What You Should Know about Giving Tuesday

A person holding a can of food

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Giving Tuesday is celebrated on the first Tuesday of December each year. It is a day dedicated to the selfless act of giving and has rapidly gained prominence as a global movement that encourages generosity, charity, and community involvement.

Here, we'll unwrap the history, significance, and impact of Giving Tuesday and share some ways you can give back this season.

**A History of Giving Tuesday**

The story of Giving Tuesday begins with 92nd Street Y (92Y), a cultural and community center in New York City. In 1874, this institution was founded to promote the well-being of the city's Jewish population.1 Fast-forward to 2012, a team of visionaries, including Henry Timms, 92Y's Executive Director, and the Belfer Center for Innovation & Social Impact came together to create a day that would harness the power of social media and online connectivity for charitable causes.2

On November 27, 2012, the first Giving Tuesday took place. This day was strategically celebrated between the commercial frenzy of Black Friday and Cyber Monday as an attempt to focus the holiday season on giving rather than receiving.2 The idea was to channel the excitement and energy of holiday shopping into a day of giving back to the community.

Since its inception, Giving Tuesday has grown exponentially. It has transcended its New York origins to become a global movement, inspiring countless individuals, organizations, and communities to come together and make a difference.

**How to Give Back This Giving Tuesday**

The beauty of Giving Tuesday lies in its flexibility. It's a day that welcomes all forms of generosity, from financial contributions to acts of kindness that don't cost anything.

Here are some meaningful ways you can give back on Giving Tuesday:

**Donate to Charitable Organizations**

One of the most direct ways to participate in Giving Tuesday is by making a financial donation to a charitable organization of your choice. Whether it's a local nonprofit, a global humanitarian organization, or a cause that's close to your heart, your contribution can make a significant impact.

**Start a Giving Circle**

Gather a group of friends or colleagues and form a giving circle. Pool your resources to make a larger impact on a chosen cause or organization. Discuss the impact you want to make together and decide where to direct your collective donations.

**Volunteer Your Time**

Your time and skills can be just as valuable as your financial resources. Consider volunteering at a local shelter, food bank, or community center.

**Fundraise for a Cause**

Become a fundraiser for a nonprofit you're passionate about. Use social media and online platforms to reach out to friends and family, sharing your dedication to the cause and encouraging them to contribute.

**Support Local Businesses**

Giving back doesn't always involve traditional charity. Support your local economy by shopping at small businesses on Giving Tuesday (and on Small Business Saturday, the Saturday after Black Friday). Many businesses also run promotions these days, allowing you to give back and save money.

**Do a Random Act of Kindness**

Small acts of kindness can have a big impact. Pay for a stranger's coffee, leave an uplifting note in a public place, or offer to help a neighbor with their groceries. These acts spread positivity and remind us that giving isn't limited to financial transactions.

**Donate Goods**

Clean out your closets, and consider donating gently used clothing, toys, or household items to local shelters or thrift stores. Your unwanted items can provide much-needed assistance to individuals and families in need, especially during the holiday season.

**Share Your Skills**

Share your knowledge and skills with others. Offer to mentor a young person in your community, teach a workshop, or provide free services to nonprofits. Your expertise can be a valuable resource.

Giving Tuesday is more than just a day on the calendar; it's a reminder of the difference we can make. Its history, growth, and significance show how a simple idea can evolve into a global movement, inspiring countless acts of kindness and creating a better world. Contact your Patriot Advisor today for more ways to give.

1. [*https://www.92ny.org/about/timeline*](https://www.92ny.org/about/timeline)
2. [*https://www.givingtuesday.org/about/*](https://www.givingtuesday.org/about/)

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