Giving Tuesday offers break from material spending

By Doug Sherwin
Friday, November 27, 2015

First, there was Black Friday. Then came Cyber Monday. The latest post-Thanksgiving Day tradition, however, is more in line with the holiday spirit.

Giving Tuesday was launched four years ago by a cultural center in New York City to help put the focus on charitable giving during the consumer-spending frenzy of the season.

The event, for nonprofits, community groups, schools and churches, is held the first Tuesday after Thanksgiving, which will be Dec. 1 this year.

Like those across the nation, local nonprofits are using Giving Tuesday to highlight certain programs that need money or just as a reminder that any funding helps.

"Amidst the conspicuous consumption of Black Friday and Cyber Monday, Giving Tuesday is a day to celebrate generosity," the San Diego Volunteer Lawyer Program sent out in an email to its members.

"A donation or pledge to volunteer with SDVLP will last long after the tinsel and wrapping paper are gone by helping your neighbors resolve their civil legal issues with the assistance of skilled legal advocates."

People interested in donating to a worthy cause can search for a participating charity on social media by following the hashtag #GivingTuesday.

San Diego Grantmakers is participating by asking donors to share on social media how they’ve supported a nonprofit in a meaningful way. Someone’s experience could result in their charity winning $5,000 from San Diego Grantmakers.

The UC San Diego Rady School of Management is taking the opportunity to promote its Fellowships for the Future fund. School officials hope to raise $5,000 on Tuesday for the Fellowships, which help Rady attract leading students who otherwise may not be able to attend the Rady School due to financial circumstances.

California Western School of Law’s New Media Rights program will be running a one-day, 24-hour fundraiser on Tuesday, when donations will be matched dollar-for-dollar up to $40,000. It’s the group’s biggest-ever match opportunity.
New Media Rights provides legal services, education and advocacy for Internet users and creators. Many other programs and clinics at California Western will be competing for the $40,000 match as well.

The San Diego Foundation, meanwhile, is asking people to donate to its Fund for the Future on Tuesday. The organization provides grants to groups that improve the San Diego region.

The San Diego Museum of Art is using Giving Tuesday to highlight its efforts to create "Art of the Open Air," a sculpture exhibition that will be outside the facility, surrounding the Plaza de Panama. The collection will be open to the public free of charge.

The museum is hoping to raise $20,000 for the exhibit, which, in part, will go toward restoring sculptures that have been in storage a long time.

Girls on the Run, a nonprofit that inspires girls to be healthy and confident using an experienced-based curriculum, also is participating this week.

The Casa Cornelia Law Center is using Giving Tuesday to raise funds for its domestic violence survivors program. The group is seeking to raise $10,000 Tuesday, which will provide quality legal services and a path to hope for 20 survivors.

"We hope you will consider joining Casa Cornelia in this global celebration of generosity, and share your gift with others," the group has posted on its website. The organizers of Giving Tuesday also encourage people to donate their time by volunteering for a nonprofit organization if donating money is not feasible.

National organizers also are holding several Twitter chats Tuesday. One discussion is about how to donate for the holidays. Users can participate by following the hashtag #RefreshinglyHonest or using it in a tweet with a comment or question.

https://sdtranscript.com/subscriber/sdtstory.cfm?sdtid=944707