

Community Comment  
Tuesday, November 24, 2015

This is Erin Dunn from the Fortuna Chamber of Commerce with a Community Comment.

Happy Thanksgiving week everyone. In the next seven days we are going to experience Thanksgiving, Black Friday, Small Business Saturday, Cyber Monday and Giving Tuesday.

Wait, huh? Giving Tuesday? What's that? It's a wonderful concept you may know about, but I'm going to fill you in on a few facts about Giving Tuesday shared by our friends at the McLean Foundation. This year it falls on December 1.

This is from the Giving Tuesday dot org website:

Now in its fourth year, #GivingTuesday is a global day of giving fueled by the power of social media and collaboration. Observed on the Tuesday following Thanksgiving and the widely recognized shopping events Black Friday and Cyber Monday, #GivingTuesday kicks off the charitable season, when many focus on their holiday and end-of-year giving. Since its inaugural year in 2012, #GivingTuesday has become a movement that celebrates and supports giving.

### **Background – What is #GivingTuesday?**

Created by the 92nd Street Y in New York City, #GivingTuesday connects diverse groups of individuals, communities and organizations around the world for one common purpose: to celebrate and encourage giving.

### **The Big Ideas Behind #GivingTuesday**

#GivingTuesday harnesses the potential of social media and the generosity of people around the world to bring about real change in their

communities; it provides a platform for them to encourage the donation of time, resources and talents to address local challenges. It also brings together the collective power of nonprofits, civic organizations, businesses and corporations, as well as families and individuals—to encourage and amplify small acts of kindness.

So, what does this mean for us here in Humboldt County?

- #GivingTuesday December 1<sup>st</sup>, 2015
- On a local level, GivingTuesday inspires people to take collaborative action to improve their communities, and give back in better, smarter ways to the charities and causes they celebrate.
- It transforms how people think about, talk about and participate in the giving season.
- Give time and energy, your talents and abilities—it's not just about money.
- With hundreds of nonprofits in Humboldt County, see how you can make a difference through #GivingTuesday. For more info please contact McLean Foundation at [mcleanfoundation.org](http://mcleanfoundation.org)

A quick mention for Rotary. The international theme this year for Rotary International is “Be a Gift to the World.” Our International President encourages Rotarians to give of their time, talent and abilities to be a gift to the world. In some ways, for Rotarians every Tuesday is giving Tuesday.

This has been Erin Dunn with a Community Comment.