAGivingTue...

#GivingTuesday #HireHeroes

Chris,

When COVID-19 began to impact the United States, I was on deployment in the Middle East. From halfway across the world, I heard from family members how things back home were faring - supply shortages, local business closures, and mass layoffs and furloughs. Only a few weeks away from the end of my 9-month deployment, the Department of Defense put a stop to all military travel – indefinitely delaying my return home.

In July, when I was finally able to return, I saw first hand just how challenging the pandemic had been on the military community. Many of my National Guard team members, who had just returned home from faithfully serving their country, found themselves unemployed. These brave men and women need your help.

As the pandemic continues to progress, I see the negative impacts continuing within the military community - unemployment, underemployment, and unstable futures. Today, on #GivingTuesday, you can provide urgent and critically needed employment support for our nation’s military heroes.

Together, we give.

Today your gift ensures veterans and their spouses receive the tools, support and confidence necessary to secure employment.

12.3.2020

View Tweet activity
3 Retweets 1 Quote Retweet 6 Likes

Anthony,

Tomorrow is #GivingTuesday, a day dedicated to harnessing the power of generosity to strengthen and transform your community. During a year of uncertainty and isolation, generosity connects us and drives positive change. That change starts with you.

This year, in the wake of the pandemic, the veteran unemployment rate spiked to historically high rates and remains well above 2019 levels. Continued economic uncertainty and an unstable job market are only exacerbating the challenges military members, veterans, and military spouses face as they search for new careers.

But they don’t have to do it alone

Join us tomorrow on #GivingTuesday. Your gift will provide immediate assistance for those searching for a new career this holiday season.

With Sincere Gratitude,

Erin Johnson
Director of Growth
02 Vanderbilt Health
Vanderbilt Health improves the health status of individuals and communities by providing patient-centered, cost-effective health services.
This #GivingTuesday, you can rise to the challenge and give patients more. More compassionate care, more COVID-19 research, more birthdays, more time with family, more Tuesdays!

When you make a gift to Vanderbilt Health, which includes Monroe Carell Jr. Children's Hospital at Vanderbilt and Vanderbilt-Ingram Cancer Center, you are giving our patients so much more.

Can we count on you to rise to the challenge this Giving Tuesday?

DOUBLE YOUR IMPACT

A special thank you to Twice Daily and the Musciant Family Brain Trust for matching all donations through midnight on December 2nd!
Your donations could provide...

More Cancer Survivors $200
When you donate on #GivingTuesday you give cancer patients like Britany a chance to grow up healthy and accomplish their dreams.

More Health Care Heroes $250
Your donation supports our health care workers who are fighting on the frontlines of the COVID-19 pandemic.

More Birthdays $200
Your donation this #GivingTuesday gives patients like Charlotte the chance to celebrate more birthdays with their family.

More Time $50
Your donation gives parents like Pierce and Shaggy more time to make memories together as a family with their daughter Louise.

Give Before Midnight to Double Your Impact this #GivingTuesday

All Giving Tuesday donations made before midnight will be matched dollar for dollar thanks to our friends at Twice Daily and the Musicians Family Brain Trust.

Your donation will support our mission and honor the health care heroes who have risen to the challenge during COVID-19. Your donations are Giving Patients More Tuesdays.

Choose a one-time amount
$500 $250 $100 $50 USD $ OTHER

Optional: Dedicate your donation in honor or in memory of someone.

Your Information

Vanderbilt Health
03
Teach for America
Teach for America **confronts educational inequity throughout teaching and at every sector of society to create a country free from injustice.**
They say this could be a year of lost learning. Not us.

One organization predicts that students will lose between three months to a year of learning by next fall. We can’t let that happen.

Our corps members and alumni are showing up for kids in unprecedented ways. From delivering school work to kids at home, to providing their families with meals, to engaging students in new and creative ways, the Teach For America network is committed to getting students the resources and support they require.

Your gift today supports our students, teachers, and communities.

