



Day 7 – A Day of Giving

16 Days of Activism Against Gender-Based Violence

Today is Giving Tuesday, an international day of giving back; a day to give to charity. We all have something or someone for which we are thankful or about which we are passionate. It could be a cause, such as ending gender-based violence, or it could be a person who has been exceptionally kind, generous or supportive. In 2012, the United Nations Foundation introduced Giving Tuesday — the first Tuesday after Thanksgiving — with the hope that after several days of big sales and rampant consumption, there'd be interest in giving back. The Foundation was right. #GivingTuesday immediately went viral.

Since Giving Tuesday's launch in 2012, nonprofits all over the U.S. — and, eventually, all over the world — have hosted fundraisers and events, using the branding and hashtag associated with the movement. It is estimated that over \$10 million was donated to charity in the first year, through online Giving Tuesday fundraisers. The second year, it was \$28 million. The estimate was \$511 million in online giving for 2019. This year, however, with the pandemic upon us, many budgets have been stretched, and donations seem to be slowing, even as charities report greater need than ever.

Although giving may be reduced this year, there is another way Giving Tuesday matters — it is a day when people are talking and thinking about giving back. It is a day when people are thinking about causes and ways to better their communities and the world. Ultimately, making the world a better place requires generosity and a dedication to measuring impact, talking about what we want to achieve, and gaining a better understanding of the problems that we are trying to solve. Take time to research organizations that support the causes about which you are passionate. Make your donation dollars count.

If you want to help end gender-based violence, give to reputable organizations that support equality, education for women and girls and programs and actions to stop the violence. On #GivingTuesday, donate to the **Zonta Foundation for Women** to support Zonta's international service projects and help us end violence against women and girls (www.zonta.org/donate).

#ZontaSaysNO

