

## The SCCF's 20th Anniversary Series

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### Giving Tuesday

This week, we will be celebrating Thanksgiving. In addition to enjoying the warm comforts of Thanksgiving dinner and quality time with friends and family, you may also be planning a Black Friday trip, or planning to support a local business on Small Business Saturday, or to make an online purchase on Cyber Monday.

You may have heard of a more recent addition to this week of events—Giving Tuesday. In order to extend the spirit of giving thanks and supporting our local communities, New York's 92<sup>nd</sup> Street Y, in partnership with the United Nations Foundation, founded #GivingTuesday.

#GivingTuesday is a tag used on social media in order for individuals, families, nonprofits, civic organizations, businesses, and corporations to share with one another how they're making a difference on the Tuesday after Thanksgiving and also to encourage the donation of time, resources, and talents to address local need. #GivingTuesday harnesses the potential of the generosity of people around the world to bring real change in their communities. 2016 will be the 5<sup>th</sup> year of this movement.

#GivingTuesday is a global initiative. In 2016, more than 700,000 people raised \$116,000,000 online in more than 70 countries!

This year, we are celebrating Giving Tuesday with a county-wide event. We hope that you will considering taking part in the #GivingTuesday initiative by joining us in our efforts to make a huge impact on Starke County!

We invite you to kick off your holiday and end-of-year giving by coming out to learn about how Starke County charitable organizations have been impacted by dollars given to the SCCF. Remember that every contribution to the SCCF is endowed, so in 100 years from now, the funds raised on Giving Tuesday will still be there, generating income to address the charitable needs in Starke County.

The power of combining our efforts on Giving Tuesday, along with the power of endowed funds with the SCCF, make it possible for every act of kindness, small and large, to be amplified significantly throughout Starke County.

In honor of this special day and of our 20<sup>th</sup> Anniversary, the SCCF is holding an Open House on Nov. 29 at our new office in the former NJ-SP Middle School from 10 a.m. until 5 p.m. We hope you will come celebrate with us and enjoy some holiday treats!



So share #GivingTuesday on social media, encourage your friends and family to join the effort, and extend the spirit of thankfulness and giving back throughout the week. Together, we can make a huge difference in our community!

Join us next week for the final article of our 20<sup>th</sup> Anniversary Series!