



## News Release

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### **Literacy Volunteers Chippewa Valley Joins the National #GivingTuesday Movement to Encourage Spending With a Purpose**

Literacy Volunteers Chippewa Valley has partnered with #GivingTuesday, a first of its kind effort that 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. Coinciding with the Thanksgiving Holiday and the kickoff of the holiday shopping season, #GivingTuesday inspires 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 2, 2014 – the Tuesday after Thanksgiving – #GivingTuesday will harness the power of social media to create a national movement around the holidays dedicated to *giving*, similar to how Black Friday and Cyber Monday have become days that are, today, synonymous with holiday shopping.

Literacy Volunteers Chippewa Valley has joined #GivingTuesday to create awareness of the literacy needs in our community and how you can help fight illiteracy. “Literacy Volunteers was able to provide flexible literacy programs to over 500 adults last year. We helped them and their families reach their education, employment, and life goals,” said MaryJo VanGompel, executive director of Literacy Volunteers Chippewa Valley. “There are still over 9,500 people in our area who do not have a high school diploma – 1 out of 10 adults do not have the basic skills to function in our society! We hope that you will consider donating to Literacy Volunteers on #GivingTuesday. Our goal is \$20,000. For every dollar invested in literacy programs, there is \$33 in economic benefit returned to the economy.”

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 (92Y), 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 92Y to explore what is working in modern philanthropy and how to expand these innovations throughout the

philanthropic sector. The concept gained steam, and with the help of the United Nations Foundation and other founding partners, more than 10,000 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.

Those who are interested in joining Literacy Volunteers Chippewa Valley's #GivingTuesday initiative should go to our website at [www.lvcv.org](http://www.lvcv.org), our Facebook page at <https://www.facebook.com/pages/Literacy-Volunteers-Chippewa-Valley/344767268781?ref=hl>, LinkedIn at [http://www.linkedin.com/company/literacy-volunteers---chippewa-valley?trk=top\\_nav\\_home](http://www.linkedin.com/company/literacy-volunteers---chippewa-valley?trk=top_nav_home) or on Twitter at <https://twitter.com/LVChipValley>.

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.

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