

GET READY FOR GIVING TUESDAY 2018

One day to make a world of difference

Giving Tuesday is a global movement with the overall aim of encouraging companies and people to make a world of difference by doing good stuff. Now, in its fifth year, Giving Tuesday offers companies like yours the opportunity to support charitable causes and share positive stories about their involvement with one of the world's biggest days of generosity.

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! Sainsbury's, Co-op, ASOS, The Entertainer, and Thomson Reuters are already partners. Find out how you can sign up here www.givingtuesday.org.uk/for-business/



2,100
organisations took part

2.

It's a record breaking day

Participating provides a great opportunity to boost your company's charitable giving. PayPal broke the Guinness World Record for the most amount of money donated online to charity in 24 hours.



Total amounted to
\$64 MILLION
globally

3.

Millions of people take part

Joining in helps your company demonstrate corporate responsibility values to customers and the general public. 4.5 million people in the UK told us they took part in Giving Tuesday.



4.5 MILLION
people in the UK
took part

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

4.

Everyone's talking about it

It gives your company the opportunity to be part of a positive national news story. Giving Tuesday was mentioned 631 times in the media in the two weeks before the day and the day after, while the hashtag #givingtuesday was the UK's number 1 trend for nine hours.



In the UK
48,000
posts used
#givingtuesday

5.

We've got celebrity support

Including your brand helps align your company with a growing campaign that draws high profile support. Giving Tuesday has the official support of all of the UK's major political parties. Emma Watson, Ricky Gervais, Richard Branson, Cara Delevigne, Ian McKellen and David Tennant showed their support for the campaign too.



Celebrity support
helped deliver a potential
reach of
52 MILLION
people

6.

Our partners tell us it works

Whatever your contribution, promoting your company's Giving Tuesday 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 Giving Tuesday, whilst half told us the day boosted their public profile.



93%
of partners said
that they would recommend
Giving Tuesday

7.

It's free to become a partner!

Becoming a corporate Giving Tuesday partner is free! To sign up, all you need to do is complete [this form](#) - it only takes two minutes!



2 MINUTES
is all it takes to sign up