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SPONSORED CONTENT

Harnessing the Power of All For Giving Tuesday

How to Be a Part of It All

It's safe to say everyone has struggled to some extent this year.



The best cure for feelings of hopelessness and dismay that tend to accompany struggle is to help someone else. After all, if we're all struggling, we can all help.

SHARE Omaha is an organization that connects nonprofit organizations to those who can give financially, who want to volunteer and others who can share material items no longer needed.

SHARE Omaha presents the perfect platform for a community-wide day of giving – Giving Tuesday. It's a worldwide generosity movement. Annually, Giving Tuesday is the Tuesday after Thanksgiving - this year it falls on Tuesday, December 1.

For the second year, SHARE Omaha will power #GivingTuesday402 in the Omaha metro and #GivingTuesday712 in Southwest Iowa. Efforts to energize people to give together, do together and share together are sponsored by Core Bank for #GivingTuesday402, and by TS Bank in Southwest Iowa for #GivingTuesday712.

Our Community is All In

"We're kicking off 2020's giving season by sharing that the metro needs everyone to participate," said SHARE Omaha Executive Director Marjorie Maas. "We all have 'good' to offer."

While some people have time to volunteer (in-person or virtually), others may have extra items to share. Still others may be able to donate financially.

"And everyone has it within their capacity to do something kind for someone else," Maas said.

Even before the official day, the team at SHARE Omaha is seeing interest in #GivingTuesday402 exceed that of last year. In 2019, Omaha-metro area donors gave more than \$1.6 million, 8,000 items and 400 people pledged to serve as new volunteers.

"With the pandemic leading to our collective need for assistance to others, we know we'll see a lot more involvement this year," Maas said.

Already, different sectors of the community are coming together to help. Industries where competition is the norm are putting those interests aside and instead gathering their resources to give back for the greater good. Local media is one example – stories about Giving Tuesday will be heard and seen in nearly all outlets.

"It's a great example of how no one is vying for exclusive treatment," Maas said. "It's a truly inclusive day."

The best way to explore participation in #GivingTuesday402 is on the SHARE Omaha website (SHAREomaha.org/givingtuesday). Non-profits have listed specific needs like volunteers, items they can use and where donations will be directed. Lots of volunteer experiences can be done at home, like writing letters, and most organizations have accommodated for socially-distanced ways to give time, too.

Some examples of SHARE Omaha nonprofits with #GivingTuesday402 opportunities include:

- **GOOD LIFE BULLDOG RESCUE** – Funds raised through #GivingTuesday402 will provide veterinary care and foster supplies throughout the year. This organization also seeks new foster families and volunteers to conduct home visits, transport dogs, assist with fundraising and process adoption and foster applications. "Like all rescues, we simply cannot function without foster homes," said Heather Reese, one of the volunteers that helps organize Good Life Bulldog Rescue. "Increasing our foster base allows for more English bulldogs to transfer to our care. We cover most of the upper Midwest for the Bulldog Club of America Network."
- **REJUVENATING WOMEN** – #GivingTuesday402 donations to this organization, which helps individuals who have been trafficked, exploited and enslaved find hope and restoration, will help pay for services like equine therapy for residents of their home. Rejuvenating Women provides short-term and long-term housing to survivors of human trafficking. The team also collects household items, gift cards and clothing to provide to their clients. "We run on donations and are always in need of funds and items, and also mentors and volunteers," said director of operations Jen Snow.

- **BLACK & PINK** – This prison abolitionist organization is participating in #GivingTuesday402 for the first time and has a goal of 50 people giving between \$1-\$5 each. "We ultimately want our work to be funded by the people we serve and people who are impacted by the systems we're fighting against, and it's important that people who give at any level feel our gratitude," said Black & Pink Director of Communication & Grants Dusty Ginner. Giving Tuesday falls on World AIDS Day this year, so the team at Black & Pink is aligning their efforts with that global day, as well.

- **CAREER EDVANTAGE SWI** – As a young nonprofit that assists students with training and employment, this organization is eager to join



#GivingTuesday712 to share their mission and raise funds for post secondary scholarships. Career EdVantage SWI helps students identify and ultimately enter financially sustaining careers. "When givers support our work, they are helping to fill crucial workforce needs in our community," said Executive Director Cara Cool-Trede.

Another great way to find local charities that matter to you is to follow #GivingTuesday402 and #GivingTuesday712 on social media and look for updates on the SHARE Omaha accounts.

"We will be enthusiastically sharing all the Giving Tuesday stories we can find on our SHARE Omaha social media feeds and on our website," Maas said. "Looking to social media and the SHARE Omaha website is a great way to find new organizations to support, but we're also encouraging people to continue giving back to the nonprofits they've supported in the past, too."

Finally, one of the most meaningful ways to participate in #GivingTuesday402 is to look around

your neighborhood. Acts of kindness, both random and planned, are the hardest to track and measure, but are often the most appreciated by the recipient.

“By doing what we can for each other, our hands and hearts can lift our community beyond the challenges of this year,” Maas said. “Everyone has something to offer – small donations, volunteerism, acts of kindness and supporting our neighbors. It’s all worthwhile and important.”

Make Your Giving Tuesday Plan Today

It all counts on Tuesday, Dec. 1!

- **Give early at SHAREomaha.org using donation code **GIVINGTUESDAY****
- **Sign up to volunteer**
- **Collect items to donate**
- **Spread kindness**

Find opportunities: SHAREomaha.org

**Learn about the movement:
GivingTuesday402.org,
GivingTuesday712.org**