Your gift will be matched by Cognizant U.S. Foundation

The Cognizant U.S. Foundation supports organizations working to inspire, educate, and prepare people of all ages to succeed in the workforce today and tomorrow. Since 2019, the Foundation has committed $50 million to ensure all individuals have equitable opportunity to thrive in the digital economy. Learn more about the Foundation: https://www.cognizantfoundation.org.
YEAR OF CREATIVE LEARNING

YEARS OF LOST LEARNING

They say this could be a year of lost learning. But not us. We won’t let this year be lost, because our kids are too important.

YEAR OF LOST LEARNING

YEAR OF LOST INNOVATIVE CONNECTED COLLECTIVE ENGAGING ESSENTIAL LEARNING
04
Younique Foundation
Younique Foundation inspires hope in women who were sexually abused as children or adolescents by providing healing services through retreats, support groups, and online resources.
1 in 4 women endure the trauma of child sexual abuse.

Due to the generosity of a private donor, all donations made through 11:59 pm MST on December 1 will be matched up to $100,000.

Martha, a survivor of child sexual abuse, had written her suicide note before she decided to take one last chance at life. She felt exhausted by the struggles she had fought against for so long, and hoped to find relief at The Haven Retreat.

“I was floating through time and I wasn’t making any progress,” she said. “I thought the retreat was my last chance.”

Survivors like Martha often experience trauma symptoms related to the abuse for years, or even decades. Many experience sleepless nights, panic attacks, and other trauma symptoms on a daily basis. For these survivors, The Haven Retreat plants a seed of hope that they can learn to heal from their childhood trauma.

You can help survivors like Martha heal in 2021.
Thank You For Your Gift

1 in 4 women are survivors of child sexual abuse and many of them live with the impacts of that trauma everyday. Your contribution will help survivors of sexual abuse get access to the resources needed to help them along their healing journey.

Choose a one-time amount:

- $500
- $100
- $50
- $25
- USD
- $ Other

☐ Dedicate my donation in honor or in memory of someone

Your Information

First Name *

Last Name *

☐ Don’t show my name publicly.

Email *

Your receipt will be emailed here.

☐ It’s okay to contact me in the future.

One-time donation:

$75.00 USD

I’d like to cover the fees associated with my donation so more of my donation goes directly to The Younique Foundation.

Donate with your preferred payment method:

- PayPal
- CREDIT CARD

The Younique Foundation
4101 N Thanksgiving Way
Lehi, UT 84043 US

Questions@youniquefoundation.org

Donor Support

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05
HealthTree Foundation
HealthTree Foundation supports and educates blood cancer patient communities with tools that help advance a cure.
Myeloma Crowd Research Initiative

Help us raise $500,000 to support six myeloma studies involving thousands of patients.

Real World Evidence
Real-world evidence can advance new insights while helping myeloma patients better navigate their disease. Because of the generosity of many of you who have shared your experience in HealthTree, we can now perform more rapid research in collaboration with the myeloma scientific community to provide faster, accurate answers that can improve our decision making today.

Bring multiple myeloma research into the 21st Century using these novel, validated, and innovative methods of collaboration between patients and myeloma researchers by donating today.

CARES Act 2020 Limited-Time Opportunity
We have a unique opportunity in 2021 thanks to the CARES Act approved during the COVID situation.

1) Section 2304 of the CARES Act permits eligible individuals who do not itemize deductions to deduct $300 of cash donations to an "above-the-line" deduction.

2) Section 2305 states that up to 100% of your adjusted gross income (AGI) of all cash donations can be claimed if you itemize. Formerly, the cap was 60%. This only applies through the end of 2021.

100% of your donation will fund the following studies:

- **Diet & Progression**: Can improve dietary patterns preceding myeloma progression. Will learn how diet impacts the progression of myeloma for patients with pressure conditions in a study led by IMM Research.

- **Fitness & Progression**: Can improve quality of life and reduce progression in myeloma patients. Will track their fitness using a personal fitness device.
06
Live Giving Tuesday Campaign Review
Mobilize and Empower the World for Good

OUR MISSION
Our mission is to promote comprehensive wellness in girls by supporting their mind, body, and spirit through our holistic-based initiatives. Our programs empower girls to become engaged young women, equipped with the tools to lead healthy lives and actualize their dreams through:

- Establishing healthy eating habits
- Increasing physical activity
- Developing and increasing self-confidence

Donate to
Always Believing Foundation, Inc.

