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## FOR IMMEDIATE RELEASE

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# The Arc of Atlantic County Joins Global #GivingTuesday Movement to Encourage Holiday Charitable Giving

*Pledges to Raise \$100 from 100 Individuals and Corporations this Holiday Season to Support People with Intellectual and Developmental Disabilities*

**Egg Harbor Township, NJ** – November 21, 2013 – The Arc of Atlantic County has joined #GivingTuesday, a first of its kind effort that will harness the collective power of a unique blend of partners—charities, families, businesses and individuals—to transform how people think about, talk about and participate in the giving season. Coinciding with the Thanksgiving Holiday and the kickoff of the holiday shopping season, #GivingTuesday will inspire people to take collaborative action to improve their local communities, give back in better, smarter ways to the charities and causes they support and help create a better world.

Taking place December 3, 2013 – the Tuesday after Thanksgiving – #GivingTuesday will harness the power of social media to create a national moment around the holidays dedicated to giving, similar to how Black Friday and Cyber Monday have become days that are, today, synonymous with holiday shopping.

The Arc of Atlantic County joined the #GivingTuesday movement to help promote the importance of charitable giving, especially around the holidays – with the hope that people will make a commitment to give back to people with intellectual and developmental disabilities this holiday season. Specifically, The Arc of Atlantic County is asking for 100 people to give \$100 to its Annual Appeal ([www.arcatlantic.org](http://www.arcatlantic.org)), which helps fund The Arc's respite programs that support hundreds of children and adults with intellectual and developmental disabilities and their families in our community. Respite programs are vital to the health and wellbeing of the Atlantic County families caring for someone with special needs at home.

Patrick J. Manion, MBA, who joined The Arc of Atlantic County in October as its Director of Philanthropy, encouraged the agency to adopt this campaign because of his experience with it in the past. "I learned about #GivingTuesday last year, the year that it launched, and was thrilled to see a campaign dedicated to promoting charitable giving – especially one that falls right after Black Friday, Small Business Saturday and Cyber Monday, days that focus on buying 'things'. #GivingTuesday reminds people to be sure to set aside funds to give to their favorite charities. Having a day dedicated to making your year-end gift is a great way to motivate philanthropic support."

### How #GivingTuesday Started

Seeing an opportunity to channel the generous spirit of the holiday season to inspire action around charitable giving, a group of friends and partners, led by the 92nd Street Y, came together to find ways to promote and celebrate the great American tradition of giving. Thought leaders in philanthropy, social media and grassroots organizing joined with 92nd Street Y to explore what is working in modern philanthropy and how to expand these innovations throughout the philanthropic sector. The concept gained steam, and by bringing together a group of founding partners—including the United Nations Foundation, DonorsChoose.org, Mashable,

(more)

Blackbaud, charity: water, GlobalGiving, Iraq and Afghanistan Veterans of America (IAVA), Kiva, Darden Restaurant Group, Groupon, Unilever and VentureThree Capital—a nationwide series of discussions about how to make #GivingTuesday a success is already underway. Each week, new organizations have joined the movement and are providing creative ways people can embrace #GivingTuesday and collaborate in their giving efforts to create more meaningful results.

“It’s been a privilege to work with remarkable leaders all over the country building a movement around #GivingTuesday,” said Henry Timms, 92Y’s Interim Executive Director. “This initiative has truly been crowd-sourced by some of the smartest and most connected minds among the next generation of philanthropists and entrepreneurs.”

A team of influencers has met to discuss the innovative ways that people are approaching giving during challenging economic times, along with how Americans can give smarter and use new media to encourage positive change in their communities.

Currently, more than 6,500 corporate and nonprofit organizations have committed to participate in the initiative. #GivingTuesday is endorsed by Committee Encouraging Corporate Philanthropy, Dorothy A. Johnson Center on Philanthropy, Giving Institute, Giving USA Foundation and InterAction. Charity Navigator, Givewell and GuideStar are serving as Charity Advisors. VolunteerMatch is a volunteer advisor to #GivingTuesday.

“#GivingTuesday is a counter narrative to Black Friday and Cyber Monday because it reminds us that the spirit of the holiday giving season should be about community and not just consumerism,” said Kathy Calvin, CEO of the UN Foundation. “The most meaningful gift we can give our children, loved ones, friends and neighbors is the commitment to work together to help build a better world.”

Those who are interested in joining The Arc of Atlantic County’s #GivingTuesday initiative can visit [www.arcatlantic.org](http://www.arcatlantic.org). For more details about the #GivingTuesday movement, visit the #GivingTuesday website ([www.givingtuesday.org](http://www.givingtuesday.org)), Facebook page (<https://www.facebook.com/GivingTuesday>) or follow #GivingTuesday (<https://twitter.com/GivingTues>) and the #GivingTuesday hashtag on Twitter.

### **About The Arc of Atlantic County**

The Arc of Atlantic County is a private non-profit organization that has been making a difference in the lives of people with intellectual and developmental disabilities and their families since its founding in 1961. Through direct services, advocacy, education and prevention activities, The Arc works in partnership with individuals and their families to make choices possible about how they live, learn, work and play. The Arc serves more than 700 people with intellectual and developmental disabilities and impacts thousands more. Follow The Arc of Atlantic County on Facebook (<https://www.facebook.com/ArcAtlantic>) and on Twitter (<https://twitter.com/ArcAtlantic>).

### **About #GivingTuesday**

#GivingTuesday is a movement to celebrate and provide incentives to give. It will culminate with a global day of giving on December 3, 2013. This effort harnesses the collective power of a unique blend of partners—charities, families, businesses and individuals—to transform how people think about, talk about and participate in the giving season. #GivingTuesday will inspire people to take collaborative action to improve their local communities, give back in better, smarter ways to the charities and causes they celebrate and help create a better world. #GivingTuesday will harness the power of social media to create a global moment that is dedicated to giving around the world. A team of recognized experts and influencers, initially convened by leaders of 92nd Street Y and supported by a core group of founding partners, originally spearheaded this effort. Founding partners in 2012 included United Nations Foundation, DonorsChoose.org, Mashable, Blackbaud, charity: water, GlobalGiving, Iraq and Afghanistan Veterans of America (IAVA), Kiva, Darden Restaurant Group, Groupon, Unilever and VentureThree Capital. Leaders in philanthropy, social media, innovative giving, grassroots organizing, marketing and communications are providing counsel and resources to help build this movement.

To learn more about #GivingTuesday participants and activities or to join the celebration of giving, please visit:

**Website:** [www.givingtuesday.org](http://www.givingtuesday.org)

**Facebook:** [www.facebook.com/GivingTuesday](https://www.facebook.com/GivingTuesday)

**Twitter:** [twitter.com/GivingTues](https://twitter.com/GivingTues)