

GIVING TUESDAY **LEBANON**

Official Partner of the World's Largest Generosity Movement



SAVE THE DATE
November 28, 2023

MEDIA CONTACTS - INFORMATION, VISUALS
lebanon@givingtuesday.me

LET'S CELEBRATE GIVING TUESDAY



NOVEMBER 28, 2023

Giving Tuesday was started in the USA in 2012 as a free & open initiative to encourage people to do and which has grown into a global movement that inspires millions of people to give, collaborate, and celebrate generosity after the spending during #BlackFriday and #CyberMonday.

GivingTuesday is one of only three days each year where donors look for nonprofits to support.

- It's huge (in 2021 over USD 3 Billion were raised in 1 day!)
- Local impact – Global movement in 85 countries
- All kinds of giving are value: time, skills, voice, money
- Inclusive of all kinds of partners
- It's an incentive to giving by young people every where!
- Celebrating small gifts (not just many zeros)

The movement wants to mobilize the population and make the initiative, officially present in 85 countries, grow even more and encourage donation as a habit.

The movement is open, completely free and inclusive!

GIVING TUESDAY

Giving Tuesday Lebanon exists so that we have a more generous and supportive country, strengthening the habit of giving as part of people's daily lives.

#GivingTuesdayLebanon seeks to help thousands of everyday givers see how their individual contributions add up to make a big impact when they all give to their preferred causes at the same time!

As the Middle East's largest NGO information repository, **arab.org** with its founding collaborators & partners **Anta Akhi**, **Brave Heart**, **CCCL** & **Takreem** celebrated the official launch of the first Giving Tuesday in the Arab World in 2020. The movement has since grown to group 20 organizations and businesses for the campaign.





<https://givingtuesday.org/global>

Captains of industry and high achievers can champion their favourite causes and garner support for their charities through their personal and professional networks, engaging employees, clients, associates in coming together to celebrate their generosity in their community & beyond. Often it just requires embedding an ask in billing or communication to customers, employees or adding or turning on a charity feature to the check-out process in your e-commerce portal or payroll! Some corporates encourage their employees to donate a day's pay or donate earned leave, for a chosen cause, with a matching contribution from the organisation. The process of coming together to choose a cause or a set of charities is highly engaging and gives impetus to employee volunteering and CSR!

For NGOs, it is the best time to reach out to existing donors and help them leverage their giving through matching donations and prizes. It is also a great time to reach out to new circles of givers through innovative campaigns, volunteers and champions who support their cause.

FIND MEDIA KITS, IDEAS & RESOURCES

<https://lebanon.givingtuesday.me/resources>

GIVING TUESDAY LEBANON

<https://lebanon.givingtuesday.me/>



For our community, it's a time where we come together as common folks who share a common homeland and try to make it better.

So, whether you are in Beirut, Tripoli, Saida, Jounieh, Baalbeck, Byblos, Tyre or anywhere in Lebanon or elsewhere – join the celebration of your generosity on #GivingTuesdayLebanon, year on year!

CELEBRATE GIVING TUESDAY THIS NOVEMBER 28, 2023



We remain at your disposal for any information, visuals or to make you meet those who act throughout the year and who will join this global movement on November 28, 2023.

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