$25.00 USD
$50.00 USD
$100.00 USD
Other Amount

- Make this a monthly donation

I'd like to add to my donation to help offset the cost of processing fees

Donate with PayPal
Donate with a Debit or Credit Card
This Giving Tuesday, we are celebrating the successes of our program and students. 

**Giving Tuesday Get Together** is a year-end celebration to encourage the spirit of giving. On November 29, 2016 we are inviting supporters to our offices to learn more about how Bottom Line is helping low-income, first-generation students get into college, graduate from college, and go far in life!

This year our Giving Tuesday fundraising goal is $30,000 so that we can support our 670 students across the city of Chicago.

For more information, please contact Taylor Barnes.

Register Here
How Our Giving Tuesday Campaign Will Help Students

By participating in Giving Tuesday, we are encouraging you to think about the future of environmental health. Each year we award a total of $7,000 to new undergraduate and new graduate students through our NEHA/AS Scholarship program. With your help, we can do more! Help us build our scholarship fund for the opportunity to either increase our scholarship amounts or to support more students every year.

- One undergraduate applicant will be awarded the Dr. Sheila Davidon Pressley scholarship in the amount of $2,250.
- One undergraduate applicant will be awarded the Dr. Carolyn Hester Harvey scholarship in the amount of $2,250.
- One graduate will be awarded a scholarship in the amount of $2,500.

So, what does the NEHA/AS Scholarship go towards?

Following the students' notice of the award, the scholarship is forwarded directly to the recipient's financial aid office and applied to their student aid. Student aid includes tuition, room and board, and a number of miscellaneous student fees. In contrast, the scholarship will help alleviate the student's debt for one realm of expenses, allowing their savings to go toward expenses like books, supplies, groceries, etc.

Although the average student debt from a 4-year college is breaking $10,000 in tuition plus additional expenses across 4 years and the NEHA/AS Scholarship is a small fraction of this, this award still means a lot to students. The students who receive this award are deserving, dedicated, hard-working students that juggle full-time coursework and part-time jobs to help pay their way toward becoming an environmental professional.

By donating to the NEHA/AS Scholarship Fund, you are inspiring students and supporting them during their journey toward making the world a better place. If we can grow the NEHA/AS Scholarship Fund, we can do more for more students.
Enhancing the Campus Experience for OCU Students

Dear Ohio Christian University Friend,

Ohio Christian University is pleased to have the opportunity to help our students see what living a Christ-centered life looks like. A part of that process is being able to connect with our students, both on and off campus. Time spent with them is time worshipping, studying scripture, and relating as a community. I often wonder on this side of the fence, “What did they do today?” The books of faith show us these men as a community for three years. We know the work they were doing and the challenges they faced, but what did they do to just enjoy each other’s company and reflect on what was a really challenging day?

It is important to the lives of our students that we provide spaces and time for them to pursue their interests, think, and reflect. Our mission as an institution is to provide opportunities to our students to spend time together, to grow as a community on our campus. That is why we are embarking on an exciting journey here on campus to create new and improved areas for our students and recreational facilities. We feel, and believe you will agree, that providing opportunities for our students to engage in activities in our beautiful campus is the best way to help them build a network of Christian friends, trusting each other to grow, knowing each other accountable, and walking in Christian unity.

The Plan: To create a student recreation area by moving, and improving, existing area and expanding upon what we currently have.

• Move our current volleyball court from the center of campus to an area

**Donation**

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**Billing Address**

- Make this gift on behalf of an organization

- Name: [Name]
- [Organization Name]
- [Address]
- [City, State, Zip]
- [Phone]
- [Email]

**Payment details**

- Payment method: [Credit card]
- Direct Debit

**Payment Processed by Blackboard**

- Cardholder name: [Name]
- Card number: [Number]
- Security code: [Code]

- Expiration: [Month/Year]

- [CVV]

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Ohio Christian University
Head Over to Our New Giving Tuesday Resource Center
Questions?