

# Giving Tuesday

JCC provides three opportunities to support the community.

**T**he Jewish Community Center of Metropolitan Detroit has joined #GivingTuesday, a global day of giving that harnesses the collective power of individuals, communities and organizations to encourage philanthropy and to celebrate generosity worldwide.

The JCC's #GivingTuesday initiative includes three ways to support the community:

**Give a Gift:** In collaboration with the Bottomless Toy Chest to provide toys to children in local hospitals, the JCC is asking people to donate new, unopened and unwrapped toys. Gifts will be accepted through Monday, Nov. 30, and can be dropped off at various locations inside the JCC.

**Gift Wrapping Party:** On Tuesday, Dec. 1, from 3-6 p.m. the JCC is hosting a wrapping party where all the collected toys will be wrapped and volunteers can enjoy refreshments, arts and crafts and other activities. The wrapping event is open to all.

## FROM ME TO YOU

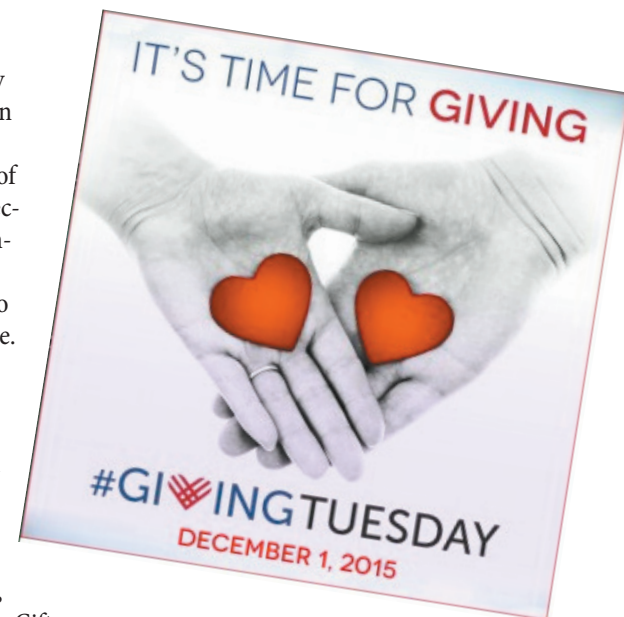
The JCC gives more than \$600,000 in scholarships every year to support and engage the community. People are encouraged to make a contribution to one of five scholarship funds that will go directly to someone in need in the community.

- **Special Needs Scholarship Fund** gives children the opportunity to participate in annual Special Needs programs, including Kids All Together, Teens All Together, SNAP (Special Needs Adventure Program) and inclusion programs at the JCC's Child Development Center and Day Camps.

- **Day Camp Scholarship Fund** gives children the opportunity to participate in JCC Day Camps.

- **Kenny Goldman Athletic Fund** gives children and young adults (ages 6-20) the opportunity to participate in quarterly basketball leagues, which include practices, games and end-of-season awards.

- **Aquatics Scholarship Fund** gives children the opportunity to participate in the JCC Lenny Krayzelburg Swim Academy.



- **Child Development Center Scholarship Fund** gives infants and toddlers of families in need the opportunity to participate in all of the programs offered by the JCC's Pitt Child Development Center.

"Supporting the community in which we work, live and play is a cornerstone of the JCC's mission," said JCC CEO Jim Issner. "We are excited to be a part of this global day of giving and encourage our community to participate in the JCC's various #GivingTuesday activities."

The 92nd Street Y in New York City conceptualized #GivingTuesday as a new way of linking individuals and causes to strengthen communities and encourage giving. In 2014, the third year of the movement, #GivingTuesday brought together 30,000 partners in 68 countries and registered 32.7 million impressions on Twitter, with its eponymous hashtag mentioned 698,600 times.

Since 2012, online giving on the Tuesday after Thanksgiving has increased more than four-fold, based on findings by Blackbaud and the Indiana University's Lilly Family School of Philanthropy, produced in partnership with the Case Foundation.

Those interested in participating in the JCC's #GivingTuesday initiative can visit [www.jccdet.org/givingtuesday](http://www.jccdet.org/givingtuesday) for details. Information will also be available via the JCC's Facebook and Twitter pages. ✱