

## News Release

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### FOR IMMEDIATE RELEASE

For more information, contact:

Peter Theisen, United Way of Whatcom County, [ptheisen@unitedwaywhatcom.org](mailto:ptheisen@unitedwaywhatcom.org), (360)733-8670 x103

Tamara Tregoning, United Way of Whatcom County, [ttregoning@unitedwaywhatcom.org](mailto:ttregoning@unitedwaywhatcom.org), (360)33-8670 x101

### WHATCOM COUNTY AND LOCAL CITIES PROCLAIM DECEMBER 3, 2013 AS #GIVINGTUESDAY

**Bellingham** –Whatcom County, the City of Bellingham, and the City of Lynden have proclaimed December 3, 2013 #GivingTuesday as a community day of giving. #GivingTuesday is a first of its kind effort that will harness the collective power of a unique blend of partners—charities, families, businesses and individuals—to transform how people think about, talk about and participate in the giving season. The day encourages all individuals to give back and to help promote the day through social media channels to raise awareness of supporting non-profits and community causes.

“We were very excited to partner with the Whatcom Community Foundation and the St. Luke’s Foundation to bring this opportunity to the county and local cities. Our call to action at United Way is to give, advocate, volunteer and #GivingTuesday is a great way to spread the word and encourage people to take a day during this holiday season to do what they can to make a difference,” said Peter Theisen, President/CEO of United Way of Whatcom County

Coinciding with the Thanksgiving Holiday and the kickoff of the holiday shopping season, #GivingTuesday will inspire people to take collaborative action to improve their local communities and give back to the charities and causes they support to help create a better world. Taking place December 3, 2013 – the Tuesday after Thanksgiving – #GivingTuesday will harness the power of social media to create a national movement around the holidays dedicated to giving, similar to how Black Friday and Cyber Monday have become days that are, today, synonymous with holiday shopping. Currently, several local nonprofit organizations have committed to participate in the initiative by signing up as partners in this effort.

"It's opportunities like Giving Tuesday that reinforces how fortunate we are to live in a community where businesses, donors, volunteers, non-profits and local governments work collectively to make life better for all," said Sue Sharpe, Executive Director of St. Luke’s Foundation.

Seeing an opportunity to channel the generous spirit of the holiday season to inspire action around charitable giving, a group of friends and partners came together to find ways to promote and celebrate the great American tradition of giving. Thought leaders in philanthropy, social media and grassroots organizing joined forces to explore what is working in modern philanthropy and how to expand these innovations throughout the philanthropic sector. The concept gained steam, and by bringing together a group of founding partners—including the United Nations Foundation, DonorsChoose.org, Mashable, Blackbaud, charity: water, GlobalGiving, Iraq and Afghanistan Veterans of America (IAVA), Kiva, Darden Restaurant Group, Groupon, Unilever and VentureThree Capital—a

nationwide series of discussions about how to make #GivingTuesday a success is already underway. Each week, new organizations have joined the movement and are providing creative ways people can embrace #GivingTuesday and collaborate in their giving efforts to create more meaningful results.

“Giving Tuesday captures the true spirit of the holiday season. It puts our focus on what’s important: relationships, caring for one another, being part of a community in a meaningful way,” said Mauri Ingram, President and CEO of the Whatcom Community Foundation.

To find out more information about how you or your Non-profit can be involved in the #GivingTuesday initiative visit [www.givingtuesday.org](http://www.givingtuesday.org), Facebook page (<https://www.facebook.com/GivingTuesday>) or follow #GivingTuesday (<https://twitter.com/GivingTues>) and the #GivingTuesday hashtag on Twitter.

### **About United Way of Whatcom County**

United Way of Whatcom County has worked for over 50 years to improve lives by mobilizing individuals and organizations to create long-term change by investing in Education, Income and Health for all Whatcom County residents. To learn more about United Way of Whatcom County visit [www.unitedwaywhatcom.org](http://www.unitedwaywhatcom.org) or check out their Facebook page at <http://www.facebook.com/UnitedWayWhatcom>

### **About #GivingTuesday**

#GivingTuesday is a movement to celebrate and provide incentives to give. It will culminate with a global day of giving on December 3, 2013. This effort harnesses the collective power of a unique blend of partners— charities, families, businesses and individuals—to transform how people think about, talk about and participate in the giving season. #GivingTuesday will inspire people to take collaborative action to improve their local communities, give back in better, smarter ways to the charities and causes they celebrate and help create a better world.

#GivingTuesday will harness the power of social media to create a global moment that is dedicated to giving around the world.

A team of recognized experts and influencers, initially convened by leaders of 92nd Street Y and supported by a core group of founding partners, originally spearheaded this effort. Founding partners in 2012 included United Nations Foundation, DonorsChoose.org, Mashable, Blackbaud, charity: water, GlobalGiving, Iraq and Afghanistan Veterans of America (IAVA), Kiva, Darden Restaurant Group, Groupon, Unilever and VentureThree Capital. Leaders in philanthropy, social media, innovative giving, grassroots organizing, marketing and communications are providing counsel and resources to help build this movement. To learn more about #GivingTuesday participants and activities or to join the celebration of giving, please visit:

Website: [www.givingtuesday.org](http://www.givingtuesday.org)

Facebook: [www.facebook.com/GivingTuesday](https://www.facebook.com/GivingTuesday)

Twitter: [twitter.com/GivingTues](https://twitter.com/GivingTues)

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