

GET READY FOR GIVING TUESDAY 2017

*Giving Tuesday 2016 was the best yet.
Let's make 2017 an even bigger success.*



#givingtuesday is a global movement with the overall aim of encouraging companies and people to give to charities or causes that they care about. Now in its fourth year, #givingtuesday offers companies like yours, the opportunity to make a difference and tell positive stories about their involvement in one of the world's biggest days of charitable activity.

WHY TAKE PART?

- 1. Many organisations like yours are already involved**
Make sure your brand is included in this nationwide campaign. If you don't take part, you'll be missing out! *Facebook, RBS, Microsoft, Sainsbury's, The Entertainer* and *Financial Times* are already partners. Find out how you can sign up here www.givingtuesday.org.uk.



1,638
organisations took part in 2016

- 2. It's a record breaking day**
Participating provides a great opportunity to boost your company's charitable giving. Last year on #givingtuesday, PayPal broke the Guinness World Record for the most amount of money donated online to charity in 24 hours.



Total amounted to
\$48 million
globally

- 3. Millions of people take part**
Joining in helps your company demonstrate corporate responsibility values to customers and the general public. Last year 4.5 million people in the UK told us they took part in #givingtuesday.



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people in the UK took part in #givingtuesday

Contact the Corporate Client team on
03000 123 207 or email corporate@cafonline.org
to find out more

 @givingtuesdayuk

 facebook.com/givingtuesdayuk

 www.givingtuesday.org.uk



#givingtuesday now runs in over 70 countries around the world including the US, Canada, Russia, Germany, Spain, Singapore, Australia and Brazil. Since #givingtuesday arrived in the UK in 2014, the day has gone on to become one of Britain's biggest days for companies, people and charities, raising millions of pounds for good causes.

4. Everyone's talking about it

It gives your company the opportunity to be part of a positive national news story. It's been the UK's #1 social media trend three years in a row and last year the day featured in national newspapers including *The Guardian*, *Daily Mail*, *London's Evening Standard* and on TV shows.



In the UK

53,808

*posts used the
#givingtuesday*

5. We've got celebrity support

Including your brand helps align your company with a growing campaign that draws high profile support. #givingtuesday has the official support of all of the UK's major political parties. JK Rowling, Cara Delevingne, Wayne Rooney and Dame Helen Mirren showed their support for the campaign too.



*Celebrity support helped
deliver a potential reach of*

852,325,739

6. Our partners tell us it works

Whatever your contribution, promoting your company's #givingtuesday activity to employees and customers, benefits your company and your CR strategy. Nine out of ten partners told us they achieved their pre-determined goals for #givingtuesday, whilst half told us the day boosted their public profile.



93%

*of partners said
that they would recommend
#givingtuesday*