

1Minute with 1Vision

Giving Tuesday

You certainly have heard of Giving Tuesday. Celebrated on the Tuesday following Thanksgiving (in the U.S.) and the widely recognized shopping events Black Friday and Cyber Monday, Giving Tuesday kicks off the charitable season, when many focus on their holiday and end-of-year giving.

This November 29th, you can join the movement and give – whether it's some of your time, a donation, gift, or the power of your voice in your local community. It's a simple idea and the results have been gaining traction.

In 2015 for Giving Tuesday, 700,000 people raised \$116 million in 70 countries.¹ That's pretty good. Unfortunately, it pales in comparison to Black Friday participation. This year, one news source reports that shoppers spent over \$3.34 billion on Friday alone!²

Repeat this out loud... “We have our priorities mixed up!”

What can you do?

- ☐ **Start something.** Even if it “isn't much” consider beginning the charity habit. Changing a mindset, or practice begins with a conscious act – even a small one. One friend is planning to give 10% of what they spent on Black Friday!
- ☐ **Do what you like.** Life is too short to do what you “should” do. Find a place that matches your passions. Is it sheltering unclaimed pets, feeding malnourished children, righting human rights violations, protecting the life of the unborn, or connecting with dementia patients? There's room for everyone.
- ☐ **Look around your town.** We have a great nonprofit organization that supports charities. If your community doesn't offer that, check with your church or synagogue or your local United Way.

Take time tomorrow to chip away at consumerism by supporting a local nonprofit. You will be better for it.

Sincerely,



Blake Conover, President

¹ <https://www.givingtuesday.org/>

² <http://www.inquisitr.com/3748502/black-friday-sales-figures-2016-online-sales-hit-new-record-with-3-34-billion-in-purchases/>, 11/28/16